



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	MNG150	SEMESTER	4 th
COURSE TITLE	Decision Making in Tourism Sector		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	4	5	
COURSE CATEGORY	Specialization		
COURSE TYPE	Elective		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1275/		
ECLASS	https://opencourses.ionio.gr/courses/DT0169/		

2. TEACHING RESULTS

Teaching Results
After successful completion of the course, students are expected to have acquired and developed knowledge in: Decision Making, Problem Solving and Decision Making, Types of Decisions, Making "good" decisions, Groups and types of decision makers, Decision making process, Decision Trees, Decisions and utility theory, Criteria Group Decision Making, Applications in Tourism.
General Skills

3. CONTENT

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.
Week 1 The Content of Decision Making
Week 2



Making Right Decisions

Week 3

The Rational Approach to Decision Making

Week 4

Problem Definition and Structure

Week 5

Common Decision Structures

Week 6

Basic Risk Decision with Multiple Objectives

Week 7

Multicriteria Analysis

Week 8

Identifying Goals and Creating a Tree of Values

Week 9

Identifying Alternative Solutions and Creativity

Week 10

Forecasting

Week 11

Comparison of Alternative Solutions and Utility Theory

Week 12

Selection and Sensitivity Analysis

Week 13

Value of Information

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	Lectures								
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Use of ICT in teaching Learning support through the electronic platform e-class Use of ICT to communicate with students								
TEACHING STRUCTURE	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Literature Study and Analysis</td> <td>73</td> </tr> <tr> <td>Course Total (ECTS: 5)</td> <td>125</td> </tr> </table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	Course Total (ECTS: 5)	125
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Lectures	52								
Literature Study and Analysis	73								
Course Total (ECTS: 5)	125								
EVALUATION OF STUDENTS	Written examination								



- Problem solving
- Short answer questions
- Multiple choice questions

The evaluation criteria are made known to the students at the beginning of the course.

5. BIBLIOGRAPHY

Nikolaos Matsatsinis, Decision Support Systems, New Pub Tech, 2010.