

MODULE OUTLINE DIT42

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT42	YEAR OF STUDY	2 nd (4 th semester)
MODULE TITLE	TRANSPORT IN TOURISM		
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, Scientific expertise		
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/#dit42 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (credentials) 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: - Recognize transport as a basic and integral component of tourism activity, and have acquired a range of theoretical and applied knowledge related to this sector. - Identify the role that transport plays in tourism economy and development and how tourism and transport together contribute to the development of regional areas. - Analyze the economic dimension of transport and the economic parameters that govern it, such as costs, supply and demand, taking into account the continuous developments at competition level. - Understand the strong influence of the external environment on transport and especially on air transport (political instability, terrorism, changes in oil price, technological progress) but also the context in which companies manage any developments.

- Understand the context (economic, social and environmental) of operation and management of businesses that operate in tourism transport sector and to be able to deal responsibly with the problems that arise by proposing measures and policies.

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 awareness, altruism etc.)</i>	<i>.....</i>
<i>Introduction of innovative research</i>	<i>.....</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 purpose of this module is to impart to students a series of knowledge (theoretical and practical) that will allow them to develop an in-depth understanding of the transport sector in tourism and its role in the context of tourism economy and regional development. DIT-42 is examining the business environment and prevailing trends in the tourism transport market. The economic, social and environmental impacts of tourist transport are also examined and policies are proposed to deal with arising problems.

The subject matter, per week of study, of the module DIT-42 is analyzed as follows:

1. Basic concepts of tourist transport and the role of transport in the tourism industry
2. Supply and Demand in the air transport market
3. Cost structure and yield management in airlines
4. Air transport. Regulatory framework and deregulation
5. Airline business models and competition
6. New technologies in airlines and emergence of new air transport products. Marketing and promotion of air services
7. Air transport service distribution channels. International booking systems, travel agencies, internet.
8. Airports. Operation and business framework
9. The role of air transport in regional development
10. Cruise: Structure, Characteristics and Development Opportunities
11. Ferry Transport and Tourism
12. Ground tourist transport. Trains, car rental companies and tourist buses
13. Repetition 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 meeting tools (e.g. 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: Final grade FG = (SWA1*0,1) + (SWA2*0,1) + (SA*0,2) + (FE*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:

- Bilotkatch, V. (2021) The Economics of Airlines (2nd ed). Agenda Publishing.
- Additional digital material is available within the “study” platform.

-Related Scientific Academic Journals:

1. Annals of Tourism Research
2. Journal of Travel Research
3. International Journal of Transport Management
4. Journal of Air Transport Studies
5. Journal of Transport Geography
6. International Journal of Tourism Geographies
7. Journal of Environmental Management & Tourism