

COURSE OUTLINE

(1) GENERAL

SCHOOL	BUSINESS SCHOOL		
ACADEMIC UNIT	TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO7044	SEMESTER	6 th & 8 th
COURSE TITLE	TRAVEL ORGANIZATIONS MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <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>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/TOUREM-PPS215/		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>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.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i> <p>The course aims to teach students the basic principles and main characteristics of travel organizations management. By analyzing the theories of administrative science and tourism entrepreneurship, students will understand the complexity of the tourism market and gain knowledge about the methods of travel organizations management.</p> <p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Present the main characteristics of different holiday packages. • Present international developments and prospects in the travel agency sector. • Analyze the relationship between travel agencies and destinations.

- State the basic principles of designing a holiday package.
- List the different types of travel agencies.
- Analyze the principles of customer service.
- Present the pricing process of tourist packages.
- List the fundamental rights of customers in organized travel.
- Explain sales techniques with new distribution channels.
- Present the principles of market research, consumer behaviour analysis and marketing plan development.
- Present the essential functions of human resource management in travel agencies.

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...

.....

- Promotion of free, creative and inductive thinking.
- Search, analysis and synthesis of data and information using modern technologies.
- Adaptation to new situations.
- Autonomous work.
- Teamwork.
- Working in an international environment.
- Exercising critical and self-critical thinking and formulating judgments.
- Demonstration of social, professional and ethical responsibility and sensitivity to gender issues.

(3) SYLLABUS

- Introduction – Travel Agencies and Package Holidays. International developments and perspectives.
- Operating environment. The relationship between Travel Agencies and destinations.
- Product development. Design and organization of a package holiday. The production process.
- Travel Agencies. Business categories and operating methods.
- Customer service. Methods for measuring customer satisfaction and service quality. Customer Relationship Management.
- Financial planning. Pricing of package holidays and costing. Forecasting and capacity management.
- Travel regulations. Customer rights in package holidays and linked travel arrangements.

- Distribution of package holidays. Changes in sales techniques with new distribution channels.
- Marketing. Market research, consumer behavior analysis and development of a marketing plan.
- Human Resources Management in Tourism Organizations. Employee Planning and Training.
- Crisis Management and the Role of Travel Organizations. Risk Assessment and Crisis Response Plan Creation.
- Future Prospects for Travel Organizations. Competition, Global Challenges and Consumer Protection.

(4) TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY</p> <p><i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face,									
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</p> <p><i>Use of ICT in teaching, laboratory education, and communication with students</i></p>	<ul style="list-style-type: none"> • Use of ICT in teaching (Lectures of the course via PowerPoint slides, Study of case studies, search and presentation of audiovisual material via the internet, websites, videos, etc.). • Communication with students via the electronic platform eclass and email. • • Posting of slides and course material on the platform eclass. 									
<p style="text-align: center;">TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>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.</i></p> <p><i>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></p>	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th style="text-align: left;"><i>Activity</i></th> <th style="text-align: left;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>39</td> </tr> <tr> <td>Independent study and writing of paper</td> <td>86</td> </tr> <tr> <td>Course total</td> <td>125</td> </tr> </tbody> </table>		<i>Activity</i>	<i>Semester workload</i>	Lectures	39	Independent study and writing of paper	86	Course total	125
<i>Activity</i>	<i>Semester workload</i>									
Lectures	39									
Independent study and writing of paper	86									
Course total	125									
<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>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</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<ul style="list-style-type: none"> • Assessment in the Greek language. • Assessment by writing a paper. • Assessment by written final exam. 									

--	--

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography (In Greek):

- Leslie, D., Holland, J. (2021). Travel Organizations. Development Strategies, Management Functions and Corporate Responsibility. Athens: Propompos Publications.
- Laloumis, D. (2021). Tourism Business Management. Athens: Papazisis Publications.
- Lagos, D. (2018). Tourism Economics. Athens: Kritiki Publications
- Papageorgiou, A. (2019). Organization and Operation of Travel Agencies. Athens: Faidimos Publications.
- Zacharatos G. (2003). Package Tour. Production and Distribution of Tourist Travel. Athens: Propompos Publications.
- Stavrinoudis, Th. and Kakarougkas, Ch. (2022). Managing Tourism Businesses. A Scientific Guide to the How and Why of Tourism Business. Athens: Kritiki Publications.

- Related academic journals:

- Tourism Management
- Journal of Service Management
- Journal of Travel and Tourism Marketing
- Current Issues in Tourism
- Tourism Review
- Information Technology and Tourism
- Journal of Vacation Marketing
- Tourism Planning and Development
- International Journal of Hospitality and Tourism Administration
- European Journal of Tourism Research