

MODULE OUTLINE DTE62

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	STRATEGIC MANAGEMENT OF TOURISM BUSINESSES AND DESTINATIONS		
LEVEL OF STUDY	POSTGRADUATE		
MODULE CODE	DTE62	YEAR OF STUDY	2 nd
MODULE TITLE	Public Administration and Policy 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	Optional		
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)	This is a new module, there is no online page at the moment. 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:

- explain the basic principles and concepts of public administration and apply them in the tourism sector.
- understand the areas of state intervention in tourism.
- interpret the intervention of public authorities at central and regional levels for the regulation of tourism activities.
- understand the role of the judiciary in tourism.
- recognise and describe the role of Independent Authorities in tourism.
- understand the relationship between public administration and international organisations in the field of tourism.
- compare and evaluate various models of state intervention in tourism at the European and international levels.
- interpret international and national political and economic developments as variables shaping national tourism policy.
- recognise legal issues in complex problems within the tourism industry and apply their knowledge to these issues.
- distinguish the role of the state and its specific policies in tourism development as both an international and national phenomenon.
- understand the factors influencing the decision-making processes of organisations, bodies, and authorities involved in shaping tourism policy.
- critically evaluate different approaches and trends in the implementation of tourism policy.

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

Group/Team work

Working in an international environment

Working in an interdisciplinary environment

Introduction of innovative research

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

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

- 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 an important social activity with multidimensional impacts, including economic, social, cultural, and environmental effects. Due to these impacts, state intervention is considered essential at all stages and in all areas of tourism activity to regulate the tourism market. The structure of public administration in the tourism sector varies depending on the significance each country attributes to tourism. Tourism policy is implemented through administrative mechanisms and the collaboration of various ministries, public authorities, local government, and independent bodies. Additionally, international organisations play a significant role due to the global nature of tourism.

In this context, the module aims to provide students with the necessary knowledge to explore and understand the complexity of state intervention in the tourism sector. Through the analysis of the individual components of the tourism system, the basic principles of public administration, and the administrative and legal aspects of tourism are examined. Furthermore, the module offers knowledge on the fundamental principles of tourism planning and policy.

The subject areas of the module are:

- Public Administration and Tourism
- Tourism Policy
- Tourism Planning

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>50 Self-Assessment Questions (* 1 hour)</td><td>50</td></tr> <tr> <td>47 Learning Activities (* 1 hour)</td><td>47</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>400</td></tr> <tr> <td>Total module workload (hours)</td><td>560</td></tr> </tbody> </table>	Activity	Annual Workload	5 OSS (* 4 hours)	20	50 Self-Assessment Questions (* 1 hour)	50	47 Learning Activities (* 1 hour)	47	Preparation of Assignments (4 assignments * 10 hours)	40	Exams	3	Individual study	400	Total module workload (hours)	560
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STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures.</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%.																
<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>	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:

- Moira, P., Milonopoulos, D. and Stergiou, D. (2024). *Tourism and Public Administration: Greek, European and International Dimension*. Thessaloniki: Tziola Publications [in Greek].
- Dionisopoulou, P. (2023). *Tourism Policy at the International, European, and National Level*. Athens: Papazisis Publications [in Greek].

-Related scientific Journals:

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

- *Current Issues in Tourism*
- *International Journal of Contemporary Hospitality Management*
- *Journal of Policy Research in Tourism, Leisure and Events*
- *Journal of Sustainable Tourism*
- *Procedia-Social and Behavioral Sciences*
- *Tourism Management*
- *Tourism Management Perspectives*
- *Tourism Planning and Development*
- *Tourism Review*