

MODULE OUTLINE DIT31

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT31	YEAR OF STUDY	2 nd (3 rd semester)
MODULE TITLE	ADMINISTRATION OF TOURIST BODIES AND ORGANIZATIONS		
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>	Obligatory, Background		
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/#dit31 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:
It is expected that with the successful completion of this module, students will be able to understand issues related to diversity: - In the structure, operation and administration of international and European organizations, agencies and sectoral collectives regulating the tourism phenomenon. - In the structure, operation and administration of public and semi-public national organizations, regional and local agencies and sectoral collectives regulating the tourism phenomenon with an emphasis on Greece. - In the structure, operation and administration of tourism employers' and workers' sectoral collectives of a national and regional nature in Greece. - In the recruitment and management of human resources for the staffing of different types and forms of tourist organizations and public and private bodies with an emphasis on the Greek experience.

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?

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

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 module explores the basic principles, concepts and methods that characterize the management of tourism agencies and organizations. Overall, the main purpose of this module is to acquaint students with modern effective management strategies and policies, in order to understand the role of management and the types of decisions made in modern tourism agencies and organizations. Emphasis is placed on identifying and analyzing the factors of the business environment and the influences they exert on the interaction between people and organizations and on strategic decision-making.

The content of DIT31 thematic unit is analyzed per educational week in the following thirteen "study weeks":

1. The role of local, regional and national bodies and organizations in the development of tourism
2. The characteristics of the organization of international and European organizations
3. The international experience of the role and contribution of European bodies and organizations
2. The role and characteristics of international and European organizations
5. Tourism operators at national level
6. The Greek Tourism Organization (GTO)
7. The regional tourism operators
8. The local tourism agencies
9. The role of local regional and national bodies and organizations in the development of special and alternative forms of tourism
10. Organizational structure and management functions of private and public tourism bodies and tourism organizations
11. Organizations related to special and alternative forms
12. Actions of the Greek Tourism Confederation (SETE), as a representative body of different sectors active in tourism
13. Institutional framework and actions of the Hellenic Chamber of Hotels (HCH)

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 selfdirected study are given following the principles of the ECTS.</i>	<table border="1"> <thead> <tr> <th>Activity</th><th>Semester Workload</th></tr> </thead> <tbody> <tr> <td>3 OSS (* 4 hours)</td><td>12</td></tr> <tr> <td>Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)</td><td>60</td></tr> <tr> <td>Examination</td><td>3</td></tr> <tr> <td>Individual study</td><td>211</td></tr> <tr> <td>Total module workload (hours)</td><td>286</td></tr> </tbody> </table>	Activity	Semester Workload	3 OSS (* 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
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STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation 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>	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 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 pass mark out of the total number of assignments assessed, i.e. 20 points 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/ .												

5. SUGGESTED BIBLIOGRAPHY

- Suggested bibliography:

-Varvaressos S., Christidou A., (1999). Organization and Operation of Tourism Organizations and Bodies, Hellenic Open University, ISBN: 960-538-043-9

-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