

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	SCHOOL of BUSINESS		
<b>ACADEMIC UNIT</b>	DEPARTMENT OF TOURISM ECONOMICS AND MANAGEMENT		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	TO2006		<b>SPRING</b>
<b>COURSE TITLE</b>	MANAGEMENT OF TOURISM ENTERPRISES		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
LECTURES	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
<b>PREREQUISITE COURSES:</b>	NO		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBSITE (URL)</b>			

### (2) LEARNING OUTCOMES

#### Learning outcomes

*The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.*

*Consult Appendix A*

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Tourism services have specific features and peculiarities which greatly affect the operation and management of tourism enterprises. In particular, the provision of tourist services requires the coexistence of tourists and producers and the direct contact of the former with service delivery and production systems. As a result, the tourists participate and actively influence the production and consumption process of tourist services. The aim of this module is to investigate and analyze the management techniques and methods that should be adopted by tourism enterprises in order to deal effectively with the issues derived from the particular characteristics and complication both of nature and the tourism services production.

After the successful completion of this module, the student will be able to:

- Know the basic principles of the tourism management.
- Understand the specificities of the nature and operation of tourism services.
- Recognize the issues arising from the tourist /customer involvement in the production and consumption process of tourism services.
- Understand the complexity and the specific features of the tourism sector.
- Analyze the factors that affect the quality of the tourism enterprises.
- Comprehend the importance of the human resources in achieving the proper quality and efficiency of tourism businesses.
- Know the current techniques and appropriate methods of management and administration of tourism services.
- Use contemporary strategies and effective management policies to avoid the problems deriving from the peculiarities of tourist goods (products and services).

### **General Competences**

*Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*

*Adapting to new situations*

*Decision-making*

*Working independently*

*Team work*

*Working in an international environment*

*Working in an interdisciplinary environment*

*Production of new research ideas*

*Project planning and management*

*Respect for difference and multiculturalism*

*Respect for the natural environment*

*Showing social, professional and ethical responsibility and sensitivity to gender issues*

*Criticism and self-criticism*

*Production of free, creative and inductive thinking*

*.....*

*Others...*

*.....*

- Search for, analysis and synthesis of data and information, with the use of the necessary technology.
- Adapting to new situations
- Decision-making
- Working independently
- Team work
- Respect for difference and multiculturalism
- Respect for the natural environment
- Showing social, professional and ethical responsibility

### **(3) SYLLABUS**

- Scientific approaches in Administrative Science
- Characteristics of tourism demand and supply
- The environment of the tourist business
- Sectors of tourism services
- Types and characteristics of tourism enterprises
- Establishment of Tourism enterprises
- Services cape in tourism sector
- Operation and organization of tourism enterprises
- Tourism management
- Human resources management in tourism enterprises
- Productivity and Yield Management of tourism enterprises
- Quality systems in tourism enterprises

- New technologies in the management of tourism enterprises

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> <li>▪ Use of ICT in teaching (Lectures presentations with delivered over Powerpoint, Case studies, Team work using internet sources (web pages, videos etc.)</li> <li>▪ Communication with students based on the Eclass platform and via emails</li> <li>▪ PowerPoint slides and the related learning material are uploaded on the Eclass platform in order to facilitate the learning process.</li> </ul>	
<b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.  The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	39
	Case studies' analysis	13
	Study of special issues that have been approached through in depth discussion with students	13
	Educational visits	5
	Self-directed Study	55
	Course total	<b>125</b>
<b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure  Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other  Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<ul style="list-style-type: none"> <li>▪ Assessment methods comprise a final written examination (which accounts for 100% of the total mark).</li> <li>▪ Students are assessed in Greek language.</li> </ul>	

#### (5) ATTACHED BIBLIOGRAPHY

##### **Suggested bibliography:**

##### **A) Principal Reference:**

- Laloumis, D. (2015). Tourism Management, Athens: Association of Greek Academic Libraries (in Greek).
- Doswell, R., (2002), Τουρισμός, Εκδόσεις Κριτική ΑΕ

## **B) Additional References:**

- Βαξεβανίδου, Μ. και Ρεκλείτης, Π. (2008), *Management ανθρώπινων πόρων: Θεωρία και πράξη*, Αθήνα: Προπομπός.
- Βαρβαρέσος Σ. (2000) *Μάνατζμεντ φορέων και οργανώσεων*, Πάτρα: Εκδόσεις Ελληνικό Ανοικτό Πανεπιστήμιο.
- Ζαβλάνος, Μ. (2006) *Η Ποιότητα στις Παρεχόμενες Υπηρεσίες και τα Προϊόντα*, Αθήνα: Σταμούλης.
- Ιωάννου, Γ. (2005) *Διοίκηση Παραγωγής & Υπηρεσιών*, Αθήνα: Σταμούλης.
- Κακούρης, Α. (2013) *Διοίκηση Επιχειρησιακών Λειτουργιών*, Αθήνα: Προπομπός.
- Λαλούμης Δ., Κατσώνη, Β. (2010), *Διοίκηση Ολικής Ποιότητας. Εφαρμογή στον Τουρισμό*, Αθήνα: Σταμούλης.
- Παπαλεξανδρή, Ν. και Μπουραντάς, Δ. (2003) *Διοίκηση ανθρώπινων πόρων*, Αθήνα: Μπένου.
- Chou, T-Y, Hsu, C-L, Chen, M-c (2008). A fuzzy multi-criteria decision model for international tourist hotels location selection. *International Journal of Hospitality Management*, 27:293-301.
- Doswell, R. (1997) *Tourism: how effective management makes the difference*, Oxford, Boston: Butterworth Heinemann.
- Ingold, A., McMahon, U. and Yeoman, I. (2000). *Yield Management: strategies for the service sector*. Continuum: NY
- Kamdapully, J. (2006). *Service Management*. Prentice Hall .
- Kandampully, J. Mok, C., Sparks, B. (2001) *Service quality management in hospitality, tourism, and leisure*, New York: Haworth Hospitality Press.
- Keiser, J. (2000), *Διοίκηση ξενοδοχειακών επιχειρήσεων: Θεωρία και πράξη*, Αθήνα: Έλλην.
- Noe, R., Hollenbeck, J., Gerhart, B. και Wright, P. (2006), *Διοίκηση ανθρώπινων πόρων: Ένα ανταγωνιστικό πλεονέκτημα*, Αθήνα: Παπαζήση.
- Sigala M. (2005) *Information and Communication Technologies in Tourism and Hospitality: applications and Management*, Butterworth Heinemann, Elsevier Science
- Thyne, M., Laws, E. (2004) *Hospitality, tourism, and lifestyle concepts implications for quality management and customer satisfaction*, New York: Haworth Hospitality Press.

## **Related academic journals:**

- Annals of Tourism Research
- E-Journal of Tourism
- International Journal of Culture, Tourism and Hospitality Research
- International Journal of Hospitality & Tourism Administration
- International Journal of Tourism Research
- Journal of Hospitality & Tourism Research
- Journal of Human Resources in Hospitality & Tourism
- Journal of Quality Assurance in Hospitality & Tourism
- Journal of Sustainable Tourism
- Journal of Travel & Tourism Marketing

- Total Quality Management and Business Excellence
- Tourism & Management Studies
- Tourism and Hospitality: Planning & Development
- Tourism Management