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DEPARTMENT OF TOURISM
IONIAN UNIVERSITY

Student Prospectus





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Part 1: Information regarding the Department





Academic profile

Poster

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The Department of Tourism seeks to provide education and training in tourism science within an interdisciplinary framework by combining Social Sciences and Humanities, such as administration, economy, history and computer science, and particular digital technologies, virtual tools for representation and promotion, and information systems.

The vision of the Department of Tourism is to become a reference centre that evolves and combines sciences that deal with tourism development aiming at the effective management of modern tourism businesses and organisations. The fulfilment of the vision will be achieved through excellence in education and research in the fields of scientific interests of the programme at a local, regional, national and international level.

The philosophy of the programme examines the nature and characteristics of tourism industry and explores the ways in which it can be promoted, managed and transformed with the support of modern administrative tools as well as Information and Communication Technologies.



Quality Policy

Ionian University quality policy summarizes the principles and values that govern the development, management and certification of quality systems at the institution. The approach to quality at the Ionian University complies with the recommendations and policies of the HAHE, while actively monitoring and shaping in accordance with the relevant European standards, guidelines and any good practices implemented in the European area of Higher Education. Since its establishment, the Ionian University is committed to the provision of educational and research / artistic work based on fundamental values, such as academic freedom, dedication to the promotion of Science, Social Responsibility, the conduct of high level research and the production of high value artistic work, the contribution to local communities in the wider region of Ionian Islands, academic excellence and internationalization of the produced research and artistic results, as well as the high-quality learning experiences to the students of the academic units of all the courses provided.



Governance

Assembly

The Department is governed by the Assembly which consists of the following members:

- Academic/Research staff:
 - Christina Beneki, Professor, Head of Dpt.
 - Miltiadis Botsis, Associate Professor, Deputy Head of Dpt.
 - Nikos Antonopoulos, Associate Professor
 - Maria Argyropoulou, Associate Professor
 - Konstantinos Artikis, Associate Professor
 - Aikaterini-Konstantina Kontopanagou, Associate Professor
 - Panagiotis Manolitzas, Associate Professor
 - Konstantinos Vogklis, Assistant Professor
 - Nikolaos Varotsis, Assistant Professor
 - Alkmini Gritzali, Assistant Professor
 - Naoum Mylonas, Associate Professor
 - Ioannis Poulis, Assistant Professor
 - Panagiotis Kloutsiniotis, Assistant Professor
- Special Research Personnel
Georgios Giotis
- Special Technical Laboratory Staff:
Maria Nefeli Nikiforos

Secretariat

Ms. Sotiria-Sofia Aroniada is responsible for the administrative and secretarial support of the Department of Tourism.



Facilities

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Admission Examinations



Professors & Lecturers

Beneki Christina

Beneki Christina: Curriculum Vitae

Size: 631.35KB :: Type: PDF document

Head of the Dpt. of Tourism

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Dr. Beneki's career shows her extensive experience in higher education, marked by her dedication to teaching, research, and effective university administration. As a Professor of Mathematics, she specializes in the application of mathematical models to economics and tourism within the Department of Tourism, School of Economics, at Ionian University and Scientific Coordinator of the project "AI-Enabled Skill-Building for Tourism and Hospitality: Bridging the Industry-Academia Divide (BIAD)", under the ERASMUS-EDU-2025-PI-ALL-INNO-EDU-ENTERP action. Her prior roles include Vice Rector for Research and Development, Vice Rector for Research, Lifelong Education, and Development and Internal Member of the Governance Board of the Ionian University, demonstrating a sustained commitment to institutional leadership. A distinguished alumna of the University of Patras, Dr. Beneki holds a MSc degree in Theoretical Mathematics and a PhD on the "Characterization of Kahler manifolds using small geodesic tubes," evidencing her expertise in Differential Geometry.

Her prior academic experience includes a Lectureship at the State University of New York at New Paltz and varied teaching engagements at universities such as the Higher School of Pedagogical and Technological Education (ASPATE), the former University of Central Greece, the University of Bournemouth, UK, the Hellenic Open University, and formerly at the Technological Educational Institute (TEI) of Ionian Islands.

Dr. Beneki has demonstrated extensive research experience analyzing primary data as a Scientific Associate at the Research Institute for Tourism, the Centre of Planning and Economic Research, and the Chamber of Lefkada. She is recognized for her contributions to the field, evidenced by publications in peer-reviewed international journals, presentations at international conferences, and participation in diverse research projects. Noteworthy projects include Erasmus+ programs on Sustainable Tourism (SusTour) and the Interdisciplinary Resilience through Science and Cultural Heritage Network (IRSCHEEN), and also programs such as "Development of an Intelligent System for the Analysis and Management of Environmental Data," "Consulting Services for the Ionian Islands Region (IIR) on Cruise Tourism and Economic Impacts," "Impact on Biodiversity in High Natural Value Areas due to the Invasive Tree of Heaven (*Ailanthus altissima*)", and "Advisory Guidance Actions for Productive Entities (Mentoring Schemes)".

Dr. Beneki's proven leadership capabilities are evidenced by her roles as Head and Deputy Head at the Department of Business Administration at the former TEI of Ionian Islands. She actively contributed to the scientific community as President and Vice President of the Steering Committee of the Lefkada Branch of the Hellenic Mathematical Society. Furthermore, she directed and implemented educational innovation by coordinating the Workshop of the School Innovation Network, as part of educational and development initiatives supported by seven national foundations and served as Scientific Coordinator for four Summer Schools entitled "Media Management with emphasis on New Digital Media," featuring innovative activities, cutting-edge workshops, experiential teaching, and simulations.

Dr. Beneki's commitment to the broader academic community is further reflected in her active participation as a member of the General Assembly of the Hellenic Foundation for Research and Innovation (ELIDEK) and her service on numerous committees, such as Erasmus Coordinator, President of the Internal Evaluation Group (OMEA), Academic Internship Supervisor, member of the Quality Assurance Unit (MODIP), and Director of the Project "Acquisition of Academic Teaching Experience for Young Scientists holders of a PhD in the TEI of Ionian Islands".

Selected publications

1. Papastathopoulos, A.; Koritos, C.; Beneki, C. (2023). Effects of COVID-19 induced non-pharmaceutical interventions on hotel room prices: A comprehensive hedonic pricing study across nine countries. *Journal of Hospitality and Tourism Management*, 54, 240-246.



2. Hassani, H.; Kalantari, M.; Beneki, C. (2021). Comparative Assessment of Hierarchical Clustering Methods for Grouping in Singular Spectrum Analysis. *AppliedMath*, 1, 18-36.
3. Bampatsou, C., Halkos, G., Beneki, C. (2021). Energy and material flow management to improve EU productivity, *Economic Analysis and Policy*, 70, 80-93.
4. Hassani, H., Silva, E., Beneki, C. (2021). The Science of Statistics vs Data Science: A Pragmatic Perspective, *Technological Forecasting and Social Change*, 173, 121111.
5. Kyriazis A. N., Koulis A., Papadamou S., and Beneki C. (2020). Selectivity and Market Timing Skills in Emerging Greek Equity Mutual Funds During the Sovereign Debt Crisis, *Studies in Business and Economics* 15(2), 133-150.
6. Hassani, H., Unger, S., Beneki, C. (2020). *Big Data and Actuarial Science*, Big Data and Cognitive Computing, 4(4), 40.
7. Hassani, H., Beneki, C., Unger, S., Mazinani, M.J., & Yeganegi, M. R. (2020). *Text Mining in Big Data Analytics*, Big Data and Cognitive Computing, 4(1), 1. [The article belongs to the Special Issue Knowledge Modelling and learning through Cognitive Networks, Guest Editors: Stella, M. & Kenett, Y.N.]
8. Hassani, H., Yeganegi, M. R., Beneki, C., Unger, S., & Moradghaffari, M. (2019). Big Data and Energy Poverty Alleviation. *Big Data and Cognitive Computing*, 3(4), 50.
9. Beneki, C., Koulis, A., Kyriazis, N. A., & Papadamou, S. (2019). Investigating volatility transmission and hedging properties between Bitcoin and Ethereum. *Research in International Business and Finance*, 48, pp.219-227.
10. Giannoukou, Chr. Beneki (2018). Towards Sustainability Performance Management System of Tourism Enterprises: A Tourism Sustainable Balanced Scorecard Framework, *International Journal of Global Environmental Issues*, 17(2/3), pp. 175-196
11. Koulis, A., Kaimakamis, G., & Beneki, C. (2018). Hedging effectiveness for international index future markets. *Economics and Business*, 32(1), pp.149-159.
12. Silva E., Hassani, H., Otero, J. & Beneki C. (2018). Forecasting inflation under varying frequencies, *Electronic Journal of Applied Statistical Analysis*, 11(01), pp.307-309
13. Chr. Beneki, K. Rerres, D. Chionis, H. Hassani (2016). How to stimulate employment growth in the Greek hotel industry, *Tourism Economics*, October 2016 Vol. 22(5), pp.865-883, first published on June 27, 2016.
14. Christina Beneki (2014). On the autocorrelation function and its applicability in energy modeling, *International Journal of Energy and Statistics*, Vol. 2(1), pp.43-48.
15. Tsagris, C. Beneki, H. Hassani (2014). On the Folded Normal Distribution, *Mathematics*, MDPI AG, Basel, Switzerland (ISSN 2227-7390), Vol. 2, pp. 12-28.
16. Beneki, M. Yarmohammadi (2014). Forecasting Exchange Rates: An Optimal Approach, *Journal of Systems Science and Complexity*, Springer, Vol. 27, pp.1-8.



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Nikos Antonopoulos is Associate Professor at the Department of Tourism at the Ionian University. He successfully completed his post-doctoral research at the Media Informatics Lab of the Department of Journalism and Mass Communication Media of Aristotle University of Thessaloniki on Digital Marketing. He received PhD degree in the Department of Journalism and Mass Communication at the Aristotle University of Thessaloniki. He received his BSc in Information Technology and Telecommunications at the Technical University of Larissa and MSc in Cultural Informatics and Communication at the Aegean University. He has studied also, at the School of Pedagogical and Technological Education (ASPETE) and successfully completed the pedagogical training program. He has published in a number of conferences, scientific journals and books. His research interests include communication, online media, human-computer interaction, social networking, digital marketing etc.



Artikis Konstantinos

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Dr. Konstantinos Artikis is an Associate Professor specializing in stochastic modeling and risk management, Department of Tourism, Ionian University. Dr. Konstantinos Artikis studied Mathematics at the University of Athens and carried out postgraduate studies (MPhil & PhD) at the University of Bradford (UK) in stochastic modeling with applications in Risk Management and at the University of Piraeus (PhD) in information systems modeling. He has professional experience in the banking and insurance sector.



Manolitzas Panagiotis

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Panagiotis Manolitzas is an Associate Professor at the Department of Tourism of the Ionian University. He completed his PhD at the Laboratory of Decision Support Systems of the School of Production Engineering & Management (Technical University of Crete) in the area of Strategic Business Planning using simulation techniques and Multi-Criteria Analysis. He studied Management Science at the University of Athens and received a master's degree in Public Management from the University of Athens.

He has worked as a researcher in the School of Management of the University of Bath (University of Bath, UK) as well as in National and European Research Programs. He has taught in undergraduate and postgraduate study programs at the following universities: University of Athens, Panteion University, University of West Attica, Hellenic Open University, Technical University of Crete, University of Crete, Hellenic Mediterranean University, European Cyprus University, Open University of Cyprus.

He has published books in English in areas such as: multi-criteria analysis, business strategy evaluation, decision-making, business process re-engineering, service evaluation, health service evaluation, information systems, user satisfaction evaluation of electronic services and operations management.

Additionally, his research work includes 85 research reports and articles in international scientific journals and conference proceedings. His research interests lie in the areas of: strategic business planning, business process redesign using simulation techniques, service evaluation using multicriteria analysis techniques, business analytics, public sector evaluation, customer satisfaction evaluation and multiple criteria analysis.

The Decision Support System that he designed received the Gold Award at the Healthcare Business Awards 2017 in the category: Educational Institutions/Research Centers. At the Healthcare Business Awards 2019, he received the Bronze Award for the research project 'Strategy Evaluation of Hospital Organizations Using Simulation Techniques and Multi-Criteria Analysis' in the category: Educational Institutions/Research Centers.

Selected Publications

- Glaveli, N., Manolitzas, P. & Grigoroudis, E. (2024). Substitute vs. permanent teacher job satisfaction: Applying MUSA to delineate differences and highlight evidence-based guidelines for decision makers. *Kybernetes*, 53 (1).
- Glaveli, N., Manolitzas, P., Tsourou, E. & Grigoroudis, E. (2023). Unlocking Teacher job satisfaction during the Covid-19 pandemic: A Multicriteria Satisfaction Analysis. *Journal of Knowledge Economy*, 1-22.
- Glaveli, N., Manolitzas, P., Palamas, S., Liassidis, C. & Grigoroudis, E. (2023). Breaking the curse: Extracting strategic directions for hotel industry in Wuhan from TripAdvisor quantitative rating. *Anatolia: An International Journal of Tourism and Hospitality Research*, 34 (2).
- Glaveli, N., Manolitzas, P., Palamas, S., Grigoroudis, E. & Zopounidis, C. (2022). Developing effective strategic decision making in the areas of hotel quality management and customer satisfaction from online ratings. *Current Issues in Tourism*, 26 (6).
- Manolitzas, P., Glaveli, N., Palamas, S., Zopounidis, C. & Grigoroudis, E. (2022). Improving customer experience in the cruise industry in the post pandemic era. *Cogent Business & Management*, 9 (1).
- Manolitzas, P., Glaveli, N., Palamas, S., Talias, M. & Grigoroudis, E. (2022). Hotel guests' demanding level and importance of attribute satisfaction ratings: An application of Multiplecriteria Satisfaction Analysis on TripAdvisor's hotel guests ratings. *Current Issues in Tourism*, 25 (8).
- Glaveli, N., Manolitzas, P. & Grigoroudis, E. (2021). Developing strategies to increase the possibility of being selected as a "regular" independent community pharmacy: An application of Multiplecriteria Satisfaction Analysis. *Journal of Pharmacy Practice and Research*, 51 (2).
- Manolitzas, P., Zopounidis, C., Talias, M., Grigoroudis, E., & Matsatsinis, N. (2021). *Intedisciplinary Perceptions on Operations Management and Service Evaluation*. USA: IGI GLOBAL.
- Manolitzas, P., Grigoroudis, E., Matsatsinis, N. & Spyridakos, A. (2019). Sim-Uta: Evaluating Reorganization Scenarios in a Healthcare Organization. *International Journal of Decision Support Systems* 4 (1), 72-92.
- Glaveli, N., Grigoroudis, E., & Manolitzas, P. (2019). Practical application of MSQ and MUSA methodology in determining critical job satisfaction factors of a summer destination luxury resort. *Tourism Management*, 74, 426-437.
- Manolitzas, P., Kostagiolas, P., Grigoroudis, E., Intas, G. & Stergiannis, P. (2018). Data on Patients' Satisfaction from an Emergency Department: Developing Strategies with the Multiplecriteria Satisfaction Analysis. *Data in Brief*, 21, 956-961.
- Manolitzas, P. & Stylianou, N. (2018). Modelling Waiting Times in an Emergency Department in Greece during the economic crisis. *Journal of Health Management*, 20 (4), 475-485.
- Delias, P., Doumpos, M., Grigoroudis, E., Manolitzas, P., & Matsatsinis, N. (2015). Supporting health care management Decisions via robust clustering of event logs. *Knowledge Based Systems*, 84, 203-213.



- Manolitzas, P., Fortsas, V., Grigoroudis, E., & Matsatsinis, N. (2014). Internal Customer satisfaction in health care organizations: A multiple criteria approach. *International Journal of Public Administration*, 37(10), 646-654.
- Manolitzas, P., Grigoroudis, E., & Matsatsinis, N. (2014). Using Multiplecriteria decision analysis to evaluate patient satisfaction in a hospital emergency department. *Journal of Health Management*, 16(2), 245-258.
- Manolitzas, P., & Yannacopoulos, D. (2013). Citizen satisfaction: A multiple criteria satisfaction analysis. *International Journal of Public Administration*, 36(9), 614-621.



Mylonas Naoum

Field: Entrepreneurship in Creative and Cultural Industries (CCIs)

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Dr. Naoum Mylonas is Associate Professor at the Department of Tourism of the Ionian University in the field "Entrepreneurship in the Creative and Cultural Industries" (FEK 2827/Γ/11-06-2026, vol. C). He holds a PhD from the Department of Economics of the Aristotle University of Thessaloniki (AUTH) in the field of entrepreneurship. His doctoral dissertation was funded by the NSRF Scholarship Act "Heraclitus II". He also holds the following degrees: BSc in Economics at the Aristotle University of Thessaloniki (AUTH), MSc in Development Management at the London School of Economics (LSE) and MSc in International and European Economic and European Economic Studies at the Athens University of Economics and Business (AUEB).

He has taught at the Department of Economics of the Aristotle University of Thessaloniki (PD 407/80), at the Department of Translation and Interpretation of the University of Ioannina (University Fellow), at the Department of Regional Development and at the Department of Tourism of the Ionian University (Academic Fellow NSRF). Since 2018 he has been teaching in the interdepartmental postgraduate programs of the Aristotle University of Thessaloniki (AUTH): "Business Administration and Information Systems" and "Languages, Communication and Administration of Education Services in the modern social, economic and technological environment". Since 2022 he teaches at the DPMS "Digital Technologies in Hospitality and Tourism Management" of the Ionian University.

From 2021 he participates in the top management team of the Center for Innovation and Entrepreneurship (CIE) of the Ionian University. From 2021 he is the Business Developer at the Technology Transfer Office of the Ionian University. Since 2010 to 2017 he was a research associate in the Innovation and Entrepreneurship Unit (MOKE) of AUTH.

Recent Selected Publications in Academic Journals (with a peer review committee):

1. Varotsis, N., Mylonas, N., & Tsekeris, T. (2025). The impact of teleworking and work flexibility on service work efficiency. *Employee Relations: The International Journal*, 47(8), 1265-1293.
2. Chasapi, P., Pateli, A., Mylonas, N., & Kourouthanassis, P. (2024). The Impact of Organizational Resources on Organizational Agility in Hospitality Industry: A Dynamic Capabilities Approach. *International Journal of Tourism Research*, 26(5), e2779. <https://doi.org/10.1002/jtr.2779>
3. Varotsis, N., & Mylonas, N. (2024). A systematic literature review on information service management and information-seeking behavior in tourism. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2385731>
4. Mylonas, N., Varotsis, N., & Vozinidou, I. M. (2024). Unveiling the relationship between travel decision motives and destination brand equity in wedding tourism. *Journal of Convention & Event Tourism*, 25(4), 233-258. <https://doi.org/10.1080/15470148.2024.2339194>
5. Xanthakis, M., Simatou, A., Antonopoulos, N., Kanavos, A., & Mylonas, N. (2024). Alternative Forms of Tourism: A Comparative Study of Website Effectiveness in Promoting UNESCO Global Geoparks and International Dark Sky Parks. *Sustainability*, 16(2), 864. <https://doi.org/10.3390/su16020864>
6. Papadimitriou, A., Mylonas, N., Frangakis, C. (2024). Investigating women entrepreneurs in creative industries: critical determinants for venture performance. *Creative Industries Journal*, 17(1), 3-27. <https://doi.org/10.1080/17510694.2022.2077575>
7. Nikopoulou, M., Kourouthanassis, P., Chasapi, G., Pateli, A., & Mylonas, N. (2023). Determinants of Digital Transformation in the Hospitality Industry: Technological, Organizational, and Environmental Drivers. *Sustainability*, 15(3), 2736.
8. Giotis G, Mylonas N. (2022). Employment Effect of Minimum Wages, *Encyclopedia*, Vol. 2 Iss. 4, pp. 1880-1892.
9. Kloutsiniotis, P. V., Mihail, D. M., Mylonas, N., & Pateli, A. (2022). Transformational Leadership, HRM practices and burnout during the COVID-19 pandemic: The role of personal stress, anxiety, and workplace loneliness. *International Journal of Hospitality Management*, Vol. 102, 103-177.
10. Riskos Kyriakos, Dekoulou Paraskevi, Mylonas Naoum, Tsourvakas George (2021). "Ecolabels and the Attitude-Behavior Relationship towards Green Product Purchase: A Multiple Mediation Model", *Sustainability*, 13(12), 6867
11. Kyrgidou Lida, Mylonas Naoum, Petridou Eugenia, Vacharoglou Evita (2021) "The impact of core competencies and networking on the success of SMEs: Surveying female entrepreneurs in Greece", *Journal of Research in Marketing and Entrepreneurship*.
12. Tsolakidis, P., Mylonas, N., & Petridou, E. (2020) "The Impact of Imitation Strategies, Managerial and Entrepreneurial Skills on Startups' Entrepreneurial Innovation", *Economics*, Vol. 8 Iss. 4, pp. 81.
13. Pateli, A., Mylonas, N., Spyrou, A. (2020) "Organizational Adoption of Social Media in the Hospitality Industry: An Integrated Approach Based on DIT and TOE Frameworks", *Sustainability*, Vol. 12 Iss. 17, pp. 7132.
14. Mylonas Naoum, Manolitzas Panagiotis, Grigoroudis Evangelos (2020) "Data on Creative Industries Ventures' Performance



Influenced by Four Networking Types: Designing Strategies for a Sample of Female Entrepreneurs with the Use of Multiple Criteria Analysis", *Data*, Vol. 5, Iss. 1, pp. 24.

15. Mylonas Naoum, Petridou Eugenia (2018). "Venture Performance Factors in Creative Industries: A sample of Female Entrepreneurs", *Gender in Management: An International Journal*, Vol. 33, Iss. 5, pp.385-404.

Research Projects:

1. December 2021 – March 2023: Deputy academic responsible for the Ionian University of the Project **IRSCHEN: Interdisciplinary Resilience through Science and Cultural Heritage Network** funded under Erasmus Plus KA2. The Ionian University participates as a partner. Website: <https://erasmus-plus.ec.europa.eu/projects/search/details/2020-1-AT01-KA226-HE-092503>

2. February 2022 – April 2023: Member of the project team for the **Development and Operation of the Technology Transfer Office (TTO) of the Ionian University** funded by the NSRF 2014-2020 "Competitiveness, Entrepreneurship & Innovation" EYD. Website: <https://tto.cie.ionio.gr/>

3. July 2022 – December 2024: Member of the coordinating management team of the project **DIN-ECO: Boosting Digital Innovation and Transformation Capacity of HEIs in an Entrepreneurial ecosystem** funded by the European Institute for Innovation and Technology (EIT) under the action HEI Initiative. The Ionian University has the coordinating role in the consortium. Website: <https://eit-hei.eu/projects/din-eco/>

4. October 2022 – October 2024: Academic responsible for the Ionian University of the Project **SusTour: Joint e-Course on the Sustainable Management of Tourism Destinations** funded under Erasmus Plus KA220-HED. The Ionian University participates as a partner.

5. October 2022 – November 2023: Member of the project management coordination group **Supporting entrepreneurship, innovation and maturation actions for the utilization of Research activity and new products and services developed at the Ionian University** financed by the Operational Program "Education and Lifelong Learning" of NSRF 2014-2020. Project website: <https://cie.ionio.gr/>

6. July 2023 – February 2025: Deputy scientific manager in the project **E-Learning Gamified and Networked Training for Startupper** funded under Erasmus Plus EDU. The Ionian University participates as a partner with Professor Ioannis Toulis as scientific supervisor. Project website: <https://elegantsproject.eu/index.php/project/>

7. January 2025 – December 2025: Member of the project team **Participation in the provision of GR digiGOV innoHUB services: RESEARCH COMMITTEE OF IONIAN UNIVERSITY** NSRF 2021-2027, "Competitiveness 2021-2027" Program with Professor Panagiotis Kourouthanasis as scientific supervisor. Project website: <https://digigov.innohub.gr/>

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Profile on Google Scholar: <https://scholar.google.gr/citations?user=y5ItNM8AAAAJ&hl=en>

Scopus profile: <https://www.scopus.com/authid/detail.uri?authorId=54389808400>

Profile on ResearchGate: <https://www.researchgate.net/profile/Naoum-Mylonas>



Botsis Miltiadis

Botsis Miltiadis: Curriculum Vitae

Size: 69.4KB :: Type: Word document

Deputy Head of Dpt. of Tourism

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Kontopanagou Aikaterini - Konstantina

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Aikaterini - Konstantina (Katerina) Chr. Kontopanagou is a native of Patras and graduated from Arsakeio School of Patras. She is an Associate Professor in the Department of Tourism at the Ionian University. She studied Archaeology at the Department of History and Archaeology of the Faculty of Philosophy at the University of Ioannina. Her postgraduate studies focused on Byzantine iconography, and her doctoral thesis comprehensively explored the evolution of painting in the final phase of the post-Byzantine period, as well as the cultural creativity at monuments situated in remote areas during the 18th century. She was a lecturer in the Department of History and Archaeology at the University of Ioannina, teaching subjects in Archaeology and Art (2011-2020,) and at the Ionian University, teaching Museology and Cultural Heritage Management (2020-2023). She also teaches at the Hellenic Open University in the Study Program "Greek Culture" (2017-).

She held a Scientific Associate position in the Ionian Islands Region. Also, she was in Greek Language Education as a Foreign Language to Adults at the Center for the Study of Hellenic Language and Culture (HeLaS) at the University of Ioannina (2009-2019).

Her significant experience implementing research programs in collaboration with universities and other scientific bodies is a testament to her expertise and dedication (2006-). Among her research interests are Byzantine and post-Byzantine painting, social and economic development in Venetian-controlled and Ottoman-administered areas, the role of sponsors and local communities in cultural development, the use of new technologies in historical and archaeological data, sustainable cultural tourism, and the relationship between cultural heritage and tourism development.



Argyropoulou Maria

Argyropoulou Maria: Curriculum Vitae

Size: 338.93KB :: Type: PDF document

Field: E-Business and Digital Marketing

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Gkritzali Alkmini

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Office hours: Please email to set an appointment

Dr. Alkmini Gkritzali is an Assistant Professor at the Department of Tourism of the Ionian University, specializing in "Destination Marketing". She holds a BSc in Marketing and Communication from the Athens University of Economics and Business (Greece), an MA in Creative and Media Enterprises from the University of Warwick (UK) and a PhD (MRes, PhD) from Bayes (formerly Cass) Business School, City University London (UK).

She has worked (2014-2021) as a Senior Lecturer at the School of Hospitality and Tourism Management, University of Surrey (UK), where she was the Academic Director of the MSc in International Tourism Management. She has taught various courses in both undergraduate and postgraduate level at Bayes Business School, City University London (UK), ESCP London Business School (UK), Athens University of Economics and Business, International Hellenic University, and Hellenic Open University (SEP member since 2017).

The sum of her academic publications, in top-rated (ABS) peer-reviewed scientific journals, focuses on the way tourism destinations evolve through branding, popular culture narratives and social networks, how they are affected by international and national crises and invest in new sustainability standards.

She has collaborated, in national and international research projects, with organizations such as the World Tourism Organization (UNWTO), UEFA (Union of European Football Associations), and the Municipality of Barcelona (Barcelona City Council).

Research Interests

- Destination marketing and branding
- Online and offline storytelling
- Value co-creation in tourism
- Popular culture tourism
- Sustainability marketing in tourism

Selected publications

- Font, X., English, R., **Gkritzali, A.**, & Tian, W. S. (2021). Value co-creation in sustainable tourism: A service-dominant logic approach. *Tourism Management*, 82, 104200.
- Li, S., Tian, W., Lundberg, C., **Gkritzali, A.**, & Sundström, M. (2020). Two tales of one city: Fantasy proneness, authenticity, and loyalty of on-screen tourism destinations. *Journal of Travel Research*, 0047287520961179.
- Smit, B., Melissen, F., Font, X., & **Gkritzali, A.** (2020). Designing for experiences: a meta-ethnographic synthesis. *Current Issues in Tourism*, 1-19.
- **Gkritzali, A.**, Mavragani, E., & Gritzalis, D. (2019). Negative MWOM and value co-destruction during destination crises. *Business Process Management Journal*.
- **Gkritzali, A.**, Gritzalis, D., & Stavrou, V. (2018). Is Xenios Zeus still alive? Destination image of Athens in the years of recession. *Journal of Travel Research*, 57(4), 540-554.
- **Gkritzali, A.** (2017). Online destination sentiment recovery during a sustained crisis. *Annals of Tourism Research*, 66(C), 183-185.
- **Gkritzali, A.**, Lampel, J., & Wiertz, C. (2016). Blame it on Hollywood: The influence of films on Paris as product location. *Journal of Business Research*, 69(7), 2363-2370.



Vogklis Konstantinos

Field: Digital Technologies in Tourism

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Konstantinos Vogklis is currently Assistant Professor in the Department of Tourism, Ionian University

Konstantinos Vogklis was born in Ioannina, Greece, in 1978. He received the diploma degree in Computer Science from the University of Ioannina, Greece, in 1999, and M.Sc. and Ph.D degrees in computer science, in 2002 and 2010 respectively, from the same department. From 2012 he is permanent resident of Corfu.

He has been employed as adjunct lecturer/ at various Universities and Technology Institutes in Greece. From 2012 he has been working remotely as lead Data Scientist in Athens based company Nodalpoint LTD. He has been involved in numerous european and national research projects. We has also co-authored highly impact, scientific open source software. His research interests include the development of high performance parallel algorithms and machine learning techniques with emphasis on big data, image and sound processing. In the last couple of years he has been involved in the design and implementation of augmented reality applications on mobile devices aiming on both entertainment and the emergence of cultural heritage. His professional qualifications include development of scientific software and design of information systems with specialization on Oracle backend and frontend products.

His published work includes 30 papers in peer-reviewed scientific journals and conferences. He has received more than 350 references to his scientific published work. He has been distinguished in international competition sites, Kaggle (rank: 65 / 139,5642) and Topcoder, by applying Deep Convolutional Neural Networks on GPUs.



Varotsis Nikos

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Nikos Varotsis serves as an Assistant Professor in the Department of Tourism within the School of Economics at Ionian University, specializing in "Service Management and Information Management." He obtained his PhD from Panteion University of Athens, where he also completed his thesis in the School of Social Sciences under the Department of Psychology, focusing on behavioral economics, which was assessed with merit. He completed postdoctoral research (PostDoc) in the Department of Tourism at the School of Economics of the Ionian University on the topic of "Quality and Satisfaction of Tourism Services." He possesses the subsequent degrees: Bachelor's degree in Business Organization and Administration from the Athens University of Economics and Business (A.S.O.E.E.). Bachelor's degree in Accounting from the School of Administration and Economics at A.T.E.I. Patras. Master of Science (MSc) in Manufacturing, Management, and Technology from the Department of Management and Technology at the Open University (UK). He serves on the Academic Advisory Board of the Hellenic University of Technology for the postgraduate program "Public Administration and E- Governance (DMD)" and also instructs in the MSc program "Digital Technologies in Hospitality Management and Tourism" at Ionian University. He has served as a licensed adult educator for twenty years in lifelong learning centers under the Ministry of Education. His articles have appeared in worldwide peer-reviewed scientific publications. His scholarly interests encompass quality in tourism services, information and knowledge management within tourism, economic behavior, and fiscal management.

Curated publications:

Varotsis, N., Mylonas, N., & Tsekeris, T. (2025). The impact of teleworking and work flexibility on service work efficiency. *Employee Relations: The International Journal*, 47(8), 1265-1293.

Mylonas, N., Varotsis, N., & Vozinidou, I. M. (2024). Unveiling the relationship between travel decision motives and destination brand equity in wedding tourism. *Journal of Convention & Event Tourism*, 1-26.

Varotsis, N. (2022). Impact of Telecommuting on Work-Family Conflict and Attitudes Among Greek Employees in Some Service Industries; Based on Working Restrictions During COVID-19. *Journal of East-West Business*, 28(4), 350-371.

Varotsis, N. (2022). Digital entrepreneurship and creative industries in tourism: a research agenda. *Economies*, 10(7), 167.

Varotsis, N. & Katerelos, I. (2020). Tax behaviour relating to the review of a revised regional tax policy: a study in Greece. *Journal of Economic Structures*, 9(7), 1-16.



Varotsis, N. (2019). Quality standards in hospitality industry: Ionian region. *Journal of Tourism & Hospitality*, 8(5), 1-11.

Katerelos, I. & Varotsis, N. (2017). A cusp catastrophe model of tax behavior. *Nonlinear Dynamics, Psychology, and Life Sciences*, 21(1), 89-112.



Kloutsiniotis Panagiotis

Kloutsiniotis Panagiotis: Curriculum Vitae

Size: 412.78KB :: Type: PDF document

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Panagiotis Kloutsiniotis is Assistant Professor of "Human Resource Management in Tourism and Hospitality" at the Department of Tourism, Ionian University. He holds a PhD in "Human Resource Management" and a post-doc in "Human Resource Management in Tourism" from the University of Macedonia, Thessaloniki (Greece). His post-doctoral research was funded by the State Scholarships Foundation (IKY). Moreover, he holds a BSc in Agricultural Economics from the Aristotle University of Thessaloniki and a Master in Business Administration (MBA) from the University of Macedonia.

He has teaching experience as adjunct lecturer at the Master of Business Administration (MBA) and the Master of Human Resource Management of the University of Macedonia, Thessaloniki (Greece). His teaching experience is focused on both graduates and executives.

His research interests focus on High Performance Work Systems (HPWS); Organisational Behavior; and Leadership. His research has been published in peer reviewed journals of the Association of Business Schools (ABS). In addition, since 2017 he reviews papers for many ABS peer reviewed journals. Finally, since March 2023 he serves as Associate Editor for the "Employee Relations" journal.

Last but not least, he is the Principal Investigator (PI):

- Of the Research Project (80720) "The Human Resource Management Effects in the Greek Hospitality Industry: A Longitudinal Approach" funded by the Hellenic Foundation for Research and Innovation (H.F.R.I) under the 3rd Call for H.F.R.I. Research Projects to support Faculty Members and Researchers.
- Of the Lifelong Learning Program "Human Resource Management in Tourism and Hospitality" (80779) of the Center of Training and Lifelong Learning (KEDIVIM) of Ionian University.

Recent papers:

1. Kloutsiniotis, P.V., Mihail, D.M. and Gounioti, S.S (2023). 'The effects of Transformational Leadership and HRM practices on employee outcomes and productivity in the Greek Hospitality Industry during COVID-19'. Employee Relations: The International Journal (in press)
2. Kloutsiniotis, P.V., Mihail, D.M., Mylonas, N. and Pateli, A. (2022). 'Transformational Leadership, HRM practices and burnout during the COVID-19 pandemic: The role of personal stress, anxiety, and workplace loneliness'. International Journal of Hospitality Management, 102, 1-14.
3. Kloutsiniotis, P.V., Katou, A. and Mihail, D.M. (2021). 'Examining the dark-side of High Performance Work Systems in the Greek manufacturing sector'. Employee Relations, 43: 5, 1104-1129.
4. Kloutsiniotis, P.V. and Mihail, D.M. (2020c). 'The effects of High Performance Work Systems in employees' service-oriented OCB'. International Journal of Hospitality Management, 90, 1-12.



5. Kloutsiniotis, P.V. and Mihail, D.M. (2020b). 'High Performance Work Systems in the Tourism and Hospitality Industry: A critical review'. *International Journal of Contemporary Hospitality Management*, 32: 7, 2365-2395.
6. Kloutsiniotis, P.V. and Mihail, D.M. (2020a). 'Is it worth it? Linking perceived high-performance work systems and emotional exhaustion: The mediating role of job demands and job resources'. *European Management Journal*, 38: 4, 565-579.



Poulios Ioannis

Poulios Ioannis: Curriculum Vitae

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Ioannis Poulios is Assistant Professor in 'Tourism and Sustainable Development' at the Department of Tourism of the Ionian University (Corfu).

Ioannis conducted PhD research in cultural heritage management, tourism and sustainable development at University College London, and attended MBA electives in business strategy and management at London Business School.

He has taught as an Associate Professor at the Centre for Heritage Management, Amrut Mody School of Management of Ahmedabad University, and as an Adjunct Professor at MSc. Cultural Organisations Management program of the Hellenic Open University. He has also taught at the UNESCO (Venice) School on 'Sustainable Energy Governance in World Heritage Sites' and at the UNESCO (Bangkok) Asian Academy for Heritage Management course on 'Sustainable Heritage Management'.

He has provided consultancy services to the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) and to national and local organisations and private firms.

He has published a series of papers, edited books, and authored the book **The Past in the Present: A Living Heritage Approach - Meteora, Greece** (Ubiquity Press; open access: <http://dx.doi.org/10.5334/bak>). His paper '**Discussing Strategy in Heritage Conservation: a Living Heritage Approach as an Example of Strategic Innovation**' was selected as the Outstanding Paper in the 2015 Emerald Literati Network Awards for Excellence (www.academia.edu/9058273).

Ioannis is also a licensed tour guide in Greece.

Indicative publications:

Thymi I., Bitsani E., Poulios I. & Spiliopoulou, I. 2026, Governing Intangible Cultural Heritage for Sustainable Local Development: Community-Based Cultural Associations and Social Capital in Kalamata, Greece. *Sustainability*, 18(6), 2818. Open access: <https://www.mdpi.com/2071-1050/18/6/2818>

Poulios I. & Kamperou E. 2022. Business Innovation in Orchestra Organizations Supported by Digital Technologies: The Orchestra Mobile Case Study. *Sustainability*, 14, 3715. Open access: <https://doi.org/10.3390/su14073715>

Poulios I. & Touloupa S. 2018, Museums and Crisis: the Imperative to Achieve Strategic Agility in the Current Instability. A Case Study of the Major Archaeological Museums in Greece, *Public Archaeology*, 17(1), 1-33

Giannitsioti K., Touloupa S. & Poulios I. 2018. Cultural Tourism and Cultural Heritage in Times of Change: Private Initiative in Greece vis-a-vis the Greek State. In: S. Antoniadou, G. Vavouranakis, I. Poulios & P. Raouzaïou (eds.), *Culture and Perspective at Times of Crisis: State Structures, Private Initiative and the Public Character of Heritage*, Oxbow Books, 58-73

Touloupa S. & Poulios I. 2015. Re-branding Athens and its Culture through 'Alternative' City Tours: Beyond an 'Authorised Heritage Discourse' and Towards an 'Authorised Crisis Discourse'. In: N. Karachalis & I. Poulios (eds.), *Athens, Modern Capital and Historic City: Challenges for Heritage Management at Times of Crisis*, PHAROS (Netherlands Institute of Athens), XXI.1, 73-95. Open access: <https://poj.peeters-leuven.be/content.php?url=article&id=3146864&download=yes>

Poulios I. 2014, Discussing Strategy in Heritage Conservation: a Living Heritage Approach as an Example of Strategic Innovation, *Journal of Cultural Heritage Management and Sustainable Development* 4(1), 16-34

Poulios I. 2014, *The Past in the Present: A Living Heritage Approach - Meteora, Greece*. London, Ubiquity Press. Open access:



[dx.doi.org/10.5334/bak](https://doi.org/10.5334/bak)

Poulios I., Alivizatou M., Arambatzis G., Giannakidis A., Karachalis N., Mascha E., Mouliou M., Papadaki M., Prosylis Ch., Touloups S., 2015, Cultural Management, Local Community and Sustainable Development. In Greek. Kallipos 'Greek Academic Online Teaching Material'. Open access: <https://repository.kallipos.gr/handle/11419/2394>



Specialized Teaching Staff

Laboratory Teaching Personnel

Giotis Georgios

Special Technical Personnel

Nikiforos Maria Nefeli

Georgiadou Maria



Part 2: Information on study programs





Undergraduate Programme in Tourism

Programme Overview

In an increasingly competitive labour market, where formal qualifications alone are no longer sufficient for a successful professional career, the curriculum of the Department of Tourism has been designed to respond to the competitive and constantly evolving conditions of the labour market. The needs of society, labour market requirements, and methodological tools continuously evolve and become more specialized. Therefore, a central objective in shaping the Department's academic profile is to provide specialized knowledge while also enabling graduates to adapt to societal needs and labour market requirements under competitive conditions.

The philosophy of the study programme examines the nature and characteristics of the tourism industry and explores how tourism can be promoted, managed, and transformed with the support of modern management tools and Information and Communication Technologies (ICT).

Programme Structure

The undergraduate programme has a duration of eight (8) academic semesters and consists of:

- twenty-two (22) compulsory courses,
- twenty-two (22) elective courses selected from a total of thirty-nine (39) elective courses,
- a bachelor's thesis,
- an internship.

In order to obtain the degree, students must successfully complete forty-four (44) courses, as well as the bachelor's thesis and internship, corresponding to a total of 240 ECTS credits (30 ECTS per semester).

Core Thematic Areas

The curriculum of the Department of Tourism focuses on the following core thematic areas:

1. Tourism Business Organization and Management

This area provides theoretical and practical knowledge on modern methods of organization, management, and operation of tourism enterprises, tourism destinations, and cultural organizations.

2. Digital Technologies and Tourism

This area provides theoretical and practical knowledge on the promotion and management of tourism and cultural resources through modern Information and Communication Technologies (ICT).

3. Historical, Political and Cultural Aspects of Tourism

This area aims to familiarize students with key aspects of human civilization and to provide the necessary academic background in this field so that it can be applied within tourism activities. Particular emphasis is placed on the Mediterranean as a historical cradle of civilizations.

4. Foreign Languages and the International Dimension of Tourism

This area focuses on theoretical and practical knowledge related to the management and development of tourism and cultural services in an international environment.

5. Sustainability and Tourism

This area focuses on providing theoretical and practical knowledge for the responsible management of natural and cultural resources. The aim is to develop skills that promote tourism that respects the environment, supports local communities, and ensures long-term sustainability.

Undergraduate Programme Committee



According to the decision of the 1st Meeting (30-09-2022) of the Assembly of the Department of Tourism, approved by the decision of the 3rd Meeting (19-10-2022) of the Senate of the Ionian University, the Undergraduate Programme Committee consists of the following members:

- Konstantinos Artikis, Associate Professor – Chair
- Christina Beneki, Professor – Member
- Panagiotis Manolitzas, Assistant Professor – Member
- Alkmini Gritzali, Assistant Professor – Member
- Miltiadis Botsis, Associate Professor – Member
- Naoum Mylonas, Associate Professor – Member
- Konstantinos Voglis, Assistant Professor – Member
- Ioannis Poullos, Assistant Professor – Member

Responsibilities

The Programme Committee is responsible for:

- monitoring the implementation of the study programme and coordinating educational activities,
- drafting the internal regulations of the study programme and submitting them for approval,
- submitting recommendations to the Department Assembly regarding:
 - allocation of teaching duties and selection of course textbooks,
 - formation of internal evaluation groups and committees for programme development,
 - modification or restructuring of the study programme,
 - announcement of temporary teaching staff positions and formation of evaluation committees,
 - invitation of visiting professors, visiting researchers, and postdoctoral researchers,
 - assignment of teaching assistance to doctoral candidates and postgraduate students,
 - establishment of the Internship Committee and appointment of the Internship Coordinator,
- exercising any responsibilities assigned according to University regulations or cooperation agreements between Departments.

Programme Director

Konstantinos Artikis, Associate Professor

Email: kartikis@ionio.gr

Tel: +30 26610 87952

Responsibilities

The Programme Director:

- convenes meetings of the Programme Committee and coordinates its work,
- submits proposals to the Programme Committee and University bodies regarding the organization and operation of the programme,
- is responsible for the coordination, monitoring, and proper implementation of the study programme.

For study programmes organized by University Departments that lead to a degree identical to the Department's title, the establishment of a Programme Committee is optional, and the Head of the Department may serve as the Programme Director.



Programme Regulation

Programme Regulation (2021)

Size: 806.02KB :: Type: PDF document



Internship

The Internship is implemented within the framework of the program “Ionian University Internship Programme for the academic years 2024–2025, 2025–2026, and 2026–2027”, which is co-funded by Greece and the European Social Fund Plus (ESF+) through the Operational Programme “Human Resources and Social Cohesion” of the Partnership Agreement for the Development Framework 2021–2027.

The Academic Supervisor of the Internship for the Department of Tourism is Assistant Professor Panagiotis Kloutsiniotis.

Contact Information

Academic Supervisor

P. Kloutsiniotis
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The Internship Application Evaluation Committee consists of the following members:

1. Panagiotis Kloutsiniotis, Assistant Professor
2. Aikaterini-Konstantina Kontopanagou, Associate Professor
3. Alkmini Gkritzali, Assistant Professor

Internship Office of the Ionian University: [Internship Office](#)

Unified Internship Placement Database – Atlas: [Atlas Internship Platform](#)



Dissertation

The dissertation is mandatory. It is equivalent to 2 semester courses and 10 ECTS. The grade of the dissertation is multiplied by a factor of 1.5 for the calculation of the final degree grade.



Courses Schedule

More information regarding lectures has been sent at your academic email address.



Courses

1st SEMESTER

Code	Type	Course Title	Category	ECTS
TOU 100	C	Introduction to Tourism and Hospitality	General Background	5
MNG 100	C	Introduction to Business Organization and Management	General Background	5
MAT 100	C	Mathematics	General Background	5
INF 100	C	Introduction to Informatics	General Background	5
TOU 110	C	Sustainable Development and Tourism	Specific Background	5
Choice of 1 from 3				
CUL 100	E	Intercultural Communication in Tourism	Skills Development	5
TOU 120	E	National Tourism Policies	Specific Background	5
INT 100	E	English Language I	Skills Development	5
OFFERED ECTS UNITS TOTAL			40	

2nd SEMESTER

Code	Type	Course Title	Category	ECTS
MKT 100	C	Introduction to Marketing	Skills Development	5
ECO 100	C	Microeconomics in Tourism	Specific Background	5
MNG 110	C	Business Operations Management	General Background	5
MAT 110	C	Business Statistics	General Background	5
Choice of 2 from 3				
MAT 120	E	Financial Mathematics	Specific Background	5
INT 110	E	International Event Management	Specialization	5
INT 120	E	English Language II	Skills Development	5
OFFERED ECTS UNITS TOTAL			35	

3rd SEMESTER

Code	Type	Course Title	Category	ECTS
INF 110	C	Information Systems in Tourism	Specific Background	5
MKT 110	C	Marketing of Tourism Services	Specific Background	5
ECO 110	C	Macroeconomics in Tourism	Specific Background	5
TOU 130	C	Social and Political Perspectives on Tourism	Specific Background	5
INT 130	C	English Language and Tourism Terminology	Skills Development	5
Choice of 1 from 3 (at least)				
MNG 120	E	Management of Hospitality Services	Specialization	5
CUL 110	E	Tourism, Culture and Creative Industries	Specific Background	5
INT 140	E	French Language	Skills Development	5
OFFERED ECTS UNITS TOTAL			40	

4th SEMESTER

Code	Type	Course Title	Category	ECTS
MNG 130	C	Human Resource Management	General Background	5
ECO 120	C	Financial Management	Specific Background	5
MNG 140	C	Tourism Entrepreneurship & SME Management	Specific Background	5
TOU 140	C	Tourism Law	Specialization	5
Choice of 2 from 4 (at least)				
INT 150	E	English in International Tourism	Skills Development	5
TOU 150	E	Power Competitions in the South - Eastern Mediterranean and Tourism	Specific Background	5
MNG 150	E	Decision Making in Tourism Sector	Specialization	5



INT	160	E	French Language and Tourism Terminology	Skills Development	5
OFFERED ECTS UNITS TOTAL				40	

5th SEMESTER

Code		Type	Course Title	Category	ECTS
MNG	160	C	Strategic Management and Analysis	General Background	5
MAT	130	C	Risk and Crisis Management in Tourism	Specific Background	5
MKT	120	C	Tourism Market Research	Specific Background	5
Choice of 3 from 6 (at least)					
TOU	160	E	Regional Tourism Development	Specific Background	5
INF	120	E	Management of Reservation Systems	Specialization	5
INF	180	E		Skills Development	5
MNG	170	E	Organizational Behavior and Leadership	General Background	5
MNG	180	E	Supply Chain Management & Logistics	General Background	5
INT	170	E	German Language	Skills Development	5
OFFERED ECTS UNITS TOTAL				45	

6th SEMESTER

Code		Type	Course Title	Category	ECTS
ITR	100	C	Internship		10
TOU	170	C	Research Methods in Tourism and Hospitality	Skills Development	5
Choice of 3 from 7 (at least)					
MNG	190	E	Total Quality Management in the Tourism Industry	Specific Background	5
MKT	140	E	Digital Marketing and Tourism	Specific Background	5
INF	130	E	E-Business in Tourism	Skills Development	5
INF	190	E		Skills Development	5
TOU	180	E	Special Interest Tourism I: Maritime Tourism	Specialization	5
TOU	190	E	Geopolitics and Tourism	Specific Background	5
INT	180	E	German Language and Tourism Terminology	Skills Development	5
OFFERED ECTS UNITS TOTAL				50	

7th SEMESTER

Code		Type	Course Title	Category	ECTS
THE	100	C	Thesis		10
Choice of 4 from 6 (at least)					
INF	140	E	Innovation and Entrepreneurship in Digital Era	Specific Background	5
TOU	200	E	Special Interest Tourism: Agrotourism - Ecotourism - Culinary Tourism - Enotourism	Specialization	5
ECO	130	E	Sharing Economy	Specific Background	5
MNG	200	E	Information Behaviour, Information Management and Tourism	Specific Background	5
MNG	210	E	Employment Relations and Policies in Tourism	Specific Background	5
MKT	150	E	Tourism Destination Management	Specific Background	5
OFFERED ECTS UNITS TOTAL				40	

8th SEMESTER

Code		Type	Course Title	Category	ECTS
Choice of 6 from 10 (at least)					
MKT	160	E	Tourist Behaviour	Specific Background	5
ECO	140	E	Financial Accounting	General Background	5
MNG	220	E	Business Plan Development	Skills Development	5
INF	150	E	Design and Development of Tourism Digital Services	Skills Development	5



INF	160	E	Big Data Analytics in Tourism	Skills Development	5
INF	170	E	Virtual Worlds and Representation of Tourism and Cultural Resources	Skills Development	5
INF	200	E	Artificial Intelligence Applications in Tourism	Skills Development	5
CUL	120	E	Cultural Heritage Management	Specialization	5
TOU	220	E	Tourism and Accessibility	Specific Background	5
TOU	210	E	Special Interest Tourism III: Health Tourism	Specific Background	5
OFFERED ECTS UNITS TOTAL				50	



Part 3: Description of individual courses





English Language I

Teaching Staff: Kontopanagou Aikaterini - Konstantina

Course Code: INT100

Course Category: Skills Development

Course Type: Elective

Course Level: Undergraduate

Semester: 1

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DTO113/>

Short Description:

The course "English Language I" involves a thorough review and teaching of the basic grammatical structures of the English language. Additionally, it aims at enriching and improving students' vocabulary and further developing the production and understanding of spoken and written English, mainly on topics related to Tourism. Students will be introduced to basic tourism concepts and terminology of tourism while studying simple and short tourism-related texts.

Introduction to Business Organization and Management

Teaching Staff: Mylonas Naoum

Course Code: MNG100

Course Category: General Background

Course Type: Compulsory

Course Level: Undergraduate

Semester: 1

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DTO107/>

Short Description:

The aim of the course is to introduce students to all the basic concepts of Management science. Upon completion of the course, the students will have been acquired a unified image of the business, with clearly placed the basic functions, mechanisms and procedures that manager it, with a purpose to operate effectively.

Mathematics

Teaching Staff: Beneki Christina

Course Code: MAT100

Course Category: General Background

Course Type: Compulsory

Course Level: Undergraduate

Semester: 1

ECTS: 5

Teaching Units: 5

Teaching Hours: 4



Short Description:

The aim of the course is for students to acquire the knowledge and to solve basic problems of calculus and linear algebra. The first part of the course focuses on elements of differential and integral calculus and the second part presents basic concepts of linear algebra. The aim is to familiarize students with the basic concepts of limit, continuity, derivatives of functions of one variable and partial derivatives of multivariable functions, optimization of functions, integrals, matrix theory and solving linear systems and so on through appropriate applications as key tools for studying the behavior of economic functions and models.

Introduction to Informatics

Teaching Staff: Argyropoulou Maria
Course Code: INF100
Course Category: General Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 1
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO166/>

Short Description:

Information and Communication Technologies (ICT) and media are considered the key to the development of tourism businesses, destinations and the tourism and hospitality sector in general. Knowledge of available technologies, understanding of the basic principles and familiarity with how to use technology, media and data for marketing purposes and in general are important elements that will allow tourism businesses to compete in an increasingly competitive and transparent environment. In this sense, knowledge of ICT, new technologies and media as well as the ability to evaluate the quality of interfaces play a key role in success in the social and economic business environment, in the tourism and hospitality sectors.

Intercultural Communication in Tourism

Teaching Staff: Botsis Miltiadis
Course Code: CUL100
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 1
ECTS: 5
Teaching Units: 5
Teaching Hours: 4

Short Description:

This course seeks to introduce students to the concept of intercultural communication in order to understand the role of effective communication in tourism, the importance of cultural differences in human interaction both in the workplace and in the social environment in general (differences in clothing level, in matters of religion, values and customs). It also aims to help students develop basic communication skills (verbal and non-verbal) in an intercultural context and to understand the cultural differences of international visitors and foreign workers, thus contributing to the more effective promotion and management of the tourism product. At the same time, intercultural communication is very important for the growth of tourism, as it allows respect for diversity, diversity and opens the door to millions of people with different perceptions and culture.



Introduction to Tourism and Hospitality

Teaching Staff: Varotsis Nikos
Course Code: TOU100
Course Category: General Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 1
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO242/>

Short Description:

The course intends to familiarize students with the conceptual framework, foundational knowledge, typologies, and definitions of Tourism and Hospitality. The primary objective of the course is to provide an introductory understanding of management, development, and planning within the tourist sector, as well as the components that constitute the tourism system.

Sustainable Development and Tourism

Teaching Staff: Poullos Ioannis
Course Code: TOU110
Course Category: Specific Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 1
ECTS: 5
Teaching Units: 5
Teaching Hours: 4

Short Description:

The course examines the concepts of sustainable development, its pillars and goals, and of circular economy, with a focus on the local communities; and connects tourism with the aforementioned concepts.

The course explores the evolution of tourism on an international level and in Greece, and concentrates on the problems caused in relation to sustainable development. At the same time, policies and principles associated with sustainable tourism are outlined, and good practices are sought. To this end, reference is also made to traditional systems of governance and visitor management.

The course further explores the ways through which a company involved in the tourism industry can reconcile its profits with the respect of the natural and cultural environment and the local community.

National Tourism Policies

Teaching Staff: Botsis Miltiadis
Course Code: TOU120
Course Category: Specific Background
Course Type: Elective
Course Level: Undergraduate



Semester: 1

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DTO196/>

Short Description:

The course aims at introducing students to the tourism policies of selected countries in order to enable a critical approach to the internationalized aspects of the tourism phenomenon, in comparison with the national tourism policies of competitive tourist destinations. During this course, the importance of national tourism policies in the evolution of the tourism phenomenon is highlighted, since tourism acts as a development tool for emergent economies, based on dualities such as Developed - Developing countries, North - South, Centre - Periphery, etc. Additionally, the course calls attention to the extent to which development is achieved, based on theoretical approaches which take into consideration the exchange outflows for imports of goods and services, equipment, fuel, skilled personnel, repatriation of invested capital, profits, etc., which minimize the exchange inflows from tourism, especially in developing countries that lack the necessary capital, infrastructure, know-how, production and human resources. At the same time, the course aims at presenting national structural differences in terms of the organization of institutional public and private tourism bodies, as well as analyzing international relations and agreements in the tourism sector.

Business Statistics

Teaching Staff: Beneki Christina

Course Code: MAT110

Course Category: General Background

Course Type: Compulsory

Course Level: Undergraduate

Semester: 2

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

Short Description:

The aim of this course is to introduce students to the concepts and methodologies of Statistics with the aim of understanding its basic principles, the ability to apply the appropriate statistical tools and the correct interpretation of statistical results. Particular emphasis will be placed on applications in economics and business administration and the familiarization of students with appropriate statistical analysis software.

Microeconomics in Tourism

Teaching Staff: Giotis Georgios

Course Code: ECO100

Course Category: Specific Background

Course Type: Compulsory

Course Level: Undergraduate

Semester: 2

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DTO205/>

Short Description:



The course "Microeconomics in Tourism" aims to introduce students to the basic concepts and principles of the science of microeconomics and to demonstrate their application in the contemporary environment, with an emphasis on the connection between theory and practice. The course topics include the presentation, analysis, and interpretation of microeconomic data related, among others, to supply, demand, consumer theory, and market forms. Additionally, it includes case studies, applications, exercises and international examples from the tourism and hospitality industry, as well as other sectors.

English Language II

Teaching Staff: To be announced
Course Code: INT120
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 2
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO119/>

Financial Mathematics

Teaching Staff: Artikis Konstantinos
Course Code: MAT120
Course Category: Specific Background
Course Type: Elective
Course Level: Undergraduate
Semester: 2
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO137/>

Short Description:

Financial mathematics is the branch of Mathematics that has its object the study and the solution of problems that arise in economic and commercial transactions. The deepening of their knowledge becomes imperative, in the context of mobility and activity of the wider business and financial environment, which includes tourism companies. Financial mathematics is a key tool for choosing the most appropriate way of lending and investing for companies operating in the tourism industry.

Business Operations Management

Teaching Staff: Manolitzas Panagiotis
Course Code: MNG110
Course Category: General Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 2
ECTS: 5



Teaching Units: 5

Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DT0170/>

Short Description:

The main purpose of the Business Operations Management course is to introduce the concepts and techniques of business operations in a clear and structured way. Emphasis is placed on the concepts, processes, and technologies used by managers, administrators, and employees in the operation of an organization. The course is designed to enable the student to understand how business operations contribute to increased productivity. Some of the key topics covered are process design, process control and planning, materials and product and system improvement. Also, the course will introduce students to current business topics such as supply chain management, enterprise resource management systems.

International Event Management

Teaching Staff: Poullos Ioannis

Course Code: INT110

Course Category: Specialization

Course Type: Elective

Course Level: Undergraduate

Semester: 2

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

Short Description:

The course explores the principles, the planning process methodology and the steps-stages of events management, highlighting the points of the process that require special attention. Reference is made to events that occur in physical as well in digital space.

The course benefits from the know-how developed in the field of project management, applying it to events management.

Good practices are sought from examples on an international level and in Greece.

Introduction to Marketing

Teaching Staff: Gkritzali Alkmini

Course Code: MKT100

Course Category: Skills Development

Course Type: Compulsory

Course Level: Undergraduate

Semester: 2

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DT0199/>

Short Description:

The module aims to introduce students to the main principles and concepts of marketing, as well as their application in the modern corporate environment, by connecting theory and practice. Principles and concepts that will be introduced and discussed during the module include, inter alia, the marketing mix (product, price, place, promotion), segmentation, targeting and positioning, as well as the internal and external marketing environments. Finally, the module will present multiple tourism and hospitality case studies, in



order to explain how the principles have been applied so far in the field.

Tourism, Culture and Creative Industries

Teaching Staff: Chondrogiannis Michail

Course Code: CUL110

Course Category: Specific Background

Course Type: Elective

Course Level: Undergraduate

Semester: 3

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

Short Description:

The module aims to provide an overview of the interaction between tourism, culture and the creative industries. On the one hand, tourism plays an important role in the promotion of cultural heritage and the development of creative industries, while also strengthening the business activity of local creators. On the other hand, the development of creative industries and the proper utilization of cultural heritage, through the creation of cultural industries, upgrades the aesthetics of the areas so that they attract more and better quality tourism. In this course, reference will be made to cultural and creative tourism as well as to the practices adopted for the development of the two special forms of tourism. The policies of UNESCO and the relevant Greek public organizations for the development of cultural and creative tourism will also be analyzed. In the context of the course, case studies are also analyzed for a better understanding of the material.

Information Systems in Tourism

Teaching Staff: Vogklis Konstantinos

Course Code: INF110

Course Category: Specific Background

Course Type: Compulsory

Course Level: Undergraduate

Semester: 3

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DT0149/>

Short Description:

The course focuses on information systems that support tourism, recreation and more broadly the service sectors. It provides students with a theoretical knowledge of the ways in which information technology transforms these industries and the potential impacts of technological development in the future through the development and effective management of information infrastructures and systems. The course also provides students with the opportunity to acquire and / or develop practical computing skills to use in their education and future careers

Marketing of Tourism Services



Teaching Staff: Gkritzali Alkmini
Course Code: MKT110
Course Category: Specific Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 3
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO180/>

Short Description:

The module aims to introduce students to the main principles and concepts of services marketing, as well as their application in the modern hospitality and tourism environment. Principles and concepts that will be introduced and discussed during the module include, inter alia, the main attributes of services, the service production process, the importance of employees, as well as communication, branding and pricing of services. Finally, the module will present multiple tourism and hospitality case studies, in order to unveil the uniqueness of tourism and hospitality services.

Social and Political Perspectives on Tourism

Teaching Staff: Botsis Miltiadis
Course Code: TOU130
Course Category: Specific Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 3
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO125/>

Short Description:

This course examines how political and social factors shape tourism consciousness and attitudes. It provides students with the opportunity to examine the process of becoming tourists. The course also aims to examine the way various factors such as globalization, the 'knowledge economy' and global uncertainty, as well as the numerous social and political relationships that are part of each individual's lived experience shape the access to tourism.

English Language and Tourism Terminology

Teaching Staff: Argyropoulou Maria
Course Code: INT130
Course Category: Skills Development
Course Type: Compulsory
Course Level: Undergraduate
Semester: 3
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO160/>



Management of Hospitality Services

Teaching Staff: Manolitzas Panagiotis
Course Code: MNG120
Course Category: Specialization
Course Type: Elective
Course Level: Undergraduate
Semester: 3
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO127/>

Short Description:

Modern hotel businesses operate in a rapidly evolving environment where they face a series of complex issues every day. The main functions of a hotel concern the provision and service of accommodation as well as the provision of catering and leisure. The main objective of the course is the analysis and application of modern methods and techniques of the activities and functions of the Rooms Division, which is the central point of activity of a hotel business.

French Language

Teaching Staff: Georgiadou Maria
Course Code: INT140
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 3
ECTS: 5
Teaching Units: 5
Teaching Hours: 4

Short Description:

The purpose of this course is twofold: to review the basic grammatical phenomena and syntactic structures of the French language and to enrich the vocabulary used in everyday communication (level C1).

Macroeconomics in Tourism

Teaching Staff: Giotis Georgios
Course Code: ECO110
Course Category: Specific Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 3
ECTS: 5
Teaching Units: 5



Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DT0162/>

Short Description:

The course "Macroeconomics in Tourism" aims to introduce students to the basic concepts and principles of the science of macroeconomics and to demonstrate their application in the contemporary environment, with an emphasis on the connection between theory and practice. The course topics include the presentation, analysis, and interpretation of economic data. Additionally, it includes case studies and international examples from the tourism and hospitality industry, as well as other sectors.

Decision Making in Tourism Sector

Teaching Staff: Manolitzas Panagiotis

Course Code: MNG150

Course Category: Specialization

Course Type: Elective

Course Level: Undergraduate

Semester: 4

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DT0169/>

Short Description:

Decision analysis is the interdisciplinary field that examines how we can improve the decision making process. In this course, we will present the problems of the tourism industry and how we can resolve them by using business research methods. Issues related to the choice of means of transport for the traveler, the choice of travel destination, the evaluation and ranking of airports, the ranking of Hotel units, the evaluation of tourist satisfaction with multi-criteria analysis methods will be examined.

Human Resource Management

Teaching Staff: Kloutsiniotis Panagiotis

Course Code: MNG130

Course Category: General Background

Course Type: Compulsory

Course Level: Undergraduate

Semester: 4

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

Short Description:

The specific course aims to present the theoretical knowledge, the appropriate methods and techniques with regard to employees' management. These issues include Human Resource Management (HRM) practices that include "recruitment" and "selection"; "training"; "development", "performance management", etc. All in all, the specific course helps students identify and acknowledge the complexity behind Human Resource Management in the tourism and hospitality sector.



Tourism Law

Teaching Staff: Varotsis Nikos
Course Code: TOU140
Course Category: Specialization
Course Type: Compulsory
Course Level: Undergraduate
Semester: 4
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO247/>

Short Description:

This course seeks to comprehend the concepts of Tourism Law on the one hand, and the temporal organization of the state for the conduct of public tourism policy on the other. The study of the essential legal framework of Greek tourism, with references to current legislation, is the objective goal. The operation of tourist enterprises, unique tourist infrastructures, involved entities, legislative laws in the tourism sector, tourist organizations, and the legal framework of sustainable tourism development are all given special attention. The relationship between Greek legislation and European legislation is also investigated. A fundamental goal of the course is to foster a human-centered culture for state rights. Students will be able to understand issues related to hotel and travel contracts, European contracts, the operation of tourism businesses, commercial transactions, legislation for the protection of tourism-consumers, alternative forms of tourism, tourist infrastructures, the maritime tour agreement, and the larger institutional framework that follows tourism and tourism development after successfully completing the course.

Tourism Entrepreneurship & SME Management

Teaching Staff: Mylonas Naoum
Course Code: MNG140
Course Category: Specific Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 4
ECTS: 5
Teaching Units: 5
Teaching Hours: 4

Short Description:

Hospitality and tourism firms make a significant contribution to the European and global economy in terms of job creation, GDP growth and their decisive impact on local communities. It is worth noting that the majority of these businesses are small. The purpose of the course is to describe and analyze basic concepts of entrepreneurship and the management of small and medium enterprises (SMEs). In this context, students will familiarize themselves with important issues that are necessary for the successful operation of a small and medium-sized business in general and tourism in particular.

English in International Tourism

Teaching Staff: To be announced
Course Code: INT150
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate



Semester: 4
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO138/>

French Language and Tourism Terminology

Teaching Staff: Georgiadou Maria
Course Code: INT160
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 4
ECTS: 5
Teaching Units: 5
Teaching Hours: 4

Short Description:

This course aims to develop the skills for effective communication in a range of work and social situations. Students will learn how to communicate with foreigners in professional and social settings, prepare printed material in French for different purposes (training, promotion, use on social media, etc.), always focusing on French tourist terminology as well as linguistic loanwords.

Financial Management

Teaching Staff: Artikis Konstantinos
Course Code: ECO120
Course Category: Specific Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 4
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO211/>

Short Description:

The aim of the course is to introduce and analyze the theory, and practical applications of Financial Management. The course consists of an in depth presentation of the process of managing the company's resources, including financial decision management, in order to maximize its value. The student will become familiar with and understand the basic concepts of Financial Management such as Financial Statements, Ratios, Operating Leverage, Capital Structure, Financial Leverage, and will acquire basic financial skills related to a business.

Power Competitions in the South - Eastern Mediterranean and Tourism



Teaching Staff: Botsis Miltiadis
Course Code: TOU150
Course Category: Specific Background
Course Type: Elective
Course Level: Undergraduate
Semester: 4
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO197/>

Short Description:

The course aims at presenting the power rivalries for the control of the southeastern Mediterranean basin, in the context of the redrawing and redefinition of the great geopolitical game, which has already begun in the same historical and geographical area of the Mediterranean. Furthermore, the course covers the issue of Greek-Turkish relations, the Cyprus issue, the future dynamics on energy, armaments programs, partnerships and alliances, which are all considered as power multipliers. The developments in the above-mentioned area are expected to have a decisive impact on the international tourism phenomenon, both in terms of tourism flows and destinations, as well as in matters related to the safety of population movements and the consequent travel advices to avoid certain areas, with all that this entails from an economic point of view for highly tourism-dependent countries.

German Language

Teaching Staff: Giannoula Aikaterini
Course Code: INT170
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 5
ECTS: 5
Teaching Units: 4
Teaching Hours: 4

Short Description:

The objective of the course is to train students to be able to understand and use everyday expressions and elementary phrases aimed at satisfying tangible and specific needs, to be able to introduce themselves and recommend a third party, to ask questions and give answers about personal information, to be able to communicate simply and effectively.

Strategic Management and Analysis

Teaching Staff: Manolitzas Panagiotis
Course Code: MNG160
Course Category: General Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 5
ECTS: 5
Teaching Units: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO158/>

Short Description:



"Strategic management", as a more general framework of principles and methods that determine the process of making strategic decisions, has been in the forefront of the academic community and businesses for the last two decades. The reasons why this is happening have to do with both the undoubtedly significant changes in the global economic environment and the rearrangements in the internal business environment. The aim of this course is to teach strategic management tools for the strategic planning of businesses.

Regional Tourism Development

Teaching Staff: Poullos Ioannis
Course Code: TOU160
Course Category: Specific Background
Course Type: Elective
Course Level: Undergraduate
Semester: 5
ECTS: 5
Teaching Units: 4
Teaching Hours: 4

Short Description:

The course examines the concepts of governance, development, branding and region in connection with tourism.

The course, specifically, explores the associated policies, governance systems, the relationship between the public and the private sectors and the stakeholder groups involved in the decision-making process on international, European, state and local levels. Good practices for the crafting and implementation of tourism development strategies are sought, and their benefits for the national and regional economy and for specific tourism and commercial sectors are highlighted. Emphasis is on periods of crises (e.g. economic, and pandemic).

Risk and Crisis Management in Tourism

Teaching Staff: Artikis Konstantinos
Course Code: MAT130
Course Category: Specific Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 5
ECTS: 5
Teaching Units: 4
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DT0155/>

Short Description:

The aim of the course is for students to obtain a comprehensive picture of the role and operation of a tourism organization from the perspective of risk management. They will be able to understand, evaluate, and interpret various measures, models, and methods of risk and crisis management. The above are critical concepts and techniques for the student to be able to understand the meaning of risk, risk identification, risk analysis, risk control, financial derivatives, decision making under uncertainty and implement strategies to manage risks and mitigate crisis.

Tourism Market Research



Teaching Staff: Karadimitriou Christina
Course Code: MKT120
Course Category: Specific Background
Course Type: Compulsory
Course Level: Undergraduate
Semester: 5
ECTS: 5
Teaching Units: 4
Teaching Hours: 4

Short Description:

Effective decision making in the management of a business requires reliable, valid and up- to-date market research. This course introduces the basic concepts of the research process, including problem definition, research design, measurement, data collection, data analysis, and the presentation of research findings. The aim of the course is to understand the concept and content of tourism market research and its connection with the process of tourism marketing.

Management of Reservation Systems

Teaching Staff: Vogklis Konstantinos
Course Code: INF120
Course Category: Specialization
Course Type: Elective
Course Level: Undergraduate
Semester: 5
ECTS: 5
Teaching Units: 4
Teaching Hours: 4

Short Description:

Basic principles of managing reservation systems. Interaction and management strategies of online central reservation systems. Tourism and Information and Communication Technologies. Selection criteria for electronic reservation systems. Impact on tourism demand and tourism supply. Global Distribution Systems. Impact of the systems on the Internet. Electronic intermediaries in tourism and their impact on the economic environment and the tourism market.

Organizational Behavior and Leadership

Teaching Staff: Kloutsiniotis Panagiotis
Course Code: MNG170
Course Category: General Background
Course Type: Elective
Course Level: Undergraduate
Semester: 5
ECTS: 5
Teaching Units: 4
Teaching Hours: 4

Short Description:



The specific course aims to provide to students the theoretical foundation and the interpersonal skills that are required so as to become leaders and motivate others in all spectrums of organizational levels. Focusing specifically on the hospitality sector, students will be able to acknowledge and comprehend the complexities of guiding and managing people, teams and organisations and to acquire the necessary background for meeting their personal leadership goals

Supply Chain Management & Logistics

Teaching Staff: Artikis Konstantinos
Course Code: MNG180
Course Category: General Background
Course Type: Elective
Course Level: Undergraduate
Semester: 5
ECTS: 5
Teaching Units: 4
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO163/>

Short Description:

The aim of the course is to introduce the basic concepts of Supply Chain Management - Logistics, in matters relating to the design, planning and operation of supply networks and the presentation of appropriate distribution systems to satisfy consumers of tourism products and services. In addition, it highlights the strategic role of supply chain management and current trends in supply chain management. The course is the main introductory course in the concepts of tourism supply chain management.

Teaching Staff: To be announced
Course Code: INF180
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 5
ECTS: 5
Teaching Units: 5
Teaching Hours: 3

Total Quality Management in the Tourism Industry

Teaching Staff: Varotsis Nikos
Course Code: MNG190
Course Category: Specific Background
Course Type: Elective
Course Level: Undergraduate
Semester: 6
ECTS: 5
Teaching Units: 4
Teaching Hours: 4



Short Description:

The course aims to understand concepts such as quality, total quality management (TQM), quality management standards (ISO, EFQM), and training in issues of quality, statistical quality control, quality management systems, benchmarking, brainstorming, teamwork, improvement tools, satisfaction tools, and benchmarking performance. After completing the course, participants will understand the importance of quality in hospitality and tourism services, as well as how to apply process assurance and improvement methods.

Research Methods in Tourism and Hospitality

Teaching Staff: Beneki Christina, Kloutsiniotis Panagiotis

Course Code: TOU170

Course Category: Skills Development

Course Type: Compulsory

Course Level: Undergraduate

Semester: 6

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

Short Description:

This course presents a broader view of how research is designed, organized and conducted. Specifically, the course aims to prepare and guide students in preparing a scientific (thesis) in the Department of Tourism. The course includes literature research, use of data sources, ethics and research ethics, overall design, objectives, philosophy, methods, writing, evaluation and presentation of a dissertation. In addition, the course summarizes the central components of a range of basic methodological tools of quantitative and qualitative research approaches. Multiple regression is included to develop models of two or more independent variables because the limitation of regression analysis to two variables in the Business Statistics course was done for didactic reasons, in order to simplify the introduction to regression analysis as much as possible. Particular emphasis is placed on familiarizing students with appropriate programs (software) for statistical data analysis.

Internship

Teaching Staff: To be announced

Course Code: ITR100

Course Type: Compulsory

Course Level: Undergraduate

Semester: 6

ECTS: 10

Teaching Units: 10

Digital Marketing and Tourism

Teaching Staff: Argyropoulou Maria

Course Code: MKT140

Course Category: Specific Background



Course Type: Elective
Course Level: Undergraduate
Semester: 6
ECTS: 5
Teaching Units: 4
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO215/>

Short Description:

The module aims to introduce students to the main principles and concepts of digital marketing, as well as their application in the modern corporate environment, by connecting theory and practice. Principles and concepts that will be introduced and discussed during the module include, inter alia, direct marketing (traditional and new), online marketing (websites, online advertising, email marketing and viral marketing), social media marketing (use, advantages and management), and mobile marketing. Finally, the module will present multiple tourism and hospitality case studies, in order to explain how the principles have been applied so far in the field.

E-Business in Tourism

Teaching Staff: Argyropoulou Maria
Course Code: INF130
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 6
ECTS: 5
Teaching Units: 4
Teaching Hours: 4

Short Description:

This course aims to introduce students to the technological principles of the Internet, e-business strategies and models, as well as the social and ethical issues surrounding the Internet. Students will gain a better understanding of how hospitality and tourism organizations operate online.

Special Interest Tourism I: Maritime Tourism

Teaching Staff: To be announced
Course Code: TOU180
Course Category: Specialization
Course Type: Elective
Course Level: Undergraduate
Semester: 6
ECTS: 5
Teaching Units: 4
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO223/>

Short Description:

The aim of the course is to familiarize students with one of the fastest growing sectors in tourism, namely maritime tourism, including cruising. Emphasis is placed on the structure of this branch of the tourism industry, its main characteristics, its global dimension, as well as regions that are of greater interest for its development, along with specific practical issues. Students study marketing topics



related to this specific activity, revenue enhancement strategies, risk management, as well as issues concerning the target audience and the impact of cruising on destinations that serve as stations or starting points.

Geopolitics and Tourism

Teaching Staff: Botsis Miltiadis
Course Code: TOU190
Course Category: Specific Background
Course Type: Elective
Course Level: Undergraduate
Semester: 6
ECTS: 5
Teaching Units: 4
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO145/>

Short Description:

The multidimensional phenomenon of international tourism is seen through the lens of Geopolitical analysis. The course focuses on the study and interpretation of international relations and interactions among the countries that border Adriatic Sea, as well as among the Great Powers, as identified in the endless game for power (defensive, economic, political and cultural). The geographical area of reference is the Adriatic-Ionian-Mediterranean Sea area, laying a special focus on the island of Corfu, which has always been coveted by major powers of every era. Obviously, this was not only due to its beauty, but mainly because of its strategic geographical location. Its location still maintains its importance for an additional reason, the control of the energy reserves of the Ionian Sea and Crete, as well as their transport to the European markets.

German Language and Tourism Terminology

Teaching Staff: Giannoula Aikaterini
Course Code: INT180
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 6
ECTS: 5
Teaching Units: 4
Teaching Hours: 4

Short Description:

The objective of this course is to train students to be able to understand frequently used sentences and expressions concerning issues of immediate interest, such as elementary personal and Family Information, markets, local geography and work, to be able to communicate in cases that require simple and direct exchange of information on familiar and usual topics and to be able to describe in simple terms their past, their near environment and issues of immediate need.

Teaching Staff: To be announced



Course Code: INF190
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 6
ECTS: 5
Teaching Units: 5
Teaching Hours: 3

Thesis

Teaching Staff: To be announced
Course Code: THE100
Course Type: Compulsory
Course Level: Undergraduate
Semester: 7
ECTS: 10
Teaching Units: 10

Innovation and Entrepreneurship in Digital Era

Teaching Staff: Mylonas Naoum
Course Code: INF140
Course Category: Specific Background
Course Type: Elective
Course Level: Undergraduate
Semester: 7
ECTS: 5
Teaching Units: 4
Teaching Hours: 4

Short Description:

The module aims to understand the concept and importance of entrepreneurship and innovation as well as the environment in which they develop. It also aims to demonstrate the contribution of new IT and Telecommunication technologies to the undertaking of an innovative business initiative. Important objectives are the acquisition of knowledge and the ability to distinguish between alternative types of innovation, digital innovation, protection methods and business value assessment metrics.

Special Interest Tourism: Agrotourism - Ecotourism - Culinary Tourism - Enotourism

Teaching Staff: Pappas Efthymios
Course Code: TOU200
Course Category: Specialization
Course Type: Elective
Course Level: Undergraduate



Semester: 7

ECTS: 5

Teaching Units: 4

Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DTO176/>

Short Description:

As alternative forms of tourism are considered those other than mass tourism, which seek to avoid negative and create positive social, cultural and environmental impacts. The main features of these forms are:

- a) Small-scale, controlled and regulated growth,
- b) the variety of activities on an individual / independent basis or small scale and
- c) the emphasis on gaining experience of local cultures and preserving traditional values.

In Greece, in recent years, the special forms of tourism are developing more and more systematically, which offer the opportunity to travelers to enrich their activities with specialized action programs, such as ecotourism, agritourism, wine and gastronomic tourism, etc.

Tourism Destination Management

Teaching Staff: Gkritzali Alkmini

Course Code: MKT150

Course Category: Specific Background

Course Type: Elective

Course Level: Undergraduate

Semester: 7

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DTO179/>

Short Description:

The module aims to introduce students to the main principles and concepts of destination management and marketing, as well as their application in the modern tourism environment, by connecting theory and practice. Principles and concepts that will be introduced and discussed during the module include, inter alia, the supply side/tourism destination, the demand side/tourists, the destination marketing process, the destination distributors and the external environment of a tourist destination. Finally, the module will present destination case studies, in order to explain how the principles have been applied so far in the field.

Sharing Economy

Teaching Staff: Kontopanagou Aikaterini - Konstantina

Course Code: ECO130

Course Category: Specific Background

Course Type: Elective

Course Level: Undergraduate

Semester: 7

ECTS: 5

Teaching Units: 4

Teaching Hours: 4

Short Description:



This course provides an introduction to the sharing economy and examines its impact on the tourism industry (businesses and consumers). The development of a common economy in many industries underscores the challenges and opportunities while providing a range of options for delivering innovative experiences from consumers. Focusing on new sharing economy ventures (see Kickstarter, Uber, Airbnb), participants will be taught concepts, models and financial principles that are useful for analyzing new market dynamics, creating a new venture, expanding existing ventures, activities and the development of sustainable strategies.

Information Behaviour, Information Management and Tourism

Teaching Staff: Varotsis Nikos
Course Code: MNG200
Course Category: Specific Background
Course Type: Elective
Course Level: Undergraduate
Semester: 7
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO228/>

Short Description:

The course aims to provide an understanding of data, information, knowledge, information society, artificial intelligence, organizational learning, and digital co-creation, as well as knowledge management and information behavior in the modern tourism context. After completing the course, students will have a better understanding of the importance of knowledge management and information behavior models, as well as how to apply them in tourism. The course aims to provide an understanding of data, information, knowledge, information society, artificial intelligence, organizational learning, and digital co-creation, as well as knowledge management and information behavior in the modern tourism context. After completing the course, students will have a better understanding of the importance of knowledge management and information behavior models, as well as how to apply them in tourism.

Employment Relations and Policies in Tourism

Teaching Staff: Kloutsiniotis Panagiotis
Course Code: MNG210
Course Category: Specific Background
Course Type: Elective
Course Level: Undergraduate
Semester: 7
ECTS: 5
Teaching Units: 5
Teaching Hours: 4

Short Description:

The specific course examines the basic principles of employment relations. These issues include employee relations in general; employment contract; payments; unions; collective bargaining; and strikes. In addition, the specific course discusses employees' obligations towards their employers as well as their rights. Last but not least, additional issues are raised that include organizational restructuring; employees' participation in decision making; employees' mobility and European employment policy.



Financial Accounting

Teaching Staff: Giotis Georgios
Course Code: ECO140
Course Category: General Background
Course Type: Elective
Course Level: Undergraduate
Semester: 8
ECTS: 5
Teaching Units: 5
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO220/>

Short Description:

In this course, the analysis of transactions, the balance sheet, the statement of profit or loss, the statement of cash flows and the net position of a company are studied. Accounting for investments, receivables, stocks, material and intangible assets, liabilities, long-term bonds and equity transactions are also considered. The course introduces students to the basic financial indicators and gives their interpretation. Ethical issues related to financial reporting are also analyzed.

Design and Development of Tourism Digital Services

Teaching Staff: Antonopoulos Nikos
Course Code: INF150
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 8
ECTS: 5
Teaching Units: 4
Teaching Hours: 4
E Class Page: <https://opencourses.ionio.gr/courses/DTO275/>

Short Description:

This course teaches students the basic skills for the development of digital tourism applications, specifically during the phases of analysis, design, implementation, and validation. It also covers the fundamentals of software life cycles, design quality, software development processes, and project management while also focusing on the interaction between IT applications and organizational processes and related standards and tools.

Virtual Worlds and Representation of Tourism and Cultural Resources

Teaching Staff: Antonopoulos Nikos
Course Code: INF170
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 8
ECTS: 5
Teaching Units: 4



Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DTO276/>

Short Description:

The course focuses on the design and development of 3D content in tourism and culture, the implementation of scenarios for the use of virtual worlds in tourism and culture, the enhancement of the user experience of interaction with virtual worlds, the transformation of Tourism and cultural business processes and the development of new tourism and cultural products using virtual worlds technologies.

Cultural Heritage Management

Teaching Staff: Kontopanagou Aikaterini - Konstantina

Course Code: CUL120

Course Category: Specialization

Course Type: Elective

Course Level: Undergraduate

Semester: 8

ECTS: 5

Teaching Units: 4

Teaching Hours: 4

Short Description:

The course examines the fundamental concepts of tangible and intangible cultural heritage, with particular emphasis on monuments and archaeological sites. It provides a historical overview of approaches to cultural heritage management and explores the international and national legal and institutional frameworks governing heritage management, with reference to relevant international and domestic organizations. The course analyses theoretical approaches and practical methods for the management of both tangible and intangible cultural heritage, including the management of heritage sites associated with conflicts, wars, and crises. Cultural tourism is also examined. Teaching is supported by case studies from Greece and abroad, with particular emphasis on the city of Corfu.

Tourist Behaviour

Teaching Staff: To be announced

Course Code: MKT160

Course Category: Specific Background

Course Type: Elective

Course Level: Undergraduate

Semester: 8

ECTS: 5

Teaching Units: 4

Teaching Hours: 4

Short Description:

Tourist behavior is a crucial element in understanding the nature of tourism in general. In addition, understanding the behavior of tourists is crucial for creating those conditions that will allow positive and satisfactory tourist experiences as well as for minimizing the negative consequences of the trip, both for the destination community and the tourists themselves. This section deepens the reasons why people behave as they do when they are in the tourist position. Behavioral aspects are examined both before and during



and after the trip from the point of view of consumer behavior in tourism and other related fields of research. □
Attention is paid to the practical importance of analyzing the behavior of tourists.

Tourism and Accessibility

Teaching Staff: Kontopanagou Aikaterini - Konstantina
Course Code: TOU220
Course Category: Specific Background
Course Type: Elective
Course Level: Undergraduate
Semester: 8
ECTS: 5
Teaching Units: 4
Teaching Hours: 4

Short Description:

This course examines accessible tourism which enables all people to participate and enjoy tourism experiences on equal terms. For example, the elderly, people with mobility problems or people with hearing or vision problems face huge problems and have to overcome many obstacles when traveling or when organizing their trip. Accessible tourism aims to make possible and/or facilitate access to tourist destinations, products and services for all people, regardless of physical limitations, disabilities or age. Accessibility concerns both public and private tourist sites, facilities and services. From concept to implementation, a trip is typically associated with many factors, such as access to information, distance travel of various kinds, local transport, accommodation, access to archaeological and museum sites, access to shops and venues catering and recreation.

Business Plan Development

Teaching Staff: Mylonas Naoum
Course Code: MNG220
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 8
ECTS: 5
Teaching Units: 4
Teaching Hours: 4

Big Data Analytics in Tourism

Teaching Staff: Vogklis Konstantinos
Course Code: INF160
Course Category: Skills Development
Course Type: Elective
Course Level: Undergraduate
Semester: 8
ECTS: 5
Teaching Units: 4



Teaching Hours: 4

E Class Page: <https://opencourses.ionio.gr/courses/DTO208/>

Short Description:

This course aims to introduce the basic knowledge and skills necessary for big data analysis. The course focuses on the basic techniques and methodologies of data mining with fields of application posts in social media, reviews in aggregators, etc.

Special Interest Tourism III: Health Tourism

Teaching Staff: Pappas Efthymios

Course Code: TOU210

Course Category: Specific Background

Course Type: Elective

Course Level: Undergraduate

Semester: 8

ECTS: 5

Teaching Units: 4

Teaching Hours: 4

Short Description:

The objective of this course is to provide students with a theoretical understanding of the different forms of health tourism, and, in particular, a) thermal / therapeutic tourism, b) wellness tourism, and c) medical tourism. Indicatively, the course's subject matter comprises the conceptual definitions and characteristics of health tourism forms, the factors that affect the demand and supply services, the costs and benefits of their development, the international and domestic evaluation and support agencies for medical tourism, the development of health tourism in Greece, and best practices and empirical data from medical tourism studies in Greece and internationally. The above forms of health tourism are associated with alternative tourism, special interest tourism, and sustainable tourism.

Artificial Intelligence Applications in Tourism

Teaching Staff: Vogklis Konstantinos

Course Code: INF200

Course Category: Skills Development

Course Type: Elective

Course Level: Undergraduate

Semester: 8

ECTS: 5

Teaching Units: 5

Teaching Hours: 4

Short Description:

The course examines how Artificial Intelligence transforms tourism, hospitality and destination management. Unlike a general introductory course on AI, this course focuses on practical, operational and strategic applications of AI in the tourism sector: intelligent recommender systems, conversational AI and tourism chatbots, generation of personalised content, dynamic pricing, revenue management, analysis of online reviews, demand forecasting, intelligent management of visitor flows, smart destinations, robotics in hospitality, augmented and virtual reality, digital assistants and autonomous AI agents.

The course combines theoretical understanding, case studies and laboratory activities with contemporary AI tools. Emphasis is placed on students' ability to identify where, when and why AI can be used in tourism businesses, destination management organisations, hotels, travel agencies, cultural institutions and public tourism organisations.



The international literature presents AI as a technology that supports the personalisation of experiences, the improvement of operational efficiency, the automation of services and the intelligent management of tourism resources. Recent reviews refer to applications such as intelligent forecasting, revenue management, service robots, hyper-personalised travel experiences and AI-driven analytics for sustainability and operational decision-making. At the same time, organisations such as UN Tourism highlight AI as a critical field of innovation for the tourism sector, with dedicated actions and reports on the adoption of AI in tourism.



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Part 4: General Information for Students





Academic Advisors

The Academic Advisors for every year of studies during the academic year 2022-2023 are as follows:

1st year students

Academic Advisor: **Konstantinos Vogklis**, Assistant Professor (voglis@ionio.gr, +30 2661087957)

Deputy Academic Advisor: **Alkmini Gkritzali**, Assistant Professor (agritzali@ionio.gr, +30 2661087951)

2nd year students

Academic Advisor: **Naoum Mylonas**, Associate Professor (nmylonas@ionio.gr, +30 2661087955)

Deputy Academic Advisor: **Miltiadis Botsis**, Assistant Professor (mbotsis@ionio.gr, +30 2661087951)

3rd year students

Academic Advisor: **Panagiotis Manolitzas**, Assistant Professor (pmanol@ionio.gr, +30 2661087954)

Deputy Academic Advisor: **Naoum Mylonas**, Associate Professor (nmylonas@ionio.gr, +30 2661087955)

4th year students

Academic Advisor: **Konstantinos Artikis**, Assistant Professor (kartikis@ionio.gr, +30 2661087952)

Deputy Academic Advisor: **Sofia Karabela**, Assistant Professor (skarampela@ionio.gr, +30 2661087953)

The Academic Advisors of the Department of Tourism aim to provide the best possible support to students during their studies, in accordance with the Internal Rules of Procedure of the Ionian University.





Information Guide for new students

The Information Guide does not replace the Department's Registry. The Registry informs the students about every procedure during the academic year.



Student Welfare

Official website of the Directorate of Studies and Student Welfare
sites.ionio.gr/e-care

Ionian University provides accommodation to a number of students upon selection, based on economic and social criteria, as described in its Accommodation Regulation. Accommodation is provided to first-year students at the Student Hall, while students of higher semesters are accommodated in hotels near the city.

For the feeding needs of the students, there is a student restaurant. There, food is provided free of charge to students who meet the criteria under the No G.G. 5/68535/B3/18-6-2012 Joint Ministerial Decision, while the rest of the students pay the amount of 2€ per meal. The supervision of the restaurant is carried out by the Student Welfare and Sports Committee.

For any further information:

Directorate of Studies and Student Welfare
2nd alley El. Venizelos, New Port, 49100 Corfu.

Responsible officer of the Student Welfare Office:
Stamatoula Marouli
τηλ. 26610-87685



Online Services

Ionian webmail: webmail.ionio.gr

Electronic Student Board - Course enrolment - Grades: dias.ionio.gr

Technical Support for dias.ionio.gr: student_webportal@ionio.gr

Open eClass: opencourses.ionio.gr

Library and Information Centre of the Ionian University: library.ionio.gr

Internship Office of the Ionian University: dasta.ionio.gr/internship/

Department of Networks of the Ionian University (for technical issues - problems): noc@ionio.gr

Academic Identity Card online service: academicid.minedu.gov.gr

Provision of University Books - Eudoxus: eudoxus.gr

Centralised Internship Support System - Atlas: atlas.grnet.gr

Free Use of Microsoft Software: delos365.grnet.gr/

Career Office of the Ionian University: career.cie.ionio.gr/gr/



Erasmus

Erasmus Programme

Erasmus+ is the European Commission's programme for education, training, youth and sport, which aims to contribute to skills strengthening and employability and to support the modernisation of education, training and youth systems in all areas of lifelong learning (higher education, vocational education and training, adult education, school education, youth activities, etc.).

International cooperation

List of available Institutions: <https://international.ionio.gr/en/institutions-f1-tourism-f2-all-f3-all-f4-all/>

Scoring Criteria

The scoring criteria for participation of undergraduate, postgraduate students and PhD candidates in the Erasmus programme are the following:

A. Undergraduate students

1. Applicants must have citizenship of a country participating in the program and be enrolled at the Department of Tourism of Ionian University.
2. First-year undergraduate students are not eligible, but they can apply for mobility during the second year of their studies.
3. Regarding language proficiency, the language (s) required and the level of qualification in that language (s) shall be at least B1 in the languages required by the host institution, unless otherwise specified by the institution.
4. Candidates have to demonstrate high motivation to participate in the Program.
5. Applications from students participating for the first time in the programme, applying for mobility in the second year of their studies are prioritized. Subsequently, the applications of students who participate for the first time in the program and apply for mobility during the third year of their studies are examined. Then, the applicants for mobility during the fourth year of study that apply for the first time are examined.
6. Special provisions will apply per year of study.

Scoring criteria for undergraduate students

A. Performance criteria

- Average grade of course performance multiplied by ten (10).
- Total ECTS credits of successfully passed courses multiplied by 1.

B. Language proficiency criteria

- Foreign languages: level of language proficiency as defined by the Council of Europe. More specifically:
 - Level B1: 10 credits
 - Level B2: 15 credits
 - Level C1: 20 credits
 - Level C2: 25 credits

Only certificates recognised by the Supreme Council for Civil Personnel Selection (ASEP) are accepted.

C. Motivation

- Motives for participation in the programme (motivation letter) and justification - maximum 5 credits.
- Interview (maximum 5 credits). The interview will be conducted by the Erasmus Committee of the Department of Tourism.

The total credits for the ranking are derived from the sum of A+B+C.

B. Postgraduate students

Postgraduate students choose workload in ECTS credits that corresponds to their dissertation or part of it. Alternatively, workload in ECTS credits corresponding to courses of the Master's Degree Programme they attend may be selected. For any of the above two options, a relevant certificate should be issued upon the initial completion of LA by the Director of the Postgraduate Studies Program. The Director's certificate must state that the student's transfer abroad under the Erasmus programme is approved and that the programme to be followed by the candidate will be part of the postgraduate programme (with the exact number of ECTS credits) and will count to the total time of his/her studies. The selection of candidates is based on their ranking of admission to the Postgraduate Program. The knowledge of foreign languages provides the same credits as those provided in the mobility of undergraduate students.



Therefore, the criteria apply as follows:

B1. Performance criteria

- Total credits/score of admission assessment

B2. B. Language proficiency criteria

- Foreign languages: level of language proficiency as defined by the Council of Europe (only certificates recognised by the Supreme Council for Civil Personnel Selection (ASEP) are accepted). More specifically:
 - Level B1: 10 credits
 - Level B2: 15 credits
 - Level C1: 20 credits
 - Level C2: 25 credits

The total credits for the ranking are derived from the sum of B1+B2

C. PhD Candidates

- PhD candidates of the Department have the opportunity to go abroad under Erasmus programme in order to carry out part of their research work.
- It is necessary that the PhD Candidate submits a certificate by the supervising Professor, which will state the subject of the thesis and the approval of the Supervisory Committee for the mobility of the PhD candidate abroad within the framework of the Program. It shall be stated in the Supervisor's Certificate that the program to be followed by the PhD candidate will be part of his/her research work (without ECTS credits) for the completion of the doctoral thesis and will be counted to the total time of his/her studies.
- The last evaluation report on the progress of the PhD candidate submitted by the three-member PhD Thesis Supervisory Committee is taken into account for the selection of the candidates.
- In case there are more candidates for a particular host institution, priority will be given to the candidate who have made more progress in his/her research, has not exceeded three years since the start of the PhD research, and has submitted his/her annual reports regularly.
- The evaluation is carried out by the ERASMUS Committee of the Department of Tourism.

Lectures for incoming students

No	Code	Lectures	Semester	Mode of Delivery	Mode of Assessment
1	TOU110	Sustainable Development and Tourism	1st	Study with instructor guidance (no lectures)	Individual assignment
2	MNG100	Introduction to Business Organization and Management	1st	Study with instructor guidance (no lectures)	Individual assignment
3	TOU120	National Tourism Policies	1st	Study with instructor guidance (no lectures)	Individual assignment
4	MAT110	Business Statistics	2nd	Study with instructor guidance (no lectures)	Multiple-Choice Individual assignment
5	MNG110	Business Operations Management	2nd	Study with instructor guidance (no lectures)	Individual assignment
6	INT110	International Event Management	2nd	Study with instructor guidance (no lectures)	Individual assignment
7	CUL110	Tourism, Culture and Creative Industries	3rd	Study with instructor guidance (no lectures)	Individual assignment
8	MKT110	Tourism Services Marketing	3rd	Study with instructor guidance (no lectures)	Individual assignment
9	MNG130	Human Resource Management in Tourism	4th	Study with instructor guidance (no lectures)	Individual assignment
10	MNG150	Decision Making in Tourism Sector	4th	Study with instructor guidance (no lectures)	Individual assignment
11	MNG140	Tourism Entrepreneurship & SME Management	4th	Study with instructor guidance (no lectures)	Individual assignment
12	ECO120	Financial Management	4th	Study with instructor guidance (no lectures)	Individual assignment
13	MAT130	Risk and Crisis Management in Tourism	5th	Study with instructor guidance (no lectures)	Individual assignment
14	MNG180	Supply Chain Management & Logistics	5th	Study with instructor guidance (no lectures)	Individual assignment
15	TOU160	Tourism and Regional Development	5th	Study with instructor guidance (no lectures)	Individual assignment
16	MNG160	Strategic Management and Analysis	5th	Study with instructor guidance (no lectures)	Individual assignment



17	MNG170	Organizational Behavior and Leadership	5th	Study with instructor guidance (no lectures)	Individual assignment
18	TOU190	Geopolitics and Tourism	6th	Study with instructor guidance (no lectures)	Individual assignment
19	TOU170	Research Methods in Tourism and Hospitality	6th	Study with instructor guidance (no lectures)	Individual assignment
20	MNG190	Total Quality Management in the Tourism Industry	6th	Study with instructor guidance (no lectures)	Multiple-Choice Individual assignment
21	INF130	E-Business in Tourism	6th	Study with instructor guidance (no lectures)	Individual assignment
22	MNG200	Information Behaviour, Information Management and Tourism	7th	Study with instructor guidance (no lectures)	Multiple-Choice Individual assignment
23	TOU200	Special Interest Tourism: Agrotourism - Ecotourism - Culinary Tourism - Enotourism	7th	Study with instructor guidance (no lectures)	Individual assignment
24	MKT140	Digital Marketing in Tourism	7th	Study with instructor guidance (no lectures)	Individual assignment
25	INF140	Innovation and Entrepreneurship in Digital Era	7th	Study with instructor guidance (no lectures)	Individual assignment
26	INF150	Design and Development of Tourism Digital Services	8th	Study with instructor guidance (no lectures)	Individual assignment
27	INF160	Big Data Analytics in Tourism	8th	Study with instructor guidance (no lectures)	Individual assignment
28	INF170	Virtual Worlds and Representation of Tourism and Cultural Resources	8th	Study with instructor guidance (no lectures)	Individual assignment
29	MKT160	Tourist Behaviour	8th	Study with instructor guidance (no lectures)	Individual assignment
30	MNG220	Business Plan Development	8th	Study with instructor guidance (no lectures)	Individual assignment
31	CUL120	Cultural Heritage Management	8th	Study with instructor guidance (no lectures)	Individual assignment



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Contact Us

Contact Information, Location, Office Hours, and Public Service Hours of the Department of Tourism Secretariat

Secretariat:

Mrs Ria Aroniada tel. +30 26610 87962

72 I. Theotoki, 1st floor, Office 1.35
GR-49132 Kerkyra, Corfu
e-mail: dtour@ionio.gr
tel. +30 26610 87962

The Secretariat of the Department of Tourism of the School of Economics serves the students of the Department in the following ways:

- **in person** or **via an authorised person**, during the opening days and hours of the Secretariat: **Tuesday, Wednesday and Thursday, general office hours and student service hours: 11:00-13:00**
- requests submitted through **Citizens' Service Centre**
- requests submitted via **e-mail** (e.g. requests for certificates, update of contact details, information about studying at the Department of Tourism, etc.), only if sent from the university account assigned to the student (e.g.@ionio.gr), to dtour@ionio.gr. the e-mail should necessarily refer to the name and A.M.
- requests for issuing certificates (of attendance, analytical scores, certificate of attendance for military use) can be submitted through the **DIAS platform** in the certificates field. The certificate will be received through the application.

Office Hours & Public Service Hours

- **Days of operation:** Monday to Friday
- **General office hours and public service hours:** 07:30-15:30

Office Hours & Service Hours for Lawyers

- **Days of operation:** Monday to Friday
- **General office hours and service hours for lawyers:** 07:00-15:00

Postgraduate Studies Secretariat:

Mrs Alexandra Diavati

7 Tsirigoti square
GR-49132 Corfu
Tel.: +30 26610 87759
Email: ditour-msc@ionio.gr
Monday - Wednesday - Friday 13:00-15:00

Website: <https://tourism.ionio.gr/ditour/gr/>

IMPORTANT ANNOUNCEMENT REGARDING ACADEMIC EMAIL

MAP



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