

MODULE OUTLINE DIT11

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT11	YEAR OF STUDY	1 st (1 st semester)
MODULE TITLE	INTRODUCTION TO TOURISM AND HOSPITALITY		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		HOURS	CREDITS
Weekly teaching hours (22 hours) * 13 weeks		286	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Background, Obligatory		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE(URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit11 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes

- The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:

On successful completion of this module, students will be able to:

- Understand the historical and conceptual development of the tourism phenomenon.
- Understand the interdisciplinary nature of tourism as a field of study as well as the theories that govern it.
- Know the historical background of the appearance and development of the tourism phenomenon in Greece.
- Understand the importance and operation of the international tourism statistical system.
- Know the aspects and dimensions of the main branches that make up the tourism system.
- Demonstrate an understanding of the necessity, nature and role of tourism education.
- Realize the necessity of formulating a tourism policy to support the development of tourism and deal with tourist movements.
- Understand the role of new technologies in the operation of tourism.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,	Project planning and management
Adapting to new situations	Respect for diversity and multiculturalism
Decision-making	Environmental awareness
Individual/Independent work	Social, professional and ethical responsibility and sensitivity to gender issues
Group/Team work	Critical thinking
Working in an international environment	Development of free, creative and inductive thinking
Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social awareness, altruism etc.)	

Search for, analysis and synthesis of data and information by the use of appropriate technologies

Adapting to new situations
 Decision-making
 Individual/Independent work
 Project planning and management
 Critical thinking
 Development of free, creative and inductive thinking

3. MODULE CONTENT

The aim of this module is the introduction of students to the concepts and scope of tourism as a social phenomenon and activity and sector of the economy. In addition, the module promotes the understanding of the structure, organization and interdependence of the different branches that make up the tourism sector. Introduces students to key concepts, terms, principles, practices and issues in tourism and its links to the related fields of leisure, recreation, travel and hospitality.

The subject matter of module DIT11 is analyzed below by educational week:

1. Introductory Week - The history of tourism
2. The measurement of tourist activity
3. Factors affecting tourism demand
4. The economic effects of tourism
5. The social and cultural effects of tourism
6. Tourism and environment
7. The branches of the tourism industry
8. Marketing
9. Tourism policy, tourism planning and tourism development
10. The role of the state
11. Tourism in developing countries and by region of the planet
12. Future trends
13. Revision week

4. TEACHING METHODS-ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three (3) Group Counseling Meetings (OSS) during the academic semester on weekends.	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	We use : • Remote meetings tools (webex) • Presentation software (e.g. power point) Additionally, the students use office automation tools, web browsers and e-reader for digital books.	
MODULE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc</i> <i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i>	Activity	Semester Workload
	3OSS (*4 hours)	12
	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	60
	Examination	3
	Individual study	211
	Total module workload (hours)	286
	STUDENT PERFORMANCE EVALUATION/ASSESSMENTMETHODS <i>Detailed description of the evaluation</i>	
a1. Two (2) Short Written Assignments (SWA) with a weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the		

<i>procedures.</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	final grade of the module. The written assignment score is activated only with a score equal to or above the pass mark (≥ 5) in the final or retake exams. a3. Final or repeated written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: $\text{Final grade FG} = (\text{SWA1} \times 0,1) + (\text{SWA2} \times 0,1) + (\text{SA} \times 0,2) + (\text{FE} \times 0,6)$ Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential passmark out of the total number of assignments assessed, i.e. 20points out of 100, on the basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/.
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5. SUGGESTED BIBLIOGRAPHY

- Suggested bibliography: Lickorish L.J., Jenkins, C.L. (2004) (ed. P. Tsartas). **An Introduction to Tourism. Athens: Publications Kritiki, ISBN: 978-960-218- 3724** (in Greek)
- Additional digital material is available within the “study” platform.
- Related Scientific Academic Journals:
 1. Annals of Tourism Research
 2. Journal of Travel Research
 3. Tourism Management
 4. International Journal of Contemporary Hospitality Management
 5. International Journal of Hospitality Management
 6. Journal of Sustainable Tourism