

TP0068: AIR TRANSPORT AND CRUISE MANAGEMENT

COURSE OUTLINE

GENERAL

SCHOOL	INTER-DEPARTMENTAL SCHOOL		
ACADEMIC UNIT	INTER-DEPARTMENTAL PROGRAMME		
LEVEL OF STUDIES	POSTGRADUATE RPROGRAMME		
COURSE CODE	TP0068	SEMESTER	A'
COURSE TITLE	AIR TRANSPORT AND CRUISE MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
LECTURES	3	6	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALISED GENERAL KNOWLEDGE		
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://tourism-pms.aegean.gr/index.php/spoudes/mathimata		

LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

Upon successful completion of the course, students should:

- have understood the theoretical background of management and business practices followed in the air transport (primarily) and cruise sectors (secondarily);
- creatively and efficiently apply the theoretical background in the context of relevant case studies;
- critically assess the relationship between transport and infrastructure in the aviation and cruise sectors and how these relate to tourism;
- synthesize and propose actions and policies for the efficient management of air transport and cruise companies;
- develop strategies to maximise the benefits that arise from accessibility improvements for tourism destinations in the context of sustainability and resilience.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of Project planning and management data and information, with the use

<i>of the necessary technology</i>	<i>Respect for difference and multiculturalism</i>
<i>Adapting to new situations</i>	<i>Respect for the natural environment</i>
<i>Decision-making</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Working independently</i>	<i>Criticism and self-criticism</i>
<i>Team work</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an international environment</i>	<i>.....</i>
<i>Working in an interdisciplinary environment</i>	<i>Others...</i>
<i>Production of new research ideas</i>	<i>.....</i>
Search for, analysis and synthesis of data and information, with the use of the necessary technology	
Decision-making	
Working independently	
Teamwork	
Production of free, creative, and inductive thinking	

SYLLABUS

- Basic Concepts of Transport for Tourism
- The Air Transport Business Environment
- Cost Structure and Demand Issues in the Airline Sector
- Airline Business Models
- Management, Marketing and Promotion in the Airline Sector
- Distribution Channels and New Technologies in the Airline Sector
- The Airport Business and Operations
- Regulation, Liberalisation and Competition in Air Transport
- Air Transport and Regional Economic Development
- Air Transport and the Environment
- Cruise Sector Operations and Development
- Special Issues in the Cruise Sector

TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY</p> <p><i>Face-to-face, Distance learning, etc.</i></p>	<p>Face-to-Face</p> <p>Synchronous Distance Learning using New Technologies</p>																					
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</p> <p><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>Use of ICT in teaching (PowerPoint presentations delivered over Zoom)</p> <p>Communication with students on the Moodle platform and by email</p> <p>PowerPoint slides and related learning material are uploaded on the Moodle platform to facilitate the learning process.</p>																					
<p style="text-align: center;">TEACHING METHODS</p> <p><i>The manner and methods of teaching are described in detail.</i></p> <p><i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Project</td> <td style="text-align: center;">45</td> </tr> <tr> <td>Self-directed Study</td> <td style="text-align: center;">75</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Course total</td> <td style="text-align: center;">150</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Semester workload</i>	Lectures	30	Project	45	Self-directed Study	75											Course total	150	
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<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p>	<p>Assessment methods comprise a written individual or group assignment (accounting for 40% of the total mark) and a final open book written exam (accounting for 60% of the total mark). Alternatively, students may produce an extended individual or group written assignment (accounting for 100% of the total mark) with compulsory use of primary data</p>																					

<p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>research and final presentation. Students are assessed in Greek.</p>
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ATTACHED BIBLIOGRAPHY

- *Suggested bibliography:*

- Doganis, R. (2019) *Flying off Course: Airline Economics and Marketing* (fifth edition). London: Routledge.
- Gibson, P. and Parkman, R. (2018) *Cruise Operations Management: Hospitality Perspectives* (third edition), London: Routledge.
- Graham, A. (2018) *Managing Airports: An International Perspective* (fifth edition). London: Routledge.
- Graham, A., Adler, N., Niemeier, H.-M., Betancor, O., Antunes A. P., Bilotkach, V., Calderón, E. J. and Martini, G. (eds) (2021) *Air Transport and Regional Development Policies*, Abingdon: Routledge.
- Dowling, R. (ed.) (2017) *Cruise Ship Tourism*. Wallingford: CABI Publishing.
- Graham, A., Papatheodorou, A. and Forsyth, P. (eds) (2008) *Aviation and Tourism: Implications for Leisure Travel*. Aldershot: Ashgate.
- Papatheodorou, A. (ed.) (2006) *Corporate Rivalry and Market Power: Competition Issues in the Tourism Industry*, London: IB Tauris.
- Stabler, M. J., Papatheodorou, A. and Sinclair, M. T. (2010) *The Economics of Tourism* (second edition), London: Routledge.
- Moira, P. and Mylonopoulos, D. (2020) *Cruising: Sociological, Cultural, Economic, Legal and Environmental Perspectives* (in Greek), Athens: Tziola Editions.

- Pallis, T., Vaggelas G., Arapi, K., Kladaki, P. and Papachristou, A. (2017) The Development Potential of Homeport Cruising in Greece (in Greek), Athens: Dianeosis
- Profillidis, V. (2010) Air Transport and Airports (in Greek), Athens: Papatotiriou Editions.
- Sambrakos, E. (2018) Transport Economics (in Greek). Piraeus: Varvarigou Editions.

Related academic journals:

- Annals of Tourism Research
- Journal of Air Transport Management
- Journal of Air Transport Studies
- Journal of Transport Geography
- Journal of Transport History
- Journal of Transport Economics and Policy
- Journal of Travel Research
- Transportation Research Part A: Policy and Practice
- Tourism Management

Professional magazines (e.g. Airline Business) and selected websites (e.g. sectoral news agencies)