



INTERINSTITUTIONAL GRADUATE PROGRAM

BUSINESS OPERATIONS MANAGEMENT

University of West Attica - Technical University of Crete



**Tourism Business Cultural and Educational Operations, Department of Wine, Vine & Beverage
Sciences, School of Production Engineering and Management**

COURSE OUTLINE

Athens , December 2023

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1st SEMESTER

1001 SERVICE QUALITY MANAGEMET

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE,ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE RPOGRAMME		
COURSE CODE	1001	SEMESTER	A
COURSE TITLE	SERVICE QUALITY MANAGEMET		
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	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>			
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

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*

The course includes planning, organization and selection of procedures with the aim of ensuring the quality of products and services and the use of available resources to achieve the company's goals. Upon completion of the course, students will have acquired the ability to organize and control processes and plan actions for the consolidation and long-term existence of a quality organization that will contribute to the sustainable operation of a business.

More specifically, upon successful completion of the course, students will be able to:

- Recognize the importance of the quality of services provided as a comparative advantage in the competition
- Analyze the different characteristics of services and choose appropriate strategies to deal with their particularities
- Describe the basic principles of Total Quality Management
- Use a range of quality tools to analyze and improve services
- Understand the concept of quality cost and calculate the quality cost of the services provided
- Recognize the most important International Quality Awards and analyze their main principles
- Recognize the importance of customer satisfaction and design customer satisfaction surveys
- Apply the Servqual model to analyze service quality

- Recognize the difference and correlation between customer satisfaction and consumer loyalty and analyze different models of consumer behavior
- Describe the basic principles of Quality Management Systems and analyze the requirements of the ISO 9001:2015 standard

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Criticism and self-criticism

Team work

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Adapting to new situations
- Decision-making
- Team work
- Respect for the natural environment
- Criticism and self-criticism
- Production of free, creative and inductive thinking
- Computer use
- Problem solving
- Numerical data management
- Working in an interdisciplinary environment

3. SYLLABUS

The main objective of the course is the presentation of the basic principles of Quality Management in Services. In this context, the basic principles of Total Quality Management, the general framework of Quality Management Systems, as well as models and approaches of Quality Management for Services are presented. The course outline includes the following lectures:

1. Basic principles of quality
2. Key features and breakdown of services
3. Total Quality Management
4. Quality tools
5. Cost of quality
6. Quality Awards
7. Basic concepts and definitions of customer satisfaction
8. Designing customer satisfaction surveys
9. Service quality and the Servqual model
10. Customer Loyalty
11. Consumer behavior models
12. Basic concepts and definitions of Quality Management Systems and Standards
13. Analysis of ISO 9001:2015 Standard requirements

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> • Lectures: Use of ICT (PowerPoint presentations or PDF) • Use of Microsoft Teams platform • Use of eclass asynchronous distance learning platform • Use of e-mail. 	
TEACHING METHODS <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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Elaboration of Individual / Group homework	72
	Independent study	64

	Course Total (25 hours of workload per credit)	175
<p>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>	Elaboration of individual / group homework that includes the application of quality techniques and tools in specific companies / service organizations	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

- Grigoroudis, E. and Y. Siskos (2010). Customer satisfaction evaluation: Methods for measuring and implementing service quality, Springer, New York.
- Lindsay, W. M., & Evans, J. R. (2010). The management and control of quality. South-Western Cengage Learning.
- ISO 9001:2015 Quality Management Systems - Requirements, International Organization for Standardization, Geneva, Switzerland.
- Juran, J. & Godfrey, A. B. (1999). Juran's Quality handbook, Republished McGraw-Hill, New York.
- Baron, S. and K. Harris (2003). Services Marketing (2nd Edition), Palgrave Macmillan, New York.
- Bruhn, M. and D. Georgi (2006). Services Marketing: Managing the Service Value Chain, Prentice Hall, Harlow.
- Hoffman, K.D. and J.E.G. Bateson (2008). Services Marketing: Concepts, Strategies, & Cases (4th Edition), South-Western, Mason.
- Mudie, P. and A. Cottam (1999). The Management and Marketing of Services (2nd Edition), Butterworth-Heinemann, Oxford.
- Mudie, P. and A. Pirrie (2006). Services Marketing Management (3rd Edition), Butterworth-Heinemann, Oxford.
- Zeithaml, V.A., M.J. Bitner, and D.D. Gremler (2017). Services marketing: Integrating customer focus across the firm (7th Edition), McGraw-Hill, London.

-Related scientific journals:

- International Journal of Lean Six Sigma (Emerald)

- International Journal of Quality & Reliability Management (Emerald)
- Journal of Quality Technology (ASQ)
- Managing Service Quality (Emerald)
- Measuring Business Excellence (Emerald)
- Quality & Quantity (Springer)
- The Quality Assurance Journal (Elsevier)
- The TQM journal (Emerald)
- Total Quality Management and Business Excellence (Taylor and Francis)

1002 MARKETING MANAGEMENT AND COMMUNICATION

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	1002	SEMESTER	A
COURSE TITLE	Marketing Management and Communication		
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	
	4	8	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>			
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/TOUM_LABREG102/		

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

- Define basic marketing concepts such as customer value, consumer behavior, market intelligence, marketing mix
- Examine the micro- and macro- forces of marketing environment
- Identify the basic influences in buying behavior of consumers and organizations
- Employ the main market research methods
- Apply the segmentation-targeting-positioning strategy
- Manage a product portfolio
- Design marketing strategies

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Team work

Criticism and self-criticism

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision-making
- Working independently
- Project planning and management
- Criticism and self-criticism
- Production of free, creative and inductive thinking

3. SYLLABUS

- The nature and evolution of Marketing
- Marketing environment and market definition (micro and macro environment)

- Marketing planning and strategy (internal analysis & SWOT analysis, external environment analysis, marketing strategies)
- Marketing research (research types, data collection methods)
- Consumer buying behavior (5 stage process, influence factors)
- Organization buying behavior
- Segmentation and market targeting (segmentation criteria, target market selection)
- Product positioning (product differentiation, brand strategy)
- The product (characteristics, categorization, new product development)
- Pricing (influencing factors, methods)
- Distribution (marketing channels, logistics management, retailing and wholesaling)
- Promotion, communication (advertising, public relations, personal selling, sales promotion)

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<p>In Teaching: Use of MS Teams software to support distance learning for certain students</p> <p>In Communication with Students: Learning process support through the e-class online platform</p>	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <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> <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>	Activity	Semester workload
	Lectures	52.0 hours
	Self Studies	148.0 hours
	Course Total (25 hours of workload per credit)	200
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer</i>	Written Final Examination (Problem solving questions)	100%

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.

5. ATTACHED BIBLIOGRAPHY

-Suggested Bibliography :

- «Marketing», 2022, Dhruv Grewal, Michael Levy
- «Essentials of Marketing: A Marketing Strategy Planning Approach», 2022, William Perreault
- «Marketing: An Introduction», 2022, Gary Armstrong, Philip Kotler

Related scientific journals:

- Journal of Marketing
- Journal of Marketing Research
- Marketing Science
- Journal of the Academy of Marketing Science

1003 QUANTITATIVE METHODS AND DECISION MAKING

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	1003	SEMESTER	A
COURSE TITLE	Quantitative methods and decision making		
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	
	3	8	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>			
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

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*

After completing the course students will be able to

- Summarize, interpret, and present quantitative data in mathematical forms, such as graphs, diagrams, tables, or mathematical text.
- Develop or compute representations of data using mathematical forms or equations as models and use statistical methods to assess their validity.
- Make and evaluate important assumptions in the estimation, modeling, and analysis of data, and recognize the limitations of the results.
- Apply mathematical concepts, data, procedures, and solutions to make judgments and draw conclusions.
- Synthesize and present quantitative data to others to explain findings or to provide quantitative evidence in support of a position.

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Criticism and self-criticism

Team work

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

- Analysis and synthesis of data and information using statistical methodologies
- Decision making
- Working independently
- Team work
- Problem solving
- Production of new research ideas

3. SYLLABUS

Introduction to statistical modeling, Descriptive statistics, Probability theory, Statistical distributions, Hypothesis testing, Regression analysis, Statistical software

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Statistical analysis software MS Teams eClass	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <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> <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>	<i>Activity</i>	<i>Semester workload</i>
	Lectures	52 hours
	Team project	80 hours
	Own study	68 hours
	<i>Course Total</i>	200

	(25 hours of workload per credit)	
<p>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>	<p>Team project (50%)</p> <p>Written exam (50%)</p>	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

Wisniewski, M. (2016), Quantitative Methods for Decision Makers (6th ed.), Pearson

Albright, S.C. & Winston, W.L. (2017), Business Analytics: Data Analysis and Decision Making (6th ed.), Cengage Learning

Berenson, M., Levine, D., Szabat, K., O'Brien, M., Watson, J., Jayne, N. (2015), Basic Business Statistics: Concepts and Applications (12th ed.), Pearson.

Groebner, D.F., Shannon, P.W., Fry, P.C. (2014), Business Statistics: A Decision-Making Approach (9th ed.), Pearson

Ragsdale, C. (2011), Spreadsheet Modeling & Decision Analysis (6th ed.), Cengage Learning

1004 SPECIAL LEGAL ISSUES

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	1004	SEMESTER	A
COURSE TITLE	SPECIAL LEGAL ISSUES		
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	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialised General Knowledge		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

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

After completing the course, students will be able to:

- Recognize and understand human rights.
- Know and apply the basic principles of sustainable development.
- Understand the importance of compliance with legal rules and ethics in sustainable tourism development.
- Understand the legal framework of special forms of tourism to develop respective tourism business activities.

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Criticism and self-criticism

Team work

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

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

3. SYLLABUS

1. Basic Legal Principles in an International, European Union, and National Context
2. Protection of Human Rights
3. Basic Principles of Sustainable Development
4. Law and Ethics in Tourism
5. Institutional Framework of Thematic and Alternative Tourism
6. Legal Issues in the Contemporary's Digital Age

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	YES	
TEACHING METHODS <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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Study and Analysis of Bibliography	56
	Independent Study	80
	Course Total	175

	(25 hours of workload per credit)	
<p>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>	<p>Public Presentation of a selected topic (100%)</p>	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

1. Mylonopoulos, D. (2021). *Tourism Law*, Nomiki Bibliothiki, Athens (in Greek)
2. Mylonopoulos, D. – Moira, P. (2023). *European Union and Tourism*, Nomiki Bibliothiki, Athens. (in Greek)
3. Mylonopoulos, D. (2019). *LAW. Concepts-Institutions-Applications*, ed. Benos, Athens. (in Greek)
4. Moira, P. & Mylonopoulos, D. (2014). *Working Relations. Institutions-Policies-Applications*, ed. Nomiki Bibliothiki, Athens. (in Greek)

- Scientific Journals:

1. Environment and Law, Nomiki Bibliothiki, Athens (in Greek)
2. Theory and Practice of Administrative Law, Nomiki Bibliothiki, Athens (in Greek)

2nd SEMESTER

2001 OPERATIONS MANAGEMENT AND HUMAN RESOURCES

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	2001	SEMESTER	2
COURSE TITLE	Operations Management and Human Resources		
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	
	4	8	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	General background		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://delmsc1.uniwa.gr/investments		

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*

Students are expected to be able to:

Analyze operation management processes.

Design organizational structures according to job specifics and environmental dimensions and dynamics.

Understand the importance of the human element in organizational success.

Diagnose and solve management problems.

Use human resource methods and techniques to enhance work productivity and to improve human relations in the workplace.

Comprehend the dynamics of project and contract management, and to apply them in practice,

Understand the critical dimensions of supply chain management.

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Criticism and self-criticism

Team work

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

Course enhances: Decision making, project planning and management, respect for difference and multiculturalism, social, professional and ethical responsibility and sensitivity to gender issues and working in an interdisciplinary environment. It also enhances management skills (conceptual, technical and interpersonal) and problem-solving skills.

3. SYLLABUS

The course covers management processes human resource management dimensions and operation management dimensions, Management processes include: planning, organizing, directing, and controlling all complemented with management problem solving methods and techniques. Human resource management coverage includes: Job Analysis, Job Design and Description, Performance Appraisal, Work Safety, Compensation and Protection, Career Planning and Development, Recruitment, Human Resource Planning, and international dimensions of human resource management. In addition, the course also covers key operation management processes, namely: project management and supply chain management. Presentation of material is complemented via the use of case study material.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of slides, eclass resources and MS Teams.	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <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> <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>	<u>Activity</u>	<u>Semester workload</u>
	Study and analysis of bibliography	118
	Discussion of case studies	30
	Lectures	52

	Course Total (25 hours of workload per credit)	200
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <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> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Students are expected to work on an extended exam assignment, which includes case studies, open-ended questions and essay report.	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

Βαξεβανίδου Μ. & Ρεκλείτης Π., (2019). Διοίκηση Ανθρωπίνων Πόρων. Εκδόσεις Προπομπός.

Μουστάκης Β. (2012). Διοικητική Τεχνολογία. Εκδόσεις Δίσιγμα.

Σημειώσεις και εκπαιδευτικό υλικό που διανέμεται από το διδάσκοντα σχετικά με project management και supply chain management.

2002 ELECTRONIC BUSINESS and DIGITAL MARKETING

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	2002	SEMESTER	B
COURSE TITLE	ELECTRONIC BUSINESS and DIGITAL MARKETING		
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	
	3	7	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>			
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/TOUM_LABREG126/		

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

- *Recognizes Internet technologies and the ISO/OSI standard.*
- *Discusses (Understands) electronic services according to the client-server model*
- *Uses E-Commerce Business Models.*
- *Diagrams business process modeling (BPMN) and data modeling (Entity Relationship Diagrams - ER).*
- *Implements a security policy with firewall rules.*
- *Creates an e-marketing campaign, a business process simulation.*
- *Selects the most relevant and modern information and communication technologies (ICT) for innovative products.*

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Criticism and self-criticism

Team work

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

- Autonomous work
- Time Management
- Computer Skill
- Problem Solving
- Production of free, creative and inductive thinking

6. SYLLABUS

- i. Introduction to Information Technology and Electronic Commerce.
- ii. Internet, intranets, extranets, VPN.
- iii. The Cloud.

iv.	Electronic Marketing. On-line market research.
v.	Electronic Services.
vi.	e-commerce business models and concepts,
vii.	E-Marketplaces. Electronic commerce & customer modeling. Electronic Commerce & Positioning. Virtual Enterprises.
viii.	Workflow Management. Business process modeling and analysis.
ix.	EGovernment.
x.	Search Engines. Information retrieval and filtering. User modeling. Security-Authentication. Web-based IS. Electronic Commerce Applications.
xi.	Electronic Business Plan

7. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Communication : Eclass platform, Email Teaching : Microsoft Teams, Powerpoint, Signavio Academic, BIMP Business Process Simulator for BPMN, draw.io	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <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> <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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Projects	66
	Self-study	70
	Course Total (25 hours of workload per credit)	175
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <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,</i>	Evaluation is done through three mini projects delivery. The students deliver reports together with models. The evaluation criteria are: <ul style="list-style-type: none"> • correct use of technical language • coverage of the subject • deliver on time 	

<p><i>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"> ● valid results ● interpretation of the results ● original work ● correct use of software tools
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8. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

Chaffey D. (2016) E-Business and E-Commerce Management - Strategy, Implementation and Practice – Prentice Hall

Dumas, M., La Rosa, M., Mendling, J., Reijers, H. (2013), Fundamentals of Business Process Management, Springer

Βλαχοπούλου Μάρω, Δημητριάδης Σέργιος (2014). "Ηλεκτρονικό Επιχειρείν και Μάρκετινγκ". ROSILI

2003 APPLIED ACCOUNTING AND REVENUE MANAGEMENT

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	2003	SEMESTER	C
COURSE TITLE	Applied Accounting and Revenue 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	
	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area Special background		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

2. LEARNING OUTCOMES

Interinstitutional Graduate Program Business Operations Management

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

The purpose of the "Applied Accounting and Revenue Management" course is for students to understand the role, importance and contribution of financial accounting and effective revenue management in modern businesses. The course includes presentation and analysis of the accounting statements of businesses and the information they provide. In addition, it also includes the basic principles for optimizing businesses' revenue. Upon completion of the course, students will be able to understand and interpret accounting information in order to make effective decisions as well as contribute to the formulation of business policies to optimize their revenues. The course includes, in addition to the course material, case studies, a midterm assignment (optional) and a final exam.

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	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment	Others
Production of new research ideas	

1. Search for, analysis and synthesis of data and information, with the use of the necessary technology
2. Adapting to new situations
3. Decision-making
4. Working independently
5. Teamwork
6. Production of new research ideas

3. SYLLABUS

Week 1: Accounting and business – historical development of accounting – accounting information and decision making

Week 2: Accounting standardization and chart of accounts – Hellenic System of Accounts – International System of Accounts
Week 3: Principles of accounting
Week 4: Accounts – Types of accounts – Accounting cycle
Week 5: Double-entry system and accounting entries
Week 6: Analysis of financial statements with the use of financial ratios
Week 7: Business viability and bankruptcy forecasting models
Week 8: Non-financial reporting and ESG reporting
Week 9: Integrated reporting
Week 10: The concept of revenues and basic principles of their management in business
Week 11: Implementation tools and benefits of revenue management
Week 12: Measuring revenue management effectiveness
Week 13: Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face learning and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power Point presentations and support of the learning process using the e-class platform of the University of West Attica	
TEACHING METHODS <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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Practice	11
	Group project on a case study	20
	Lectures by market executives - interconnection with businesses and labor market	25
	Independent study	30
	Course Total	125

	(25 hours of workload per credit)	
<p>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>	<p>I. Written final exam including (60%):</p> <ul style="list-style-type: none"> - Multiple-choice questions - Open-ended questions of critical thinking - Problems solving <p>II. Teamwork (40%)</p>	

5. ATTACHED BIBLIOGRAPHY

<p>[1] Zopounidis, K. (2013). <i>Basic Principles of Financial Management</i>. Klidarithmos Publications. (in Greek).</p> <p>[2] Powers, M., & Needles, B. (2004). <i>Financial Accounting</i>. Houghton Mifflin.</p> <p>[3] Libby, R., Short, D., & Libby, P. (2014). <i>Financial Accounting</i>. 8th edition. McGraw Hill.</p> <p>[4] Talluri, K. T., & Van Ryzin, G. J. (2006). <i>The Theory and Practice of Revenue Management</i>. Springer Science & Business Media.</p>

DIRECTION OF BUSINESS OPERATIONS IN CULTURAL, EDUCATIONAL, AND TOURISM ACTIVITIES

2101 WINE TASTING – ENOGASTRONOMY

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	2101	SEMESTER	2 nd (B)
COURSE TITLE	Wine tasting – Enogastronomy		
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	
	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special background		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/TOUM_LABREG108/		

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*

Upon completion of the course, students will be able to:

- Delve into issues of Enogastronomy and Wine tasting and understand the business exploitation of individual activities related to Enogastronomy.
- Be familiar with the basic organoleptic characteristics of wines.
- Know the fundamental principles concerning food and wine pairing.
- Be knowledgeable about the historical and geographical distribution of viticulture and wine production worldwide.
- Understand the role of wine in the field of culinary tourism and the importance of wine tourism in the overall global tourism economy.

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Team work

Criticism and self-criticism

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

Working independently

Team work

Working in an international environment

Respect for the natural environment

3. SYLLABUS

The course includes fundamental elements of wine tasting and wine gastronomy and focuses on business activities related to these subjects. It specifically includes introduction to Wine Tasting and Wine Gastronomy, study of the geography of viticulture and wine, a reference to the origin and characteristics of Greek and international wine-making grape varieties, a discussion of current trends in global gastronomy, and in-depth look at popular wine and culinary products. Special focus is given to the organoleptic evaluation of wines, food and wine pairing and the role of wine in modern gastronomy and tourism.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of e-class platform Use of Web-mail Use of MS Teams	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <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> <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>	<u>Activity</u>	<u>Semester workload</u>
	Interactive teaching	39
	Laboratory practice	36
	Essay writing	50

	Course Total <i>(25 hours of workload per credit)</i>	125
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <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> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<i>Student performance evaluation takes place in Greek and includes written essay and written examination containing multiple choice and short-answer questions</i>	

5. ATTACHED BIBLIOGRAPHY

- Croce, E., & Perri, G., (2017). "Food and Wine Tourism, Integrating Food, Travel and Terroir". CABI Tourism Texts
- Johnson, H., & Robinson, J., (2013). "The World Atlas of Wine, 7th Edition". Mitchell Beazley 7th Revised & Updated edition.
- Keevil, S., (Eyewitness Companions), (2009). "Wines of the World". DK Publishing Inc.
- Lazarakis, K., (2018). "The wines of Greece". Infinite Ideas Limited
- Schuster, M., (2017). "Essential Winetasting: The Complete Practical Winetasting Course". Octopus Publishing Group
- WSET (with a Forward by Jancis Robinson), (2011). "Wines and Spirits: Understanding style and Quality". Wine & Spirits Education Trust, Revised edition 2011.

Relative Scientific Journals:

- American Journal of Enology and Viticulture
- Annals of Tourism Research
- International Journal of Gastronomy and Food Science
- International Journal of Wine Business Research
- Journal of Hospitality and Tourism Management
- Journal of Wine Economics
- Journal of Wine Research
- Wine Economics and Policy

2102 ECO INNOVATION AND SUSTAINABLE TOURISM DEVELOPMENT

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	2102	SEMESTER	B
COURSE TITLE	Eco Innovation and Sustainable Tourism Development		
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	
	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific Field of Specialization		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/TOUM_LABREG127/		

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

Students gain a comprehensive understanding of the fundamental principles of eco-innovation and the strategies that enhance sustainable development in the tourism sector. They develop the ability to implement innovative ideas and solutions that promote sustainability in the tourism industry. Students are trained in the management of tourist activities with an emphasis on sustainability, considering socio-economic, cultural, and environmental issues. The course structure promotes teamwork, encouraging students to exchange ideas and develop creative solutions. The course offers a multidimensional educational experience that supports students' integrated understanding of the relationship between eco-innovation and sustainable tourism development.

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Criticism and self-criticism

Team work

Working in an international environment

Production of free, creative and inductive thinking

Working in an interdisciplinary environment

Others

Production of new research ideas

The course provides a comprehensive framework for developing skills, preparing students for effective and innovative contributions to the tourism sector. Specifically, it aims to develop the following skills:

Data Analysis and Understanding:

Students will be trained to analyze and understand complex data and information related to eco-innovation and sustainable tourism development.

Business Thinking:

Students will cultivate business thinking to identify opportunities and create innovative solutions in the field of tourism.

Project Design and Management:

Students will be trained in project design and management, developing skills for the effective implementation of proposals and programs.

Social Sensitivity and Ethics:

The course will support the development of social sensitivity and ethical awareness in the tourism sector.

Collaborative Teamwork:

Students will foster the ability for collaborative teamwork, as eco-innovation and sustainable tourism development require a multidimensional approach.

Critical Analysis and Self-Critique:

Students will develop a disposition for critical analysis and self-critique, helping them continuously improve their actions.

3. SYLLABUS

The course provides an extensive framework for understanding, evaluating, and applying the principles of eco-innovation in the field of tourism development. It covers the following thematic areas:

Introduction to Eco-Innovation:

Defining eco-innovation with an emphasis on its relationship to tourism development standards and a strategic approach.

Relation to Sustainable Tourism Development:

Analyzing sustainable tourism development patterns and how eco-innovation is connected to them. Strategies for implementing sustainable practices.

Innovation in Tourism Services:

Examining service patterns with a focus on eco-innovation. Analyzing strategies that enhance innovation in tourism.

Social and Cultural Eco-Innovation:

Applying social and cultural eco-innovation patterns to practical examples, combining them with strategies to promote the local community.

Management and Entrepreneurship for Eco-Innovation:

Strategic management and entrepreneurship promoting eco-innovation. An approach to addressing challenges strategically.

Critical Assessment of Eco-Innovative Approaches:

Critically analyzing eco-innovation patterns, taking into account tourism development standards. Proposing improvements and addressing challenges.

Applications and Business Perspectives:

Applying patterns and strategies to real cases and developing business perspectives with an eco-innovative approach.

Understanding innovations targeting environmental conservation, including approaches that incorporate sustainable practices.

Assignment and Project Presentation:

Selection and completion of assignments that enhance understanding and application of concepts, with an emphasis on a strategic approach.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Presentations with slides are used to provide information, graphical representations, diagrams, and images for visualization, supporting the understanding of the topics. Online sources are utilized to enable students to leverage the internet for research, access to e-books, scientific articles, and other resources. Moreover, the e-class platform is employed for posting materials, exercises, and announcements, ensuring immediate updates. Email is used for providing instructions and

	clarifications related to the course. Mutual interaction is encouraged, and continuous communication with students is maintained both during and outside class hours.		
<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>	<u>Activity</u>	<u>Semester workload</u>	
	Lectures	39	
	Study & Literature Review	26	
	Collaborative Learning	14	
	Case-Based Learning	14	
	Educational Games	12	
	Coursework Project	20	
	Course Total (25 hours of workload per credit)	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>	<p>Stages and methods provide a comprehensive overview of the students' educational journey. Assessment methods include multiple-choice tests, short-answer questions, essay-type questions, problem-solving tasks, written assignments, reports, oral examinations, presentations, and laboratory exercises.</p> <p>Throughout the assessment process, there are explicitly defined assessment criteria presented to the students. These criteria clarify the expected levels of achievement and provide clear parameters for evaluating their work, encouraging self-assessment and improvement. This contributes to the fairness and objectivity of the assessment process, enhancing students' confidence in the education system.</p>		

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

"Introduction to Management, Learning to Succeed" - Schermerhorn R. John, Bachrach G. Daniel (2018), 2nd Edition, Broken Hill Publishers Ltd.

"Management Principles and Applications" - Robbins P. Stephen, Coulter Mary, Decenzo A. David (2017), Kritiki Publications.

"Strategic Management of Technology and Innovation" - White, M. & G. Burton (2010), Kritiki Publications.

"Introduction to Management of Technological Innovations" - Spais Georgios (2007), Kritiki Publications.

"Basic Principles of Business Strategy" - Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regner (2016), 2nd Edition, Kritiki Publications.

"Sustainable Tourism Development and Environment" - Kokkosis, Ch., & Tsartas, P. (2014), Kritiki Publications.

"Theoretical Approaches to Tourism" - Lagos D. (2016), Kritiki Publications.

"Special and Alternative Forms of Tourism" - Demand and Supply of New Tourism Products - 2nd Edition - Charis Kokkosis, Paris Tsartas, Eleftheria Griba (2020), Kritiki Publications.

"Tourism and Sustainable Development: Greek Practices and International Trends" - Spyropoulou, D., & Mouzakis, Ch. (2017), Papazisi Publications.

"Eco-innovation and Sustainable Tourism Development: Challenges and Opportunities for Greek Tourism" - Papadimitriou, F. (2019), Papazisi Publications.

"The Routledge Handbook of Tourism and Sustainability" - Hall, C. M., & Page, S. J. (2014), Routledge.

"Tourism and Water" - Gössling, S., Scott, D., & Hall, C. M. (2015), Channel View Publications.

"Tourism Management" - Weaver, D. B., & Lawton, L. J. (2014), John Wiley & Sons.

DIRECTION OF BUSINESS OPERATIONS IN CULTURAL, EDUCATIONAL, AND TOURISM ACTIVITIES

2201 ENTERTAINMENT AND CULTURE

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	2201	SEMESTER	B
COURSE TITLE	ENTERTAINMENT AND CULTURE		
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	
	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>			
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

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*

Students become familiar with the scientific terminology of the fields of cultural management and tourism development, practice through group workshops in the presentation of scenarios and proposals, learn to give lectures themselves and present the subject of small projects, learn how to organize and operate events from the conception to the final stage of fulfillment, learn the methodology - research and writing of scientific work, learn methods of research, writing and downloading of scientific papers, and learn how to organize events from the conception to the final stage of fulfillment.

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Criticism and self-criticism

Team work

Production of free, creative and inductive thinking

Working in an international environment

Others

Working in an interdisciplinary environment

Production of new research ideas

Search, analysis and synthesis of data and information, using the necessary technologies: students are taught the digital world of cultural management and its application in the modern tourism sector. They compose independent work and during the lectures they make short group presentations. In these they are invited to find and present new research ideas. In the individual work they have to propose new

projects and the most efficient way of operation in cultural infrastructures and their respective activities. Through the literature and the articles they study (of the last five years) they develop their critical faculties and promote their creative and deductive thinking.

9. SYLLABUS

The course includes topics related to business activities in the field of entertainment and culture and in particular issues related to the organisation and management of these activities. Upon completion of the course, students will be able to contribute to the organization of events and activities in the field of entertainment and culture and their promotion with the aim of

increase the turnover of the tourism activity. All modern tools of cultural development are taught as well as modern digital technologies and threats - challenges for the tourism and political space.

In addition to the syllabus, the course includes case studies, mid-term (optional) and final examination.

10. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>		
TEACHING METHODS <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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures per week and short essays	39
	Study and analysis of bibliography,	21
	Essay writing	65

	Course Total (25 hours of workload per credit)	125
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <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> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	In-class short answer questions to each student, individual exempt written work, presentation of the work in class.	

11. ATTACHED BIBLIOGRAPHY

- ***Suggested Bibliography :***
- Allen, J. (2008). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events. Εκδόσεις WILEY.
- Filson, D., & Havlicek, J. H. (2018). The performance of global film franchises: Installment effects and extension decisions. *Journal of Cultural Economics*, 42(3), 447–467.
- Hadida, A.L., Lampel, J., Walls, W.D., & Joshi, A. (2021). Hollywood studio filmmaking in the age of Netflix: a tale of two institutional logics. *Journal of Cultural Economics*.
- Hanssen, F. A. (2010). Vertical integration during the Hollywood studio era. *Journal of Law and Economics*, 53(3), 519–543.
- Heilbrun, J. (2001). *Managing Arts and Culture Organizations: A Vital Approach*. Cambridge University Press.
- Hennig-Thurau, T., Hofacker, C., & Bloching, B. (2013). Marketing the pinball way: Understanding how social media change the generation of value for consumers and companies. *Journal of Interactive Marketing*, 27(4), 237–241.
- Kübler, R., Seifert, R., & Kandziora, M. (2021). Content valuation strategies for digital subscription platforms. *Journal of Cultural Economics*.

- Kupfer, A.-K., Pähler vor der Holte, N., Kübler, R., & Hennig-Thurau, T. (2018). The role of the partner brand's social media power in brand alliances. *Journal of Marketing*, 82, 25–44.
- Pine II, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work Is Theater & Every Business a Stage*. Εκδόσεις Harvard Business Press.
- Ravid, S. A., & Basuroy, S. (2004). Executive objective function, the R-rated puzzle and the production of violent films. *Journal of Business*, 77(2), S155–S192.
- Rossman, G., Ezparza, N., & Bonacich, P. (2010). I'd like to thank the Academy, team spillovers, and network centrality. *American Sociological Review*, 75(1), 31–51.
- Schauerte, R., Feiereisen, S., Malter, A.J. (2021). What does it take to survive in a digital world? Resource based theory and strategic change in the TV industry. *Journal of Cultural Economics*.
- Thum, R. B. (2020). *The Business of Entertainment: Movies, Music, and TV in the Digital Age*. Praeger Publishers Inc.
- Vogel, H. L. (2015). *Entertainment Industry Economics*. Εκδόσεις Cambridge University Press.
- Whitten, S. (2020). 'Trolls World Tour' made more for Universal in 3 weeks on demand than 'Trolls' did in 5 months in theaters, CNBC.
- Zuckerman, E. W., Kim, T.-Y., Ukanwa, K., & von Rittmann, J. (2003). Robust identities or nonentities? Typecasting in the feature-film labor market. *American Journal of Sociology*, 108(5), 1018–1074.

2202 EDUCATIONAL AND CULTURAL TOURISM DEVELOPMENT

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	2202	SEMESTER	
COURSE TITLE	Educational and Cultural Tourism Development		
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	
	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>			
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://eclass.uniwa.gr/courses/TOUM_LABREG112/		

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

Upon completion of the course, students will be able to:

- Identify the educational and cultural tourism products
- Understand the concept of cultural and educational tourism
- Know the characteristics of the tourism forms of this product group
- Understand the concept of cultural heritage
- Make the distinction between culture and civilisation
- Understand the link between Religious and Urban Tourism and this product group
- Understand the tourism demand for this product group
- Make the distinction between Cultural and Educational Tourism and other specific alternative forms of tourism
- Understand concepts such as Pilgrimage Tourism, Educational Tourism, Scientific Tourism, City Tourism, Cultural Events, Cultural Activities.
- Make the distinction between the Cultural Tourist and other forms of tourism
- Understand the relationship and interaction between cultural tourism and other specific alternative forms of tourism
- Know the positive effects, as well as the impact of Cultural and Educational Tourism on the destination and the local population
- Organise the promotion of cultural and educational products

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?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
	<i>Respect for difference and multiculturalism</i>
	<i>Respect for the natural environment</i>
<i>Adapting to new situations</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Decision-making</i>	<i>Criticism and self-criticism</i>
<i>Working independently</i>	<i>Production of free, creative and inductive thinking</i>
<i>Team work</i>	<i>Others</i>

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

- Promoting free, creative and deductive thinking to develop original ideas
 - Searching, analysing and synthesising data and information, using modern scientific tools to solve problems in specialised applications
 - Autonomous work
 - Group work
 - Working in an interdisciplinary environment
 - Generating new research ideas and dealing with complex issues
 - Design and originality in the development of programmes and projects
 - Respect for the natural environment
 - Working in an international environment
 - Respect for diversity and multiculturalism
 - Demonstrate social, professional and ethical responsibility and gender sensitivity
 - Exercise of critical and self-critical thinking and judgement
- Developing capacities for disseminating original scientific and research work in order to increase the human resources to apply the new scientific added value.

3. SYLLABUS

- The concept of tourism and its significance
- Educational and Cultural Products
 - Educational Products
 - Cultural Products
- Cultural Heritage
 - The Concept of Culture
 - The Concept of Heritage
- Link between Culture and Heritage
- Group of products with a dominant motive of Culture, Education, Religion, Science

- Concept, Historical development, characteristics and dimensions of Cultural Tourism
- Religious Tourism. Concept and characteristics
- Culture and Religion
- Educational Tourism. Concept, history and characteristics
- Urban tourism. Concept, history and characteristics
- Subcategories of Cultural Tourism
- World Heritage Protection Bodies
- Case studies of destinations and products of Cultural, Urban, Religious and Educational Tourism
- The Cultural Tourism Charter
- International Bodies for Cultural Tourism

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	In person	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	MS TEAMS, E-CLASS	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <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> <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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Study and analysis of bibliography	21
	Study	20
	Essay writing	45
	Course Total (25 hours of workload per credit)	125
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i>	In addition to the syllabus, the course includes case studies, a written assignment and a public presentation.	

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.

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

Greek

- Σμιθ Μ. Κ. & Κικίλια Κ. Ειδικά Θέματα Μελετών Πολιτιστικού Τουρισμού. εκδ. Broken Hill
- Μοίρα Π. Θρησκευτικός Τουρισμός & Προσκύνημα, εκδ. Φαίδιμος
- Κοκκώσης Χ., Τσάρτας Π., Γκρίμπα Ε. Ειδικές και Εναλλακτικές Μορφές Τουρισμού, εκδ. Κριτική
- Ανδριώτης Κ., Αειφορία και Εναλλακτικός Τουρισμός, εκδ. Σταμούλης Αθ.

International

- B. Mc Kercher, H. Du Cros, Cultural Tourism: The Partnership Between Tourism and Cultural Heritage
- G. Richards, Cultural Tourism: Global and Local Perspectives
- Cultural Tourism, H Du Cros, B McKercher

Journals:

- G Richards, Cultural tourism: A review of recent research and trends, Journal of Hospitality and Tourism Management, 2018 – Elsevier
- NB Salazar - Community-based cultural tourism: issues, threats and opportunities Journal of Sustainable Tourism, 2012 - Taylor & Francis
- H Zeppel, CM Hall, Selling art and history: Cultural heritage and tourism. Journal of Tourism Studies, 1991 - cabdirect.org
- Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty H Chen, I Rahman - Tourism Management Perspectives, 2018 – Elsevier
- Gazing from home: Cultural tourism and art museums T Stylianou-Lambert - Annals of Tourism Research, 2011 - Elsevier

3rd SEMESTER

3001 FINANCIAL OPERATIONS MANAGEMENT

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	3001	SEMESTER	C
COURSE TITLE	Financial Operations 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	
	3	8	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>			
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

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*

Upon successful completion of the course, the student will be able to:

- Define the importance of financial science in his personal and professional life.
- Describe the content of the basic financial statements.
- Apply statistical tools and graph financial information.
- Calculate financial ratios to assess a company's financial performance.
- Compare (Analyze) the financial performance of the company compared to the performance of the competitors.
- Recognize the basic principle that money has time value.
- Explain why Net Present Value is the most appropriate measure of evaluating investment opportunities.
- Identify the additional cash flows which are associated with the evaluation of an investment project.
- Use mathematical formulas and financial functions to solve problems of calculating the present and future value of complex cash flows.
- Estimate (Calculate) the expected return and risk of an investment portfolio.
- Discuss the concept of portfolio diversification.

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Team work

Criticism and self-criticism

<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>Others</i>
<i>Production of new research ideas</i>	
<ul style="list-style-type: none"> • Search for, analysis and synthesis of data and information, using the necessary technology • Working independently • Teamwork • Decision making 	

3. SYLLABUS

<p>The Syllabus of the course is as follows:</p> <p>Business and its goals. Credit system. Financial statements. Capital. Financial indicators. Financial leverage. Industrial and financial risk of the business. Breakeven analysis. Table of sources and uses of funds. Financial forecasting methods. Financial mathematics. Time value of money. Capitalization. Investment decision under certain future. Overview of investment evaluation criteria. Investment decision under uncertain future. Uncertainty and risk. Evaluation criteria for investment projects under an indefinite future. Evaluation criteria of investment projects under probabilistic future. Risk and return of a stock portfolio. Portfolio valuation models: capital market model, capital asset valuation model.</p> <p>In addition, as part of the course, exercises are given and solved regarding financial statements, financial ratios, break-even analysis, financial forecasting methods, financial mathematics, investment decisions under an uncertain future, assessment criteria for investment projects under probabilistic future and portfolio valuation models.</p>

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<p>In Teaching: an e-learning platform is used</p> <p>In Communication with students (announcements, exam material, slides, solving questions, posting assignments, submitting assignments): eclass platform, email</p>

TEACHING METHODS	<u>Activity</u>	<u>Semester workload</u>
<p>The manner and methods of teaching are described in detail.</p> <p>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.</p> <p>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</p>	Teaching	52
	Working independently	98
	Preparation of the written report	50
	<p>Course Total (25 hours of workload per credit)</p>	200
<p>STUDENT PERFORMANCE EVALUATION</p> <p>Description of the evaluation procedure</p> <p>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</p> <p>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</p>	<p>Written final exam (70% of the final grade) Short Answer Questions, Theory Benchmarking, Problem-Solving, Multiple-Choice Questionnaires</p> <p>Written report (30% of the final grade) At the end of the semester, students hand in a written report.</p> <p>For the learning outcomes, a written examination is foreseen through theoretical questions, multiple choice questions and exercises using numerical data. In addition, students are required to submit a written report at the end of the semester.</p>	

5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

- Zopounidis, C. (2013) Fundamentals of Financial Management, (Kleidarithmos Editions, Athens), Greece (in Greek, 2nd edition).
- Robert Parrino, Thomas W. Bates, Stuart L. Gillan, David S. Kidwell (2022) Fundamentals of Business Finance, translated by Zopounidis C., N. Sarianidis, Al. Garefalakis, G. Konteos (Alexandros IKE editions), Greece (in Greek).

3002 RISK MANAGEMENT AND FRAUD PREVENTION

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	3002	SEMESTER	C
COURSE TITLE	Risk Management and Fraud Prevention		
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	
	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area General background		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

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

The course focuses on the concept and forms of fraud that can affect business operations as well as the procedures required to prevent delinquent activities that will cause damage to the operation and reputation of the business. Upon completion of the course, students will be able to develop fraud prevention and control procedures and manage the risk of repercussions on business operations from reactive behaviors of business executives. The course includes, in addition to the course material, case studies, a midterm assignment (optional) and a final exam.

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Criticism and self-criticism

Team work

Production of free, creative and inductive thinking

Working in an international environment

Others

Working in an interdisciplinary environment

Production of new research ideas

7. Search for, analysis and synthesis of data and information, with the use of the necessary technology
8. Adapting to new situations
9. Decision-making
10. Working independently
11. Teamwork
12. Production of new research ideas

3. SYLLABUS

Week 1: The concept of risk

Week 2: Risk analysis

Week 3: Risk management plans

Week 4: Risk of fraud

Week 5: Fraud prevention
Week 6: Fraud detection techniques
Week 7: Legal and regulatory framework
Week 8: Internal audit
Week 9: Code of ethics for internal audit
Week 10: Internal audit cycles
Week 11: Corporate governance and internal audit
Week 12: Internal audit in the public sector
Week 13: Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face learning and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power Point presentations and support of the learning process using the e-class platform of the University of West Attica	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <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> <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>	<i>Activity</i>	<i>Semester workload</i>
	Lectures	39
	Practice	11
	Group project on a case study	20
	Lectures by market executives - interconnection with businesses and labor market	25
	Independent study	30
	<i>Course Total</i> <i>(25 hours of workload per credit)</i>	125
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i>	I. Written final exam including (60%): - Multiple-choice questions	

<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"> - Open-ended questions of critical thinking - Problems solving <p>II. Teamwork (40%)</p>
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5. ATTACHED BIBLIOGRAPHY

- [1] Negakis, C. & Tachynakis, P. (2017). *Auditing – Internal Audit: Theory and Applications*. Publications Sustainable Accounting.
- [2] Kapardi, M. & Tsolakis, C. (2011). *Financial Crimes in Business. Prevention, Investigation, Deterrence*. Kritiki.
- [3] Batsinilas, E., Patatoukas, K. & Patatoukas, P. (2015). *Modern Concepts of Business Management and Control*. Stamoulis Publications.
- [4] Goergen, M. (2016). *Corporate governance: an international perspective*. Diplographia Publications.
- [5] Tricker, R. I. (2015). *Corporate Governance: Principles, Policies, and Practices*. Oxford University Press.
- [6] Ross, I. (2015). *Exposing Fraud: Skills, Process and Practicalities*. John Wiley & Sons.
- [7] Law 4706/2020. Corporate governance of sociétés anonymes, modern capital market, incorporation into Greek legislation of Directive (EU) 2017/828 of the European Parliament and of the Council, measures to implement Regulation (EU) 2017/1131 and other provisions. FEK A' 136/17-07-2020. (in Greek).

DIRECTION OF AGRITOURISM, WINE TOURISM, AND LOCAL DEVELOPMENT

3101 ECO-AGRITOURISM

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	3101	SEMESTER	C
COURSE TITLE	ECO-AGRITOURISM		
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	
	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	<i>Special Background</i>		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

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

The course constitutes a specialized scientific field that deals with advanced concepts and high-level content related to specific and alternative forms of tourism, particularly ecotourism, agritourism, and eco-agritourism as specific and alternative forms of tourism.

The course aims to shape a comprehensive knowledge base for postgraduate students so that they can fully understand the content of alternative forms of tourism.

Upon completion of the course, students will be able:

1. To understand the need to distinguish tourists based on their motivations and individual needs.
2. To comprehend the necessity and importance of knowing the characteristics of clients for satisfying their needs.
3. To understand the factors influencing the process of consumer decisions in tourism.
4. To familiarize with the content of terms such as ecotourism, agritourism, eco-agritourism, wine tourism, fishing tourism, gastronomic tourism, and their relationship with cultural tourism.
5. To perceive and evaluate the needs of visitors in relation to the aforementioned forms of tourism.
6. To propose and design relevant agritourism and eco-agritourism activities, policies, and general activities related to rural areas.

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	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment	Others
Production of new research ideas	

- ✓ 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 the natural environment
- ✓ Production of free, creative and inductive thinking
- ✓ Others

12. SYLLABUS

1. Study and analysis of consumer profiles and processes are conducted to understand tourist decision-making.
2. Psychological and social influences that consumers experience during the decision-making process.
3. Decision-making process.
4. Consumer behavior in tourism.
5. Alternative forms of tourism, motivations, needs, and management.
6. Cultural tourism and related activities.
7. Ecotourism.
8. Agritourism, Wine tourism, Gastronomic tourism, Fishing tourism.
9. Eco-agritourism.
10. Analysis of case studies.

Exercises aim to enhance the theoretical aspects and improve the skills and abilities of students through the presentation and analysis of works and case studies.

13. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>		
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical</i>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Independent Study.	21

<p><i>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>	Practical Exercises focusing on the application of methodologies and case study analysis.	40
	Individual Work on a case study.	
	Individual practice assignments.	50
	Course Total (25 hours of workload per credit)	150
<p>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>	<p>I. Written final examination (100%) comprising:</p> <ul style="list-style-type: none"> • Short answer questions • Problem-solving related to consumer behavior in tourism • Comparative evaluation of theoretical elements <p>OR</p> <p>II. Oral and public presentation of a Written Individual Research Work (100%).</p>	

14. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

1. Moira, P. (2022). Tourism. History-Evolution-Prospects, Thessaloniki: Tziolas. (in Greek)
2. Fennell, D. (2001). *Ecotourism*, Athens: Ellin. (in Greek)
3. Μοίρα, Π. (2018). *Tourist Geography of Greece. Geographical Approaches to Tourism*, Athens: Fedimos. (in Greek)
4. Moira, P. – Mylonopoulos, D. (2016). "Rural tourism as a sustainable activity", *Environment & Law*, vol. 4/2016 October-December, p. 617-625. (in Greek)
5. Moira, P. – Mylonopoulos, D. – Kondoudaki, Aik. (2017). "The application of slow movement to tourism – is slow tourism a new paradigm?" *Journal of Tourism and Leisure Studies*, Volume 2, Issue 2. Common Ground Research Networks, USA: University of Illinois Research Park. <http://ijk.cgpublisher.com/product/pub.337/prod.22>
6. Moira, P. & Drivas, P. (2017). Mountain tourism in Greece: Possibilities and prospects for extending the tourist season throughout the year, *e-Journal of Science and*

Technology (e-JST), T.E.I. of Athens, issue 4, volume 12, p. 23-35 in http://e-jst.teiath.gr/issues/issue_52/Moira_52.pdf

-Συναφή επιστημονικά περιοδικά:

- ✓ Journal of Ecotourism
- ✓ Journal of Consumers Behaviour
- ✓ Annals of Tourism Research
- ✓ *Journal of Tourism and Leisure Studies*
- ✓ Tourism Review
- ✓ European Journal of Tourism Research
- ✓ International Journal of Culture, Tourism and Hospitality Research

3102 WINE TOURSIM

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	3102	SEMESTER	C
COURSE TITLE	Wine toursim		
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	
	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area Special background		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

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*

The course focuses on both the wine tourism as a business and all the individual activities associated with it. Upon completion of the course, students will have understood the concept of wine tourism and will be able to plan and organize wine tourism activities and exploit business opportunities related to wine tourism. The course includes, in addition to the curriculum, case studies, research-oriented work, midterm assignment (optional) and final exam.

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?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>Others</i>
<i>Production of new research ideas</i>	

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Working independently
- Team work
- Production of new research ideas
- Respect for the natural environment

3. SYLLABUS

1. Introduction to alternative forms of tourism and wine tourism
2. Organization and development of wine tourism in Greece and abroad
3. Geography of wine tourism in Greece
4. Supply and demand for wine tourism
5. Analysis of the profile of wine tourists
6. Strategic planning of wine tourism
7. Economic dimension of wine tourism at local and business level
8. Organization and management of wine tourism businesses
9. Winery structure and wine tourism
10. Marketing and communication of wine tourism businesses
11. Organization of wine tourism events and activities
12. Wine tourism and sustainable development
13. Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> • PowerPoint presentations. • Support of the learning process and communication with students through the e-class platform. 	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <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> <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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Study and analysis of bibliography	16
	Project	25
	Essay writing	45
	Independent study	25
	Course Total	150

	(25 hours of workload per credit)	
<p>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"> • Written final examination including (60%): <ul style="list-style-type: none"> ○ Multiple choice questions ○ Judgment questions • II. Individual work (40%) 	

5. ATTACHED BIBLIOGRAPHY

- Kokkosis, Ch. and Tsartas, P. (2019). Sustainable tourism development and environment. 2nd edition. Kritiki.
- Kokkosis, Ch., Tsartas, P. and Grimpa, E. (2020). Specific and alternative forms of tourism: demand and supply of new tourism products. Kritiki.
- Hall, C. M., Johnson, G., Cambourne, B., Macionis, N., Mitchell, R. and Sharples, L. (2009). Wine tourism around the world. Routledge.
- Dixit, S. K. (2022). Routledge Handbook of Wine Tourism. Taylor & Francis.
- Sigala, M., & Robinson, R. (2019). Wine tourism destination management and marketing. Springer International Publishing.
- Sigala, M., & Robinson, R. N. (Eds.). (2018). Management and marketing of wine tourism business: theory, practice, and cases. Springer International Publishing.

3103 VITICULTURE - ENOLOGY

(1) GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept. of Tourism Management & Dept. of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	3103	SEMESTER	3 RD
COURSE TITLE	Viticulture - Enology		
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	
Total	3	5	
Theory	3		
Laboratory	0		
<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>	SCIENTIFIC AREA SPECIALIZATION		
COMPULSORY / OPTIONAL	COMPULSORY		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)			

(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

The purpose of the course is to provide students with specialized knowledge of viticulture and oenology and the management of the wine after its vinification.

Upon completion of the course students will be able to:

- To know the basic components and the principles that governs the physical chemistry of soils, so that they are able to calculate the needs of a vineyard.
- To know the principles that govern the establishment of a vineyard and to apply the most appropriate formation and fruiting schemes, depending on the variety, the soil-climatological environment and the destination of the produced product.
- To know the cultivation care and techniques that must be applied in a vineyard, so as to optimize the quality of the grapes produced.
- To know the biology and symptoms of the various vine pathogens and to be able to choose the most appropriate method of combating them.
- To analyze and compare the advantages and disadvantages of the various control systems currently applied in viticulture and to be able to judge which one will apply depending on the destination of the produced product.
- To know the evolution of the chemical composition of the grape during ripening and the effect that various other exogenous factors have on the ripening course of the grape.
- To know the necessary handling of the raw material during vinification according to the special types of vinification.

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Criticism and self-criticism

Team work

Production of free, creative and inductive thinking

Working in an international environment

Working in an interdisciplinary environment

.....

Production of new research ideas

Others...

.....

Search, analysis and synthesis of data and information, also using new technologies.

Respect for the environment and biodiversity.

Adaptation to new situations.

Decision making.

Autonomous work.

Teamwork.

Promotion of free, creative and inductive thinking.

The course focuses on providing specialized knowledge:

- A. in the study of the geoclimatic data of an area, so that they are able to assess its potential and suitability for viticulture and the production of high quality products, in installation and in monitoring plant growth, different types of pruning (winter, summer), soil care, irrigation, plant protection and monitoring the growth and characteristics of the grapes, in order to produce high quality wines.
- B. in the study of factors affecting alcoholic fermentation, in the knowledge of the various types of vinification, in the use of the appropriate equipment on the one hand and of the various preparations and oenological additives on the other and in the management of the wine after its vinification.

(3) SYLLABUS

Theoretical Part of the Course

Soil science: Basic components of soils. Granular composition of soils. Mineralogical composition of soils. Primary minerals: structure, physical-chemical properties, decomposition. Secondary minerals: structure, physicochemical properties of aluminosilicate minerals, oxides-hydroxides of iron, aluminum, water-soluble minerals. Territorial energy and water management. Physicochemical properties of soils and their effect on vine physiology. Soil acidity and its importance for viticulture. Ground regulating capacity. Soil erosion. Soil organic matter. Importance of organic matter. Physical soil properties: structure, porosity, structure improvement, soil solution and electrolytes, soil temperature and its importance. Soil morphology: soil distribution, soil color, soil distribution and description, soil horizons and levels. Generally about soil fertility. Determination of fertility. Main nutrients: nitrogen, phosphorus, potassium, calcium, magnesium and trace elements.

Installation of productive vineyard: Soil remodeling and restructuring, basic fertilization. Planting direction and distances. Selection criteria of varieties and subjects. Underwriting materials. Formation of the vine: Patterns of formation (cup-shaped – linear) and fruiting of the stumps in different climatic environments. Principles and methodology of winter pruning. Flower pruning (coring, budding, defoliation, grubbing, load thinning, application of phytochemical substances).

Cultivation care and techniques: Soil cultivation. Mechanical soil treatment systems. Crop and weed competition. Industrial weed control systems. Vineyard irrigation systems. Vineyard fertilization (inorganic, organic, green). Mechanized leafing, spraying and harvesting operations.

Plant protection: Diseases of the vine (fungal, virological and non-communicable) with a description of the symptomatology, etiology, biology and ecology of the pathogens, as well as the epidemiology and control of the respective diseases. Enemies of the vine: morphology, biology, ecology, symptomatology of the insect-enemies of the vine (types of damage, economic importance, methods and means of dealing with the enemies of the vine). Chemical, integrated, and biological plant protection.

Technological Grape Maturity: Description of the grape during ripening. The evolution of the chemical composition of the grape during ripening. Determination of Maturity and the concept of Yield. Effect of various other exogenous factors on the ripening process.

Vintage: Manipulations and pre-fermentation operations on the raw material. Selection of the date and practices of the harvest. The over ripeness. Correction of the acidity of the gums. Increase in the sugar content of the juices. The enzymatic transformations & reactions of the grape after its harvest. The use of industrial enzyme preparations in winemaking.

Wine production: Red, rosé, white and sweet wines from grapes affected by noble rot (Sauternes, Tokay). Champagnes and sparkling wines. Aging, cloudiness and clarification, stabilization of wines.

(4) TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face and distance learning	
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<ul style="list-style-type: none"> • PowerPoint presentations and videos • Support the learning process and communication with students through the e-class online platform and via e-mail 	
<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>	Activity	Semester workload
	Lectures	39
	Literature study	86
	Course Total (25 hours of workload per credit)	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,</i></p>	<p><u>Evaluation process:</u></p> <p>Final exam including: Multiple Choice Test, Short Questions and/or Oral Examination</p> <p><u>Evaluation Language:</u> Greek</p>	

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.

(5) ATTACHED BIBLIOGRAPHY

Suggested bibliography:

in Greek:

1. KALYVAS D.: **Soil and wine**. STELLA PARIKOU & SIA OE Publications, Athens 2003, ISBN: 978-960-411-336-1.
2. NIKOLAOU N.A.: **VITICULTURE**. (Publisher): Christina and Vassiliki Kordali O.E., Thessaloniki 2011, ISBN: 978-960-357-081-3.
3. ROUMBOS I.: **DISEASES AND ENEMIES OF THE VINE**. STAMOULI Publications, Athens 2016, ISBN: 9789603519768.
4. Evangelos Soufleros. "**Oenology. Science and know-how – T 2**". Copyright © 1997. ISBN : 960 9699 1 6 , Set : 960 699 2 4
5. Stavroula Kourakou-Dragona. "**Oenology Issues**". Trochalia, Athens 1998. ISBN : 960 7809 29 7.
6. Argyris Tsakiris. "**Oenology. From the grape to the wine**". Psyhalos Publications. Athens 1998. ISBN : 960 7920 05 8.

Foreign language:

1. GLADSTONES JOHN: **Wine, Terroir and Climate Change**, Wakefield Press 2011, ISBN-10: 1862549249, ISBN-13: 978-1862549241
2. JACKSON S. RONALD: **Wine Science: Principles and Applications**. Academic Press Fourth edition 2014, ISBN 960-8002-38-9.
3. WILCOX W F., GUBLER W D., UYEMOTO J K.: **Compendium of Grape Diseases, Disorders, and Pests Second Edition**, APS PRESS 2015, ISBN: 978-0-89054-481-5.
4. Pascal Ribéreau-Gayon, Yves Glories, Alain Maujean, Denis Dubourdieu. "**Traité d' Œnologie – (Vol.1)**". Dunod, Paris 1998. ISBN : 2 10 003948 1.
5. Roger B.Boulton et al. "**Principles and practices of winemaking**", Aspen Publishers Inc., New York, c1996, ISBN : 08342 127 06.

DIRECTION OF BUSINESS OPERATIONS IN CULTURAL, EDUCATIONAL, AND TOURISM ACTIVITIES

3201 MANAGING EDUCATIONAL TOURISM ACTIVITIES

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	3201	SEMESTER	3o
COURSE TITLE	MANAGING EDUCATIONAL TOURISM ACTIVITIES		
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	
	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>			
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

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

The course will cover the main concepts and the basic principles of the mechanisms of tourism management in a systematic way, with a focus on the fields of educational tourism.

The aim of the course is to understand a) the fields of educational tourism, b) the potential synergies between them at national and international level, c) the methodological approaches of the operational activities of educational tourism projects, d) theory combined with good practices on national and international level, e) the added value of these actions to economic and social development in local, national and international level.

The content of the course also refers to the institutional and operational framework governing the European Union's interventions in the field of educational tourism.

Levels of learning according to the European Qualifications Framework:

Knowledge: Level 7

Skills: Level 7

Competences: Level 7

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

Project planning and management

Adapting to new situations

Respect for difference and multiculturalism

Decision-making

Respect for the natural environment

Working independently

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

Team work

Criticism and self-criticism

Working in an international environment

Production of free, creative and inductive thinking

- Autonomous Work
- Group work
- Working in an international environment
- Working in an interdisciplinary environment
- Project planning and management
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Searching, analyzing and synthesizing data and information, including the use of analysis and synthesis of information and data using the necessary technologies
- Applying knowledge in practice

3. SYLLABUS

Scope and purpose:

In the context of the course, students will have to realize that educational tourism is moving beyond the narrow framework of traditional tourism activities and products and is expanding to respond effectively and become an active contributor to new business, economic and social realities. In the context of this course, students will come into contact with the basic actions of educational tourism and their methodological approaches, by drawing on examples from theory and practice. In particular, there will be experiential actions and multiple presentations from productive institutions as examples of good practices of educational tourism with different objectives. Under guidance, students are invited to collaboratively create questionnaires on theoretical approaches to educational tourism and also plan to prepare and propose individual educational tourism actions for the local community.

Topics covered:

1. Educational tourism and its expanded role
2. Examples of educational tourism management activities worldwide
3. Examples of educational tourism management activities at local and national level.

4. Presentations of good practices by market representatives
5. The multidimensional dimensions of the added value of educational tourism
6. Methodological approaches to the management of educational tourism activities
7. Creativity and initiative in designing educational tourism activities
8. Critical reflection
9. Summary of the course material
10. Research priorities of forms of educational tourism and management of its activities

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	YES	
TEACHING METHODS <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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Practical exercises focusing on the methodologies and case study analysis in smaller student groups	46
	Self-study	65
		Course Total (25 hours of workload per credit)
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i>	.Written final examination including: - Multiple-choice questions.	

<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>	<p>-Open-ended question based on the presentations of good practices made during the semester.</p>
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5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography :

A. Main Course handbook

Kokkosis, Ch; Tsartas, P., Grimba, E (2011), *Special and alternative forms of tourism, Kritiki Publications*

B. Addtional bibliography

B1. International

Ritchie, Brent W.(2003). *Managing Educational Tourism*, Bristol, Blue Ridge Summit: Channel View Publications. <https://doi.org/10.21832/9781873150528>

Godfrey, K& Clarke, J. (2000). *The tourism development handbook: a practical approach to planning and marketing*. London: Continuum. *The tourism development handbook: a practical approach to planning and marketing*.

B2.Greek

Avdikos, B. (2014). *The Cultural and Creative Industries in Greece*. Thessaloniki: Epikentro

Salmon, C. (2007/2008). *Storytelling: The Machine for Making Stories and Formatting Minds*. (G.Kafkas, Trans). Athens: Polytropon Publications

Tsiliras, A. (2015). *The European Capital of Culture. Some conclusions from the 2006 event in Patras. Presentation at the 13th Conference of the Greek Section of ERSA*, Athens.

C. Scientific Journals

- Journal of Tourism and Hospitality Research
- Tourism Review
- Journal of Teaching in Travel & Tourism
- Journal of Global Tourism Research
- Journal of Travel Research
- International Journal of Business Marketing and Management (IJBMM)
- Current Issues in Tourism
- Mimbar Journal

3202 SPECIAL CULTURAL INTEREST DESTINATIONS MANAGEMENT

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & Faculty of Production Engineering and Management of the Technical University of Crete		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Wine, Vine and Beverage of the University of West Attica and the Faculty of Production Engineering and Management of the Technical University of Crete		
LEVEL OF STUDIES	POSTGRADUATE PROGRAMME		
COURSE CODE	3202	SEMESTER	C
COURSE TITLE	Special Cultural Interest Destinations 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	
	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	<i>Special background</i>		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

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

After completing the course students will be able to:

- To understand the concept of destinations, their characteristics and types.
- To understand the concepts of culture, cultural interests, cultural heritage and their connection with the development and management of the destination in terms of economy and tourism.
- To understand the various stages of tourism destinations' life cycle.
- To understand the importance of all the variables of the Marketing mix in the context of tourism destinations.
- To organize cultural and tourism activities in the context of the development and management of the destination.
- To understand the structure and operation of DMOs (Destination Marketing and Management Organizations).
- To develop, based on the data, Marketing plans.
- To organize various promotional techniques including digital promotion.
- To achieve increases in revenues for the tourism destinations.

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

Project planning and management

Adapting to new situations

Respect for difference and multiculturalism

Decision-making

Respect for the natural environment

Working independently

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

Team work

Criticism and self-criticism

<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>Others</i>
<i>Production of new research ideas</i>	

<p>Search for, analysis and synthesis of data and information, with the use of the necessary technology</p> <p>Adapting to new situations</p> <p>Decision-making</p> <p>Working independently</p> <p>Team work</p> <p>Working in an interdisciplinary environment</p> <p>Production of new research ideas</p> <p>Project planning and management</p> <p>Respect for the natural environment</p> <p>Production of free, creative and inductive thinking</p>
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3. SYLLABUS

The course focuses on the identification, development and management of tourism destinations of cultural interest. The content of the course includes the increase of revenues from the management of destinations of cultural interest, the actions developed at the level of local government, state and entrepreneurs.

Upon completion of the course, students will be able to apply methods of management, promotion and optimal utilization of destinations of cultural interest. The course includes, in addition to the teaching material, case studies, a research-oriented assignment, a midterm (optional) and a final exam.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face-to-face and distance learning
<i>Face-to-face, Distance learning, etc.</i>	

<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</p> <p style="text-align: center;"><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>Use of powerpoint</p> <p>Use of e-communication</p> <p>Use of e-class</p>	
<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>	<u>Activity</u>	<u>Semester workload</u>
	Lectures	39
	Student's study hours	41
	Exercises	20
	Written project (individually)-Final exam	50
	Course Total (26 hours of workload per credit)	150
<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>	<p>Written project (individually) and public presentation with PowerPoint-Final exam</p>	

5. ATTACHED BIBLIOGRAPHY

-Suggested Bibliography :

- Βασιλειάδης, Χ. (2009) Η Διοικητική και το Μάρκετινγκ των Τουριστικών Προορισμών, Αθήνα: Σταμούλης
- Kotler Ph., Bowen J., Makens J., and Baloglou S. "Μάρκετινγκ Τουρισμού και Φιλοξενίας" (2019) Nicosia: Broken Hill Publishers Ltd.
- WTO (2007). A Practical Guide to Tourism destination Management. World Tourism Organisation. Madrid, Spain.
- Pike, S. (2008) Destination Marketing: An Integrated Marketing Communication Approach, 1st edition. UK : Elsevier Butterworth- Heinemann, Oxford
- Prideaux B., (2009) Resort Destinations: Evolution, Management and Development, Kindle Edition, 2009.
- Τσάρτας, Π. & Λύτρας, Π. (επιμέλεια) (2017). *Τουρισμός, Τουριστική Ανάπτυξη: Συμβολές Ελλήνων Επιστημόνων*, Εκδ. Παπαζήση
- Μοίρα, Πολυξένη, & Παρθένης, Σπ. (2011). Πολιτισμικός-Βιομηχανικός Τουρισμός, εκδ. Ανοικτή Βιβλιοθήκη, Αθήνα.
- Philip FeifanXie (2015). Industrial Heritage Tourism, Multilingual Matters
- Αλεξανδρή Ελένη (2015). Πολιτιστική κληρονομιά – Διαχείριση. Εκδόσεις Ίων, Αθήνα
- Cattaneo, M., Trifoni J. (2004). Παγκόσμια κληρονομιά, προστατευόμενοι αρχαιολογικοί τόποι. Εκδόσεις Δομική, Αθήνα.
- Βουδούρη, Δ. (2003). Κράτος και μουσεία. Εκδόσεις Σάκουλας, Θεσσαλονίκη.
- Αλεξανδρή Ελένη (2015). Πολιτιστική κληρονομιά – Διαχείριση. Εκδόσεις Ίων, Αθήνα
- Pan, B. (2015), *The power of search engine ranking for tourist destinations*, Tourism Management (47), pp. 79-87
- Hudson, S., Ritchie, B. (2009). "Branding a memorable destination experience: The case of 'Brand Canada.'" Article in International Journal of Tourism Research Vol 11, No2, pp.217
- Presenza, A. (2005). "Towards a Model of the Roles and Activities of Destination Management Organizations." Academic journal Researchgate, Vol 12, No3, pp.1-17
- Prideaux, B., Lisa, M. (2010). "Special interest tourists collecting places and destinations: a case study of Australian World Heritage sites." Journal of Vacation Marketing, Vol 16, No3, pp. 235-247
- Richie, J.R., Crouch, G.I. (2003). "The Competitive Destination: A Sustainable Tourism Perspective." Article in Tourism Management, Vol 21, No1, pp.1-7
- International Council of Museums (ICOM), (2010). ICOM Missions. <http://icom.museum/>
- McKercher, B. and Du Cros H. (2002), Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management. London and New York

-Suggested scientific journals

Journal of Destination Marketing and Management
Journal of Tourism, Heritage & Services Marketing
Journal of Travel and Tourism Marketing
Journal of Travel Research
Tourismos: An International Multidisciplinary Journal
Journal of Travel & Tourism Research
Tourism and Hospitality Planning and Development
Tourism: An International Interdisciplinary Journal
Tourism Recreation Research
Tourism Research Journal
Tourism & Travel

3203 NEW TECHNOLOGY IN CULTURAL HERITAGE MANAGEMENT

1. GENERAL

SCHOOL	SCHOOL OF ADMINISTRATIVE, ECONOMICS AND SOCIAL SCIENCES UniWA & SCHOOL OF BUSINESS University of the Aegean		
ACADEMIC UNIT	Dept of Tourism Management & Dept of Accounting and Finance		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	3203	SEMESTER	C
COURSE TITLE	New Technology in Cultural Heritage 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	
	3	5	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at 4.</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Scientific area Special background		
COMPULSORY / OPTIONAL	Compulsory		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)			

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

The course focuses on providing specialized knowledge of application and utilization of new technologies for the promotion and management of cultural heritage. Upon completion of the course, students will be able to select and utilize the appropriate online tools as well as digital technologies (animation, etc.) in order to highlight, manage and promote at national and international level cultural monuments, local customs and cultural activities. The course includes, in addition to the curriculum, case studies, midterm assignment (optional) and final exams.

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

Project planning and management

Respect for difference and multiculturalism

Adapting to new situations

Respect for the natural environment

Decision-making

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

Working independently

Criticism and self-criticism

Team work

Production of free, creative and inductive thinking

Working in an international environment

Others

Working in an interdisciplinary environment

Production of new research ideas

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

14. Adapting to new situations

15. Decision-making

16. Working independently

17. Teamwork

18. Production of new research ideas

3. SYLLABUS

Week 1: The concept and importance of cultural heritage

Week 2: Cultural heritage in Greece and Europe

Week 3: Cultural heritage management

Week 4: Stages of cultural heritage management
Week 5: Cultural and natural heritage and their sustainable management
Week 6: Institutional framework for cultural heritage management
Week 7: Cultural heritage management institutions
Week 8: Cultural heritage management funding
Week 9: Technological tools for cultural heritage management
Week 10: New technologies and promotion of cultural goods
Week 11: Tourism and cultural heritage
Week 12: Cultural heritage and economic development
Week 13: Final exam

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face learning and distance learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Power Point presentations and support of the learning process using the e-class platform of the University of West Attica	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <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> <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>	Activity	Semester workload
	Lectures	39
	Practice	11
	Essay writing	45
	Independent study	30
	Course Total (25 hours of workload per credit)	125
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <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,</i>	I. Final exam including (60%): - Multiple-choice questions - Open-ended questions of critical thinking II. Essay writing (40%)	

laboratory work, clinical examination of patient, art interpretation, other

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

5. ATTACHED BIBLIOGRAPHY

[5] Zacharias, N., Malaperdas, G., Panagiotidis, V. & Kouri, M. (2022). *Cultural Heritage and New Technologies*. Papazisis Publications. (in Greek).

[6] Spina, T. R., & Bifulco, F. (2021). *Digital Transformation in the Cultural Heritage Sector: Challenges to Marketing in the New Digital Era*. Springer Nature.

[7] Salvatore, C. L. (2018). *Cultural Heritage Care and Management: Theory and Practice*. Rowman & Littlefield.

[8] McKercher, B., & Du Cros, H. (2002). *Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management*. Routledge.