

MODULE OUTLINE DTE50

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	STRATEGIC MANAGEMENT OF TOURISM BUSINESSES AND DESTINATIONS		
LEVEL OF STUDY	POSTGRADUATE		
MODULE CODE	DTE50	YEAR OF STUDY	1 st
MODULE TITLE	Principles, Business, and Law 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	CREDIS
Weekly teaching hours: 17-18 hours * 32 weeks		560	20 ECTS
COURSE TYPE Compulsory, Optional, Optional mandatory	Compulsory		
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/tourism-business-administration/topics/#d50 Moreover, each module has its own space in the Learning Management System used by Hellenic Open University (http://study.eap.gr), with controlled access (through the use of user identifications and passwords) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes

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

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

- describe the conceptual framework of tourism and analyse its components.
- explain the nature of tourism by adopting a systemic approach.
- synthesise knowledge about the different elements of the tourism phenomenon.
- analyse the nature and roles of different business activities within the wider tourism sector.
- identify major issues currently affecting tourism that will influence its future development.
- recognise the role of management science in modern tourism organisations.
- explain the basic principles and concepts of management and apply them to tourism.
- identify legal issues in complex problems of the tourism industry and apply their knowledge to address these issues.

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</i>	<i>.....</i>
<i>Introduction of innovative research</i>	<i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i>

- Learning autonomy
- Effective oral and written communication
- Critical thinking
- Taking initiative and problem solving
- Development of free, creative and inductive thinking
- Search for, analysis and synthesis of data and information
- Working in an interdisciplinary environment
- Decision-making
- Respect for multiculturalism
- Environmental awareness
- Adapting to new situations
- Project planning and management
- Develop research ideas

3. MODULE CONTENT

Tourism is a significant social and economic activity, a business sector, an industry, and a source of environmental and social change. It consists of various sectors, each of which presents diversity and can be analysed from different perspectives: economic-managerial, socio-cultural, environmental, and political-legal. Additionally, tourism is a geographically complex activity, driven by diverse areas of tourist origin and destinations, which are interconnected through transport networks and distribution channels.

In this context, the aim of this Module is to provide a systematic and conceptual foundation for investigating and understanding the complexity of tourism by analysing the various elements and activities that make up the tourism system. Furthermore, the module examines the managerial and legal dimensions of tourism, offering knowledge on the basic principles and concepts of management and their application in the tourism sector, as well as key issues of tourism legislation in Greece.

The subject areas of the module are:

- Principles of Tourism
- Business of Tourism
- Tourism Legislation

4. TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education involving five Group Counseling Meetings (OSS) held during the academic year, taking place on weekends.
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	• The course is mainly supported by the Learning Management System platform used by Hellenic Open University (study.eap.gr). • The course is also supported by the electronic platforms open.eap.gr (Registry Services) and exams.eap.gr (used for distance exams). • Asynchronous fora are extensively used to solve queries and discuss written assignments. • Group Counselling Meetings (OSS) take place in a virtual room via Cisco Webex. • Two-way communication with students takes place through information technologies and includes synchronous web meetings. • A large part of the teaching material is in digital form. • Students use office automation tools, web browsers and e-reader for digital teaching materials.

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>Annual Workload</th></tr> </thead> <tbody> <tr> <td>5 OSS (* 4 hours)</td><td>20</td></tr> <tr> <td>94 Self-Assessment Questions (* 1 hour)</td><td>94</td></tr> <tr> <td>13 Learning Activities (* 1 hour)</td><td>13</td></tr> <tr> <td>Preparation of Assignments (4 assignments * 10 hours)</td><td>40</td></tr> <tr> <td>Exams</td><td>3</td></tr> <tr> <td>Individual study</td><td>390</td></tr> <tr> <td>Total module workload (hours)</td><td>560</td></tr> </tbody> </table>	Activity	Annual Workload	5 OSS (* 4 hours)	20	94 Self-Assessment Questions (* 1 hour)	94	13 Learning Activities (* 1 hour)	13	Preparation of Assignments (4 assignments * 10 hours)	40	Exams	3	Individual study	390	Total module workload (hours)	560
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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>	Completion of four (4) written assignments during the academic year, the average of the grades of which contributes to the final grade of the module by 30%, if a passing mark is achieved in the final or resit exams. The exams contribute to the final grade of the module by 70%. All assessment criteria for each written assignment and for the exams are posted on the Learning Management System platform used by Hellenic Open University (study.eap.gr) and also appear in the General Regulation of the university at: https://www.eap.gr/education/study-regulations/																

5. SUGGESTED BIBLIOGRAPHY

- Suggested bibliography:

Commercial books:

- Robinson, P., Lück, M., & Smith, S.L.J. (2022). *Tourism*. Athens: Propobos [in Greek].
- Milonopoulos, D. (2021). *Tourism Law* (3rd edition). Athens: Nomiki Vivliothiki [in Greek].
- Stavrinoudis, Th., & Kakarougkas, Ch. (2022). *Managing Tourism Businesses: A Scientific Guide to the How and Why of the Tourism Industry*. Athens: Kritiki Publications [in Greek].

Additional digital material is available at the Learning Management System platform (study.eap.gr).

-Related scientific Journals:

Indicative journals from the Academic Journal Guide (AJG 2021):

- *Annals of Tourism Research*
- *Current Issues in Tourism*
- *International Journal of Contemporary Hospitality Management*
- *International Journal of Hospitality Management*
- *Journal of Hospitality and Tourism Management*
- *Journal of Sustainable Tourism*
- *Tourism Geographies*
- *Tourism Management*
- *Tourism Management Perspectives*
- *Tourism Review*