



Ionian University

Department of Tourism

**International Study Program
“BSc in Hospitality, Tourism and Digital Technologies”**

Quality Policy

April 2025

Introduction

The International Study Program "BSc in Hospitality, Tourism, and Digital Technologies" at the Department of Tourism of the Ionian University is dedicated to delivering a high standard of higher education to its students while fostering a creative and supportive environment for the research and professional development of its staff. The ongoing commitment of both teaching and administrative personnel to the qualitative enhancement of teaching, research, and services is a fundamental principle of our management and collective responsibility.

This International Study Program implements a specific quality policy that aligns with the institutional and regulatory framework of the Ionian University. Through the establishment, evaluation, and continuous refinement of this policy, the Study Program aspires to achieve superior performance and excellence at all levels. This strategy promotes core values, high standards, and best practices, contributing to the institution's mission of delivering high quality teaching and research that benefits the broader community and the country.

The International Study Program fully adheres to the quality policy of the Department of Tourism and the principles of the Ionian University's quality policy. The Department is committed to providing high-quality education across all study cycles within an interdisciplinary framework. Our aim is to deliver systematic and responsible teaching, ensuring that graduates acquire the necessary scientific knowledge, skills, and competencies for successful scientific and professional careers.

Object of the Study Program

Successful completion of the International Study Program leads to the award of the degree "Bachelor of Science (BSc) in Hospitality, Tourism, and Digital Technologies," in accordance with the existing institutional framework governing foreign language Study Programs offered by Greek Universities. Degrees and certificates are issued in English.

Content of the Study Program

The International Study Program encompasses a broad spectrum of topics pertinent to hospitality, tourism, and digital technologies. Students gain knowledge in management principles, tourism economics, marketing, hotel management, and contemporary digital applications within the tourism industry. Significant emphasis is placed on emerging technologies such as artificial intelligence, big data analysis, augmented and virtual reality, blockchain, and automation within the hospitality sector.

Purpose of the Study Program

The aim of the International Study Program is to prepare skilled professionals capable of addressing the demands of the modern tourism industry by leveraging advanced technologies to enhance hospitality service delivery. Graduates will be equipped to implement digital solutions in hotel management, design tourism experiences, and conduct data analysis for strategic decision-making. The International Study Program seeks to foster innovation, sustainability, and competitiveness in the tourism sector.

Vision of the Study Program

The International Study Program aspires to achieve international recognition as a premier academic initiative, preparing the next generation of leaders in the hospitality and tourism sector while harnessing the potential of digital technology. Through an

interdisciplinary, innovative, and sustainable approach, the International Study Program aims to contribute to the transformation of the global tourism landscape, promoting resilient, smart, and sustainable tourism practices.

Mission

The mission of the International Study Program is to deliver high-quality education in the fields of hospitality, tourism, and digital technologies, while promoting interdisciplinary knowledge, research, and innovation. Through an international perspective and experiential learning, the International Study Program prepares students by providing:

- **Specialized knowledge** in hospitality and tourism management.
- **Digital skills** necessary for utilizing new technologies (such as AI, Big Data, IoT, and VR/AR) within the tourism industry.
- **Strategic thinking** and entrepreneurial skills, including e-business acumen, to support sustainable tourism development.
- **Data analysis and information management skills** to enhance tourism experience.
- **Practical experience** and opportunities for international networking through partnerships with leading tourism and hospitality companies, as well as collaboration with other European and international academic institutions.

Objectives

The International Study Program aims to prepare future professionals of the tourism industry with a strong emphasis on the digital transformation within the sector. The main objectives include:

1. **Development of Management and Technological Skills:** Students acquire a comprehensive understanding of tourism business management, with a focus on the application of innovative technologies.
2. **Strengthening Digital Innovation:** Graduates will be equipped to develop and implement modern technological solutions, including smart tourism applications, data analytics, and automated hospitality services.
3. **Promoting Sustainable Tourism:** The Study Program incorporates practices that foster sustainable development in tourism through the application of "smart" management techniques and energy-efficient solutions.
4. **Link to the Labor Market:** The Study Program integrates internships and partnerships with businesses, preparing students to excel in the tourism technology sector.
5. **Cultivating a Research Culture:** Students have opportunities to engage in applied research and innovative practices that will shape the future of hospitality and tourism.

This International Study Program seeks to bridge the gap between traditional tourism management and the demands of modern digital tourism, cultivating skilled professionals who will lead the next generation of tourism development models. These

objectives ensure that the Study Program will have a significant academic, business, and social impact, strengthening the institution's position as a center of innovation and excellence in tourism and digital technologies.

Located at the Ionian University in Corfu, one of Greece's most renowned tourist destinations, the International Study Program leverages the region's rich cultural and tourism heritage, contributing to the establishment of a global hub of excellence in tourism education and research, with a particular focus on digital technologies.

Strategic Objectives of Quality Policy

The curriculum strategy aligns with the strategic objectives of the Ionian University, significantly contributing to its development as a regional center of excellence. The International Study Program's quality policy aims to achieve the following strategic objectives:

- **Enhancing Quality and Excellence:** This objective focuses on student-centered teaching of the highest quality, closely linked to research. Specific quality targets include student participation in course evaluation processes, measuring student satisfaction with the learning experience, monitoring curriculum renewal efforts, and assessing the percentage of courses that integrate research elements.
- **Connecting the Curriculum with the Labor Market:** The International Study Program seeks to strengthen ties to the labor market, setting specific objectives such as tracking the percentage of graduates employed in the tourism sector within 12 months of graduation, fostering connections with tourism and hospitality businesses, and ensuring a percentage of courses include input from industry professionals.
- **Promoting Internationalization and Extroversion:** This objective includes specific quality targets such as increasing the number of lecturers from foreign institutions, organizing a greater number of conferences, seminars, and workshops, and enhancing the number of international research papers/publications in collaboration with researchers from abroad for the teaching staff. Additionally, it emphasizes expanding student educational opportunities through international mobility Study Programs.
- **Continuous Improvement of Administrative Procedures:** A key quality target is to enhance student satisfaction with administrative support provided by the Secretariat.

These strategies aim to deliver an exceptional educational experience, ensuring graduates are well-equipped to compete in an increasingly dynamic professional environment.

Quality Assurance Policies

The Ionian University is committed to ensuring and continuously improving the quality of its educational and research activities, as well as the effective operation of its services, in accordance with international practices, particularly those of the European Higher Education Area and the principles and guidelines of the Hellenic Authority for Higher Education (HAHE).

The mechanisms and decision-making processes for the ongoing improvement of the educational process involve the participation of all members of the academic community. Students actively contribute to shaping the quality strategy of the International Study Program, and by extension, of the Ionian University, through the following methods:

- **Course and Teaching Evaluation Questionnaires:** Students complete these questionnaires at the end of each academic semester.
- **Representation on Academic Committees:** Students participate in bodies such as the General Assembly and the Dean's Office.
- **Suggestions and Complaints Mechanism:** This allows students to submit feedback for the improvement of academic Study Programs and university services.

In addition, the Ionian University and the Department of Tourism maintain collaborations with external institutions, including:

- **Business and Professional Associations:** Organizations in the tourism and hospitality sectors provide input for updating the curriculum.
- **Local Authorities and International Academic Organizations:** These entities offer feedback on Study Program quality.
- **Practical Training and Research Collaborations:** Partnerships with tourism industry bodies enhance student connections with the labor market.

This participatory approach ensures that decisions are representative and focused on improving the educational experience.

The quality assurance of the International Study Program includes the following mechanisms and actions for ongoing monitoring and periodic internal and external evaluation:

- **Quality Assurance Unit (QAU/MODIP):** The QAU/MODIP is the primary body responsible for administering and managing the institution's internal quality assurance system. It oversees the organization, operation, and continuous improvement of the Internal Quality Assurance System (QAS). The QAU implements and coordinates internal evaluation procedures for both academic and service units, while also supporting external evaluation and accreditation processes in line with the principles, guidelines, and directives of the Ionian University.
- **Internal Evaluation Team (IET):** The IET collaborates with the QAU and is responsible for the internal evaluation of the academic and administrative functions of the Department. It collects and analyzes data regarding the quality of education and manages feedback processes from students and external stakeholders. The IET prepares annual reports and recommendations for the QAU/MODIP to facilitate improvements in the curriculum and educational practices. The team is dedicated to implementing a quality policy that upholds the academic integrity and objectives of the curriculum, while also defining and monitoring quality objectives and implementing internal and external quality procedures aimed at continuous improvement.
- **Program Committee:** Comprising seven faculty members from the Department, the Program Committee is established by the Senate upon the recommendation of the Department's General Assembly. This committee is responsible for all aspects of International Study Program organization, administration, and management. Its duties include recommending Study

Program reforms (such as changes related to compulsory and elective courses, ECTS, titles, contents, and the merging or abolition of courses), reviewing course outlines and learning outcomes, documenting the need for changes, recording proposed changes, and keeping minutes of its meetings to be reported back to the new Program Committee and propose transitional provisions. Furthermore, the Program Committee has responsibilities that include:

- a) Formulation and Updating of the Study Guide: The committee ensures that the Study Guide is current and reflects the latest academic and industry developments.
 - b) Distribution of Teaching Work: The committee is responsible for equitably distributing teaching assignments among lecturers, optimizing resources and faculty expertise.
 - c) Addressing Implementation Issues: It tackles any problems that arise during the implementation of the International Study Program and recommends improvements to enhance the educational experience.
 - d) Monitoring Developments in Related Study Programs: The committee keeps abreast of advancements in similar Study Programs at relevant Departments in Greece and abroad to ensure the Study Program remains competitive and relevant.
 - e) Preparation for International Study Program's Accreditation: It takes charge of all tasks related to the accreditation process of the Study Program, ensuring compliance with applicable standards.
 - f) Assessment of Study Program Effectiveness: The committee evaluates Study Program outcomes to determine its effectiveness and areas for enhancement.
 - g) Preparation of the Timetable and Study Program Schedule: It develops the timetable and teaching schedule, ensuring that course offerings are well-organized and accessible to students.
 - h) Development of the Teaching Plan: The committee prepares the Study Program's teaching plan to align with educational objectives and ensure coherent delivery of content.
 - i) Preparation of the Study Program's Final Report: The committee compiles the final report for the Study Program, documenting evaluations, improvements, and future recommendations.
- **Provision for the establishment of an External Advisory Committee**, which will be composed of renowned labour market executives (Greece or abroad) and academics and professors from foreign universities. The members of the Advisory Committee will offer expertise and experience on a voluntary basis and without remuneration, providing advice to the Director and the Program Committee. The External Advisory Committee will consist of five members, with no predetermined ratio between academics and industry executives. Its composition will seek a balanced and functional representation. The Committee will be an advisory body, and its main role will be to express an opinion on the academic development of the Study Program in relation to current trends in similar curricula abroad (teaching and research) and in the labour market.
 - **Re-evaluation, updating, and updating of the course curriculum.** The procedure is fully harmonized with the QAS of the Institution, as defined by QAU/MODIP. The main objective of the process is the continuous improvement and adaptation of the course curriculum to international scientific and professional developments in the tourism sector, to the needs of the labour market, and to modern pedagogical practices.

- **Annual Internal Evaluation-Self-Assessment of the International Study Program**, with the cooperation of the relevant Committees, students, and administrative staff. It consists of the systematic assessment and recording of the teaching, research, or other work carried out by the institution itself and the academic department in relation to its character, objective, and mission.
- **Review, Update and Revision of the Curriculum**. Based on the findings of the internal evaluation, the review and restructuring of the Curriculum are carried out by the Program Committee in collaboration with the IET and the QAU/MODIP. This process includes identifying weaknesses and overlaps in the course content, revising learning objectives and expected learning outcomes to ensure they are clear, measurable, and aligned with the National and European Qualifications Framework, adapting the structure of the Study Program to fully encompass modern trends in tourism, and integrating innovative teaching and assessment methodologies. Additionally, there will be consultative participation of external partners, such as representatives from the tourism industry, certification bodies, and graduates, to formulate a more applicable and competitive Study Program.
- **External evaluation and accreditation of the International Study Program** will be conducted through HAHE. The members of the external evaluation committees are Greek professors from foreign universities, and the evaluations are carried out according to international standards for the assessment of institutions and departments of higher education. The conclusions and recommendations from these evaluations serve as a catalyst for developing the Study Program's strategy for continuous improvement.
- **Implementation of Proposed Improvements and Establishment of a Continuous Monitoring System**: Successful certification should be accompanied by the immediate implementation of the proposed corrective actions identified in the external evaluation. Additionally, there will be a continuous collection of feedback from students, alumni, and employers to identify new needs or shortages in a timely manner. The Program Committee will conduct regular reviews of the Study Program, allowing for the flexible modification of individual elements as needed to adapt to developments in the tourism sector.

Quality Communication

The quality policy of the International Study Program is made public and disseminated to its stakeholders, shaped, changed, improved, and adapted to current conditions and requirements, with continuous feedback from all members (teaching staff, students, administrative staff) through various means. This includes posting all relevant information and documents related to the implementation and operation of the QAS on the Study Program's website, aimed at informing new and current students, graduates, and any other interested parties. Additionally, incoming students receive information during a welcome ceremony, highlighting the fundamental principles and objectives of the Study Program's quality policy. The quality policy is also presented in lectures, workshops, and information events designed to promote the International Study Program to prospective students and other interested parties. Furthermore, there is systematic communication with professional bodies, labor market representatives, and partner organizations within the framework of research, development, and educational programs, as well as through partnerships with local institutions and communities.