**COURSE DESCRIPTIONS**

**ENGLISH FOR SPECIFIC PURPOSES**

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| **SCHOOL** | BUSINESS ECONOMIC AND SOCIAL STUDIES |
| **DEPARTMENT** | TOURISM MANAGEMENT |
| **LEVEL OF STUDIES** | UNDERGRADUATE |
| **SEMESTER OF SRUDIES** | H |
| **COURSE TITLE** | ENGLISH FOR SPECIFIC PURPOSES |
| **COURSE TYPE** | LECTURE  (OBLIGATORY COURSE FOR ERASMUS STUDENTS) |
| **LANGUAGE:** | ENGLISH ( UPPER-INTERMEDIATE TO ADVANCED) |
| **PREREQUISITES:** | It is wise that students have a foundational knowledge of the English language before attending the course. |

**GOALS, OBJECTIVES, LEARNING OUTCOMES**Students are introduced to the terminology used in the field of Tourism Management and familiarize themselves with the language used in authentic texts about Tourism Management and related topics as well as with the presentation of scientific papers.  
Upon completion of the course students will be able to:  
- read and comprehend textbooks and research articles.  
- be able to attend oral presentations and participate in subsequent discussions.   
- write short summaries of material they have read.  
- locate resources for further information in the field of their interest.  
- present short papers  
- communicate with colleagues

**COURSE EVALUATION**Evaluation of the acquired knowledge is based on the final written exam which takes place during the examination periods, as well as on optional assignments given during the course

**COURSE CONTENT AND MATERIALS**

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| Course materials include authentic texts on Tourism Management and articles from scientific journals.  **Course Content includes:**   * Τourism:advantages and disadvantages * Tourism:travelling for pleasure * Dialogue on tourism * Customer relations * Guidelines for tourism of the future * World Tourism Organization * Tourism-key to development, prosperity and well-being * International Tourism-key trends and outlook * UNWTO:Tourism towards 2030 * Poverty alleviation through tourism * Eco-Tourism * Summer Holiday * Safe Tourism * Our rights when eating out * Tourist versus Traveller * Docklands:the new face of tourist London * Portmeirion in Wales * Is eating in a restaurant a relaxing experience? * Writing a research paper |

**RECOMMENDED BIBLIOGRAPHY**

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| *1. Jacob, M. & Strutt, P (2009). English for International Tourism, Coursebook Longman*  *2. Mol, H. (2008) English for Tourism and Hospitality in Higher Education Studies,*  *Coursebook, Garnet :Reading*  *3. ,Hardwick, C. English for Tourism ,British Council Specialist English [online] Available at:*  [*www.britishcouncil.org/professionals-specialisms-tourism-intro.htm*](about:blank)  *4. Moira, P. at al, Journal of Tourism and Leisure Studies, Volume 4, Issue 4,*  *5. Journal of Sustainable Tourism*  *6. Journal of Travel Research*  *7. Longman Dictionary of Contemporary English*  *8. Moira,P. at al, International Journal of Research in Tourism and Hospitality, Volume 1 , Issue 1*  *June 2015 pp9-22*  *9. Moira, P. at al, International Journal of Research in Tourism and Hospitality, Volume 3, Issue 4,*  *2017, pp 14-24*  *10. Moira, P.at al, International Journal of Research in Tourism and Hospitality, Volume 2, Issue 2,*  *Common Ground Research Networks, USA: University of Illinois Research Park*  *11. A selection of topics from the LCCI Spoken English for Tourism Syllabus*  *( at the professor’s discretion)*  *12. Selected material from textbooks, newspaper articles, journals, brochures, advertisements,*  *tourist information leaflets ( at the professor’s discretion)*  *13.Terzoglou, E. Reviewing English Grammar* |

**ENGLISH FOR TOURISM**

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| --- | --- |
| **SCHOOL** | BUSINESS ECONOMIC AND SOCIAL STUDIES |
| **DEPARTMENT** | TOURISM MANAGEMENT |
| **LEVEL OF STUDIES** | UNDERGRADUATE |
| **SEMESTER OF SRUDIES** | Z |
| **COURSE TITLE** | ENGLISH FOR TOURISM |
| **COURSE TYPE** | LECTURE  (OBLIGATORY COURSE FOR ERASMUS STUDENTS) |
| **LANGUAGE** | ENGLISH ( UPPER-INTERMEDIATE TO ADVANCED) |
| **PREREQUISITES** | It is wise that students have a foundational knowledge of the English language before attending the course. |

**GOALS, OBJECTIVES, LEARNING OUTCOMES**Students are introduced to the terminology used in the field of Tourism Management and familiarize themselves with the language used in authentic texts about Tourism Management and related topics as well as with the presentation of scientific papers.  
Upon completion of the course students will be able to:  
- read and comprehend textbooks and research articles.  
- be able to attend oral presentations and participate in subsequent discussions.   
- write short summaries of material they have read.  
- locate resources for further information in the field of their interest.  
- present short papers  
- communicate with colleagues

**COURSE EVALUATION**Evaluation of the acquired knowledge is based on the final written exam which takes place during the examination periods, as well as on optional assignments given during the course.

**COURSE CONTENT AND MATERIALS**

|  |
| --- |
| Course materials include authentic texts on Tourism Management and articles from scientific journals.  **Course Content includes:**   * Τrends in Tourism * Benefits from travelling * Types of holiday * Responsible Tourism * Slow Tourism versus Mass Tourism * Mountain Tourism in Greece * Food Consumption during vacation * New York Cafés * Religious Tourism * World Tourism Organization * Day tours * Information about some islands * Different Generations in the Western world * Responding in an interview * Curriculum Vitae * Vegetarianism * Food for thought * To tip or not to tip * Vocabulary of foods and beverages * Writing a research paper |

**RECOMMENDED BIBLIOGRAPHY:**

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| --- |
| *1. Jacob, M. & Strutt, P (2009). English for International Tourism, Coursebook Longman*  *2. Mol, H. (2008) English for Tourism and Hospitality in Higher Education Studies,*  *Coursebook, Garnet :Reading*  *3. ,Hardwick, C. English for Tourism ,British Council Specialist English [online] Available at:*  [*www.britishcouncil.org/professionals-specialisms-tourism-intro.htm*](about:blank)  *4. Moira, P. at al, Journal of Tourism and Leisure Studies, Volume 4, Issue 4,*  *5. Journal of Sustainable Tourism*  *6. Journal of Travel Research*  *7. Longman Dictionary of Contemporary English*  *8. Moira,P. at al, International Journal of Research in Tourism and Hospitality, Volume 1 , Issue 1*  *June 2015 pp9-22*  *9. Moira, P. at al, International Journal of Research in Tourism and Hospitality, Volume 3, Issue 4,*  *2017, pp 14-24*  *10. Moira, P.at al, International Journal of Research in Tourism and Hospitality, Volume 2, Issue 2,*  *Common Ground Research Networks, USA: University of Illinois Research Park*  *11. A selection of topics from the LCCI Spoken English for Tourism Syllabus*  *( at the professor’s discretion)*  *12. Selected material from textbooks, newspaper articles, journals, brochures, advertisements,*  *tourist information leaflets ( at the professor’s discretion)*  *13.Terzoglou, E. Reviewing English Grammar* |

**CULTURAL IMPACTS IN TOURISM**

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| --- | --- | --- | --- | --- | --- |
| **course unit title:**  **CULTURAL IMPACT IN TOURISM** | **course unit code** | **level of course unit** | **year of study** | | **semester/trimester when the course unit is delivered:** |
|  |  |  |  | |  |
| **type of course unit (compulsory, optional)** | **number of ECTS credits allocated** | **name of lecturer(s)**  **KATERINA KIKILIA** | | **mode of delivery (face-to-face, distance learning)** | |
|  |  |  | |  | |
| **learning outcomes of the course unit:** | | The aimof the courseisto make the students able to understand the significanceof cultureand heritage for tourism development.  Religion is an importantaspectof cultureand the exploitationof religious-cultural heritagecontributesto tourism development.  Upon completionof the coursestudentswillbe able to:  a)understandthe concepts ofcultureandculturalheritage  b)understand andmanagethe variousaspectsof culture  c)understandthe importanceof religious tourismandparticularlythe differencepilgrimageandtourism.  d)understandtheculturalimpactofreligioustourismintouristdestinations  e) identifykey tourism related cultural, ecological and social impacts within a global context recognizing both positive and negative impacts. | | | |
| **prerequisites and co-requisites:** | |  | | | |
| **recommended optional programme components** | |  | | | |
| **course contents** | | Cultureand Tourism. Cultureandculturalheritage. Culturalimpactsintourism. Cultural tourism and sustainable development. Institutions and actions (measures, projects).Monuments of worldculturalheritage. Tourism impacts in culture (positive and negative). Attractions and events to ensure the sustainability of tourism resources (cultural and natural). Alternative types of tourism related to culture. The role of ecology. The interdependence of various types of tourism related impacts. | | | |
| **recommended or required reading:** | |  | | | |
| **planned learning activities and teaching methods:** | | Lectures, case-studies | | | |
| **assessment methods and criteria:** | | Written exams 60%, 2 written assignments (and oral presentations) 40% | | | |
| **language of instruction:** | | English | | | |
| **work placement(s):** | |  | | | |

**EUROPEAN POLICIES IN TOURISM**

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| --- | --- | --- | --- | --- | --- |
| **course unit title:**  **European Policies in Tourism** | **course unit code** | **level of course unit** | **year of study** | | **semester/trimester when the course unit is delivered:** |
|  |  |  |  | |  |
| **type of course unit (compulsory, optional)** | **number of ECTS credits allocated** | **name of lecturer(s)**  **KATERINA KIKILIA** | | **mode of delivery (face-to-face, distance learning)** | |
|  |  |  | |  | |
| **learning outcomes of the course unit:** | | It is a basic introductory course on the European Union and its policies in the tourism sector.  The content of the courseaims tointroduce studentsto the basicconceptsand institutionsof the EuropeanUnion, and moreover to provide wide knowledge onpolicies thatdirectly or indirectly affecttourism. Upon completionof the coursestudentswillbe able to:  a) toknowthe stagesandthe historical evolutionof the EuropeanUnion  b) tounderstandtheinstitutionalroleoftheEuropeanUnions Institutions  c) todescribeandevaluatetheroleoftheEuropeanUnioninthesectoroftourism  d)to analyzebasic practicesof the EuropeanUnionemphasizingon tourismdevelopment  e)touse statisticaldata from the EuropeanUnionfor policy making | | | |
| **prerequisites and co-requisites:** | |  | | | |
| **recommended optional programme components** | |  | | | |
| **course contents** | | Historical evolutionof the EU law. Institutions of the European Union, with emphasis on those with jurisdiction in tourism. Tourism in the European Union. Free provision of services within the European Union, with emphasis in tourism. Provision of conducted tour services. Travel packages. Free provision of services in maritime tourism cabotage. Specific tourism issues in the European Union (Eco-label, organized tours). Air transports in the European Union. The statisticsoftourism in the EuropeanUnion. | | | |
| **recommended or required reading:** | |  | | | |
| **planned learning activities and teaching methods:** | | Lectures, case studies, written assignments | | | |
| **assessment methods and criteria:** | | Exams 70% and a written project (with oral presentation) 30% | | | |
| **language of instruction:** | | Greek and English | | | |
| **work placement(s):** | |  | | | |

**EVENT MANAGEMENT**

**LEARNING OUTCOMES**

This is a key introductory course in coordinating and carrying out Events.

The aim of this course is to provide students with the necessary knowledge in order to create executives able to apply knowledge and practices on the contemporary organization, overall management, coordination and crisis management of conferences and other types of events.

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

* Distinguish all types of Events
* Recognize and analyze the structure of the market of professional events (MICE tourism)
* Recognize and analyze the structure of the conference market
* Manage the components of a conference event
* Recognize methods of conferencing
* Perform all necessary actions at all stages of organizing a conference
* Manage contemporary conference programs (congress and e-congress)
* Select the most appropriate formats for viewing and promoting a conference
* Manage effectively the crises that may occur before or during an event (crisis management),
* Organize contemporary ecological conferences

**MODULE DESCRIPTION**

The course is organized around topics such as:

* Theoretical approach of the concepts of events, business events and MICE tourism
* The impacts of MICE tourism and in particular conference tourism on the destination.
* Statistics and the position of Greece in the global conference map.
* Types and characteristics of corporate meetings and business trips, incentive trips, exhibitions and conferences.
* Analysis of the professional events market with an emphasis to the market of conference and exhibition tourism.
* The organizational process of motivation and exhibition tourism.
* The process of taking over an international conference event (Bidding) and the role of the Convention and Visitors Bureau (CVB).
* The marketing of the conference event, funding sources and sponsors.
* The full process of organizing, conducting and reporting a scientific conference: Evaluation and selection of professional conference organizer (PCO) of the organizing body, the organizational structure of the PCO, services provided by PCO and their collaboration contract.
* The conference organizer's collaboration with hotels: the hotel selection process, the negotiation policy, the awarding of the event and the cooperation contract. Conduct and review of the conference.
* Collaboration of the conference organizer with transportation and transfer companies
* Collaboration of the conference organizer with conference halls and venues.
* Modern Technological Equipment and technical specifications of facilities and equipment. The collaboration with the technical support companies
* The organizational process of the conference in stages and a timetable of actions.
* Managing the scientific part of the conference: Communicating with delegates, guest speakers-coordinators-chairmen of round tables. Actions during the conference.
* Crisis Management. Actions before and after the end of the conference.
* Organization of Ecological Conferences and Events - Green Meetings & Events

**HOTEL ROOMS DIVISION MANAGEMENT**

Τhe hotel business sector affects countries from an economic and social point of view. Since the basic factors of the tourist product are transportation, accommodation and food, hotels are a factor element of a country's tourism infrastructure.

The existence of hotels is therefore very important for the tourism development of a country, which (development) is quantitatively dependent on the number of total hotel rooms (capacity), on the category of hotels and on the quality of their products.

RoomsDivision or RD is the big sector, which includes the Front Office Department, Housekeeping, Maintenance and Security department. Rooms Division, combined with the Food and Beverage department, cover almost the whole hotel product.

After completing the course the students will be able to apply hospitality specific frontline and management skills within the Rooms Division. The course introduces university students to the hospitality industry and proceeds to cover the management of the Front Office and Housekeeping departments in combination with facilities.

Specifically, university students after the course will be able to:

* Know the tasks of the Front Office employees
* Recognize differences between room types
* Manage contracts
* Fully understand the special features of OTAs and ADS (Alternate Distribution Systems)
* Recognize the types of room reservations
* Manage extranets
* Apply room management techniques
* Allocate rooms and handle the reservation plan
* Handle overbooking
* Apply methods to deal with difficult guests and to solve problems
* Serve VIPs guests
* Know Housekeeping department skills

**COURSE TOPICS**

1. Rooms Division organizational chart.

2. Front Office Department.

3. Room Types.

4. Selling Strategy – Occupancy increase

5. Check in and Check out procedures

6. Keycards (smart cards) - Safety

7.Reservations Department.

8. Contracts. Allotment, Commitment, Guarantee etc.

9. OTAs (On line Travel Agents) and Room Reservations

10.Overbooking handling.

11. Night Audit/ customers account handling.

12. Guest Relations Department.

13. PBX (Telephone Operator)

14. Housekeeping Department

15. Statistics

16.Hospitality skills, customers problems solving.

**E-tourism**

In the current dynamic, and often turbulent, business environment, it is becoming ever more challenging for destinations and tourism-based enterprises to actively manage and maintain their competitive advantage. Adding to this unpredictability, the Internet has reshaped the traditional models of distribution and all of the relationships within the value chain and, ultimately, redefined how goods and services are distributed to customers within the Tourism Industry.

This module provides the student with a comprehensive understanding of the evolution of the traditional models of distribution within the tourism industry right through to the new e-Tourism business models which have emerged in recent times and discusses the implications of these changes on how tourism professionals will distribute their product(s) effectively.The manner in which Tourism Providers bring their product to market is going through a major transformation with new e-Tourism business models poised to alter or destroy the traditional methods of distribution.

The decision as to which channel(s) to choose has always been a difficult one. However, the constant influx of new channels into the electronic distribution arena have made this an even more complex, yet vital, undertaking that involves an understanding of a variety of online channels, business models, marketing approaches and sales techniques.

**ICT applications in special forms of tourism**

The module deals with the uses and applications of information and communication technology for alternative forms of tourism development.

It develops the proposition that use of such technologies can be a practical approach and can be used in the management of all forms of tourism. It presents an array of ICT-based tools/applications for use by destination managers and discusses the opportunities in destination management for applying ICT to Sustainable Tourism Development.