

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL:</b>	BUSINESS AND ECONOMICS		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>DIVISION</b>	TOURISM AND HOSPITALITY MANAGEMENT		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	3102096	<b>SEMESTER OF STUDY</b>	7
<b>COURSE TITLE</b>	EUROPEAN POLICIES IN TOURISM		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures and Workshops		5(3+2)	6
<b>COURSE UNIT TYPE</b>	SPECIALIZATION		
<b>PREREQUISITES :</b>			
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	GREEK		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	YES		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://moodle.teipir.gr/course/info.php?id=133">http://moodle.teipir.gr/course/info.php?id=133</a>		

### 2. LEARNING OUTCOMES

#### Learning Outcomes

It is a key introductory course on the European Union and its policies in the tourism sector. The content of the course aims to introduce students to the basic concepts and institutions of the European Union and moreover provide wide knowledge on policies that affect tourism directly or indirectly.

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

- recognize the stages and the historical evolution of the European Union
- understand the institutional role of the European Union's Institutions
- describe and evaluate the role of the European Union in the tourism sector
- analyze basic practices of the European Union, emphasizing on tourism development
- use statistical data from the European Union for policy making

#### General Skills

- Individual work
- Teamwork
- Adapt to new situations
- Work in an international environment
- Work in an interdisciplinary environment

### 3. COURSE CONTENTS

The course is organized around topics such as:

- Historical evolution of EU law and policy.
- Primary legislation (Treaties) and secondary legislation
- Institutions of the European Union with an emphasis on those who have competence in tourism.
- Tourism in the European Union.

- Free provision of services within the European Union, with emphasis on the tourism sector.
- Provision of conducted tour guide services.
- Package Tour (travel).
- Free provision of services in maritime sector (Cabotage)
- Special tourism issues in the European Union (Eco-label, organized tours).
- Air transport in the European Union.
- Tourism Statistics the European Union (EUROSTAT)

#### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-Class	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the LMS platform of PUAS.#	
<b>TEACHING METHODS</b>	<b><i>Method description</i></b>	<b><i>Semester Workload</i></b>
	Lectures	39
	Presentation of Case Studies, Class Discussions	26
	Preparation of Group Project	15
	Preparation of Individual project	25
	Independent and Directed Learning	45
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT METHODS</b>	<p><b>I. Final Examination (70%)</b> (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> <li>- Short answer questions</li> <li>- Topics for elaboration</li> <li>- Problem solving (issues concerning EU's tourism policies)</li> </ul> <p><u>Evaluation Objective:</u> To understand the fundamentals of the course.</p> <p><u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p><b>II. Group Project (10%)</b> (Summative Evaluation) A team project will be assigned and presented after completion of the lectures. Students will work together in teams and present a contemporary issue on Tourism within the European Union.</p> <p><u>Evaluation Objective:</u> Examination of students' progress in relation to learning outcomes, of teamwork spirit and communication skills.</p> <p><u>Evaluation Criteria:</u> Critical knowledge, teamwork skills, quality of work, communication skills.</p> <p><b>III. Individual project (20%)</b> Two written research assignments will be assigned and explained in a separate handout.</p> <p><u>Evaluation Objective:</u> Examination of students' progress in relation to learning outcomes, feedback and fine tuning of the course lectures, examination of students' research skills.</p> <p><u>Evaluation Criteria:</u> Quality of written and verbal presentation, quality of content, organization and quality of writing, together with the clarity and organization of their presentation.</p>	

## 5. RESOURCES

- *Recommended Book and Journal Article Resources:*

**Book resources:**

- Mylonopoulos, D. – Moira, P. (2011). «*European Union and Tourism*», Nomiki Vivliothiki Publishing, Athens (in Greek).
- Dionysopoulou, P. (2011). *European Tourism Policy*, Papazisi Publishing (in Greek).

**Internet resources:**

- [Europa.eu](http://Europa.eu)