

MODULE OUTLINE DTE60

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	STRATEGIC MANAGEMENT OF TOURISM BUSINESSES AND DESTINATIONS		
LEVEL OF STUDY	POSTGRADUATE		
MODULE CODE	DTE60	YEAR OF STUDY	1 st
MODULE TITLE	Strategic Management in 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	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/#d60 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 and apply basic principles, concepts, and theories related to tourism business management and destinations management.
- demonstrate and apply critical knowledge and skills required for management in the rapidly changing tourism industry.
- interpret the changes and developments occurring in the tourism environment and how they impact tourism businesses and destinations.
- analyse, evaluate, and respond to tactical and strategic issues faced by tourism businesses and destinations in the global tourism industry.
- adopt an analytical and creative approach to solving management-related problems.
- apply management practices, based on contemporary trends and frameworks, to enhance the sustainability and competitiveness of tourism businesses and destinations.
- plan original projects on topics of contemporary tourism management practice.

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,
Adapting to new situations
Decision-making
Individual/Independent work*

*Project planning and management
Respect for diversity and multiculturalism
Environmental awareness
Social, professional and ethical responsibility and sensitivity to gender issues
Critical thinking*

Group/Team work

Development of free, creative and inductive thinking

Working in an international environment

.....

Working in an interdisciplinary environment

(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)

Introduction of innovative research

- 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

During the 20th century, tourism developed into one of the most significant global industries, influenced by various external forces, such as economic, social, and environmental changes. These forces affect not only the nature of tourism development but also the ability of tourism businesses and destinations to remain competitive and sustainable.

In this context, this module aims to provide students with the necessary knowledge to understand the environment of the tourism industry, while also offering a managerial perspective on managing tourism and hospitality businesses as well as tourism destinations. Particular emphasis is placed on the strategic dimension of management, including the development of strategies to improve the competitiveness and sustainability of tourism and hospitality businesses.

Additionally, students will study the processes and stages of strategic planning for tourism destinations, recognising the need for managerial intervention to ensure long-term competitive advantage. All analyses converge on the necessity of strategic and sustainable planning so that tourism destinations and businesses can respond to the challenges of an ever-changing environment.

The subject areas of the module are:

- Organisation and Management of Tourism and Hospitality Businesses
- Strategic Planning in Tourism and Hospitality
- Destination Management

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>28 Self-Assessment Questions (* 1 hour)</td><td>28</td></tr> <tr> <td>19 Learning Activities (* 1 hour)</td><td>19</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>450</td></tr> <tr> <td>Total module workload (hours)</td><td>560</td></tr> </tbody> </table>	Activity	Annual Workload	5 OSS (* 4 hours)	20	28 Self-Assessment Questions (* 1 hour)	28	19 Learning Activities (* 1 hour)	19	Preparation of Assignments (4 assignments * 10 hours)	40	Exams	3	Individual study	450	Total module workload (hours)	560
Activity	Annual Workload																
5 OSS (* 4 hours)	20																
28 Self-Assessment Questions (* 1 hour)	28																
19 Learning Activities (* 1 hour)	19																
Preparation of Assignments (4 assignments * 10 hours)	40																
Exams	3																
Individual study	450																
Total module workload (hours)	560																
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</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/																
<i>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>																	

5. SUGGESTED BIBLIOGRAPHY

- Suggested bibliography:

Commercial books:

- Okumus, F., Altinay, L., Chatkoth, P. and Koseoglu, M. (2019). *Strategic Management for Hospitality and Tourism*. Athens: Propobos [in Greek].
- Sarantakou, E. and Karachalis, N.G. (2024). *Planning and Management of Tourism Destinations*. 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 Development & Planning*
- *Tourism Geographies*
- *Tourism Management*
- *Tourism Management Perspectives*
- *Tourism Review*