

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230616	SEMESTER	8th
TITLE	TRAVEL ORGANIZATIONS AND AGENCIES MANAGEMENT		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures, Laboratory Applications		3	5
COURSE TYPE	SPECIAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>After the successful completion of the course:</p> <ol style="list-style-type: none"> 1. KNOWLEDGE: the student can recognize the role and importance of travel agencies according to their distinction and the various categories of tourism products and services offered to organize and run a trip individually or organized groups of travelers. 2. UNDERSTANDING: the student will be able to distinguish the types and characteristics of different travelers so that he can select and organize the services needed by each different type of customer-traveler. 3. APPLICATION: the student will be able to calculate and produce individual or group tour packages with various means of transport and accommodation. 4. ANALYSIS: the student can plan the organization and operation of the departments of a travel agency. 5. COMPOSITION: the student is able to create and propose the services offered by the tourist office and to be able to interpret and use the terminology of travel agencies. 6. EVALUATION: the student can determine the suppliers of the tourist office, support individual or group tour packages, support complete travel packages according to the customer's requirements, compare the booking methods through the modern accommodation booking channels and finally, the student is able to compare packages through the price lists of tour operators.
General Skills

The student with successful attendance will be able to:

- ✓ Search, analysis and synthesis of data and information, using the necessary technologies
- ✓ Adaptation to new situations
- ✓ Decision making
- ✓ Autonomous work
- ✓ Teamwork
- ✓ Working in an international environment
- ✓ Work in an interdisciplinary environment
- ✓ Production of new research ideas

3. COURSE CONTENT

In the course Management of travel agencies and agencies, the operation of the tourist office is taught through the following sections:

1. Basic concepts - terminology - Abbreviations - distinctions of tourist offices
2. Services of the tourist office
3. Organizational structure - Organization chart
4. Department of reservations - ticket issuance
5. Department of Organized Travel - individual and group - Corporate
6. Inbound tourism department
7. Hotel reservations - Types of contracts - types of cooperation
8. Types of Vouchers
9. Tour Leader – tasks
10. Tourist packages - distinctions - components of a tourist package, Distinctions of tourist packages
11. FIT - GIT - Hosted Tours - Pre-packaged
12. Basic stages of creating tourist packages
13. Financial cost of excursion costing, Excursion costing - Netprice - Grossprice - Final sale price.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face	
ICT USE	H / Y, projector, internet, e-mail, support of the learning process through electronic platform https://exams-sod.the.ihu.gr	
TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Bibliographic Study and Analysis	30
	Individual or Group Project	41
	Self-study	40
	TOTAL	150

ASSESSMENT	<p>A. Written Final Exam (70%) (Includes Open-ended, Elaboration questions)</p> <p>B. Presentation of individual or group work (30%)</p> <p>The test material is posted on moodle and time before the test is spent on answering questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>
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5. REFERENCES

-Suggested bibliography:

- Papageorgiou, A. (2021), "Management of modern tourist offices", BrokenHill, Nicosia
- Papageorgiou, A. (2007), "Organization and operation of tourist offices", Interbooks, Athens
- Papageorgiou, A. (2004), "Principles of Operation of Tourist Offices", Interbooks, Athens
- Sotiriadis, M. (2006). Travel Agencies: incoming & outgoing, Propompos, Athens
- Chytiris, L. (1995), "Travel Agencies", Interbooks, Athens