



ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΕΙΡΑΙΩΣ

ΤΜΗΜΑ ΤΟΥΡΙΣΤΙΚΩΝ ΣΠΟΥΔΩΝ

**Master's Degree Programme
“Digital Transformation and
Innovation in Tourism”**

**D1.3 Quality policy of the academic unit for the
development and improvement of the distance learning
MSc programme**

Quality Policy of the Department of Tourism Studies

“The Department of Tourism Studies of the University of Piraeus recognises Quality as the principal means of achieving a high standard of educational and research work with the student at its centre. The Department’s quality culture is expressed through the commitment of its academic, research and administrative staff, as well as of its students, to this purpose. The members of the Department work and cooperate in accordance with the values and objectives of the Department, as these are defined by its Vision and Mission, adopting common policies and practices that enable universal participation in processes of continuous improvement.”

The members of the Department work and cooperate in accordance with its values and objectives, as these are defined by its Vision and Mission, adopting common policies and practices that enable universal participation in processes of quality assurance and improvement. The Department is committed to providing modern and competitive programmes of study, to strengthening innovation and applied research in tourism, and to contributing to equal access to knowledge, to outward orientation and to international recognition.

Quality Statement for the Postgraduate Programmes

The Department of Tourism Studies is committed to ensuring the quality of its Postgraduate Programmes at every level of their operation, through the development and application of appropriate policies and procedures that promote academic excellence and continuous improvement.

The Quality Policy for the Postgraduate Programmes forms an integral part of the overall Quality Policy of the Department and of the University of Piraeus and is aligned with:

- the strategic vision and mission of the Department,
- the institutional and regulatory framework in force,
- the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG 2015),
- the Accreditation Standard of the Hellenic Authority for Higher Education (HAHE).

Within this framework, the Department seeks to provide high-level specialised education, to connect teaching with research and with the labour market, to internationalise studies and develop collaborations, and to continuously upgrade its infrastructure and support services.

Quality Policy for distance learning Postgraduate Programmes

The Quality Policy for blended learning/distance learning Postgraduate Programmes specifies the general quality policy of the Department in greater detail, taking into account the particular pedagogical, technological and organisational requirements of distance education.

The development and operation of these programmes is based on safeguarding:

- the academic quality and the equivalence of the learning outcomes and of the degrees awarded with those of the corresponding face-to-face programmes,
- a student-centred approach to learning,
- equal access, accessibility and inclusion,
- the use of modern pedagogical and digital learning tools,
- the transparency and reliability of assessment procedures,
- the continuous monitoring and improvement of the student experience.

This policy is fully aligned with the requirements of HAHE and with the ESG (2015), as well as with the Quality Policy of the University of Piraeus for distance learning postgraduate programmes.

Quality Policy Framework of the Postgraduate Programmes

The Quality Policy of the Postgraduate Programmes of the Department of Tourism Studies is formulated and implemented within an integrated and coherent quality assurance system, which is aligned with the strategy of the Department and of the University of Piraeus. Specifically:

- The Postgraduate Programmes operate on the basis of international quality standards, in accordance with the ESG (2015) and the institutional framework of HAHE.
- The Quality Policy of the Postgraduate Programmes is fully aligned with the Quality Policy of the Institution and of the Department, as well as with their strategic objectives at academic, research and administrative level.
- All members of the academic community recognise and support the Quality Policy, contributing actively to its implementation and to the achievement of its objectives.
- The Quality Policy is specified through clear quality objectives, which include specific performance indicators and mechanisms for monitoring and evaluation.
- An effective Internal Quality Assurance System (IQAS) has been put in place, which includes documented quality procedures, mechanisms for collecting and analysing data, quality and performance indicators, and internal and external evaluation procedures.
- The Quality Policy supports a student-centred approach to learning, the achievement of learning outcomes and the continuous improvement of the educational process.
- The quality of the support services provided is safeguarded, including administrative, academic and technical services, as well as the digital infrastructure required for the operation of the Postgraduate Programmes.

- Quality assurance is based on the cooperation of all parties involved, with the aim of responding to the needs of students, graduates, the labour market and society.
- The Quality Policy includes mechanisms for continuous feedback and improvement, through the use of qualitative and quantitative data and the implementation of corrective actions where required.

Implementation of the Quality Policy

The Quality Policy of the Postgraduate Programmes of the Department of Tourism Studies is implemented through the Internal Quality Assurance System (IQAS) of the University of Piraeus, in accordance with the guidance of the Quality Assurance Unit (QAU) and in cooperation with the Internal Evaluation Group (IEG) of the Department.

Within this framework, quality assurance procedures are systematically applied, which include:

A. Collection and processing of quality data:

- Systematic collection of primary data through course and teaching staff evaluation questionnaires.
- Recording of data on student participation and performance.
- Collection of feedback from graduates and partner organisations.

B. Monitoring of quality indicators:

- Use of qualitative and quantitative indicators to evaluate the effectiveness of the postgraduate programme.
- Monitoring of the achievement of learning outcomes.
- Assessment of the quality of the educational process and of the support services.

C. Role of the Internal Evaluation Group (IEG):

The Internal Evaluation Group (IEG) of the Department collects and analyses quality data, monitors the implementation of the quality objectives, draws up internal evaluation reports, and proposes improvement measures.

D. Role of the Quality Assurance Unit (QAU):

The Quality Assurance Unit (QAU) of the University oversees the implementation of the IQAS, supports the evaluation and accreditation process, and ensures alignment with the standards of HAHE.

E. Continuous improvement process:

The Quality Policy is implemented through a cycle of continuous improvement that includes data collection, analysis and interpretation of results, decision-making, implementation of corrective and preventive actions, and re-evaluation of the results.

F. Internal and external evaluation:

- Conduct of annual internal evaluations within the framework of the IQAS.
- Participation in external evaluation and accreditation procedures carried out by HAHE.

Quality Policy of the MSc programme “Digital Transformation and Innovation in Tourism”

The Quality Policy of the MSc programme “Digital Transformation and Innovation in Tourism” constitutes an integrated framework for assuring and continuously improving the quality of the education provided, adapted to the requirements of blended learning and distance education.

This Policy supports the strategy and the academic profile of the Programme and is fully aligned with:

- the Quality Policy of the University of Piraeus,
- the Quality Policy of the Department of Tourism Studies,
- the institutional and regulatory framework in force,
- the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG 2015),
- the HAHE Accreditation Standard for distance learning postgraduate programmes.

The Programme aims to shape scientifically trained executives in the field of digital transformation and innovation in tourism, capable of responding to the contemporary challenges of the digital economy and of sustainable tourism development.

The Quality Policy of the Programme focuses on:

- ensuring a high standard of education that is scientifically documented and up to date,
- academic equivalence with the corresponding face-to-face programmes,
- the clear formulation and achievement of level 7 learning outcomes (NQF/EQF),
- connecting education with research, innovation and the needs of the labour market,
- the continuous enhancement of the learning experience through modern digital tools and pedagogical practices,
- strengthening outward orientation, internationalisation and partnerships.

The Programme was developed with a view to ensuring scientific coherence and relevance to contemporary European and international strategies, such as the European Tourism Transition Pathway 2030, the Smart Specialisation (S3) strategies and the Digital Europe Programme, thereby strengthening the Programme’s connection with current developments in the tourism and digital sectors.

The implementation of the Quality Policy of the Programme ensures:

- the appropriateness of the structure and organisation of the curriculum,

- the development and continuous updating of high-quality and pedagogically appropriate educational material,
- the alignment of learning outcomes, teaching methods and assessment procedures,
- meaningful interaction between teaching staff and students through synchronous and asynchronous digital tools,
- the transparency, reliability and validity of the assessment procedures,
- the promotion of academic integrity and ethics,
- the connection with the labour market through case studies, workshops and the participation of external collaborators.

The educational process in the Programme is based on a combination of theoretical and applied learning, making use of modern teaching methods such as case studies, group projects, workshops and interactive digital activities, thereby strengthening the link between theory and practice and the development of professional and digital skills. At the same time, the Programme ensures adequate academic, administrative and technical support for students, access to modern digital infrastructure and educational resources, the continuous monitoring and evaluation of the student experience, and the use of feedback for the improvement of the Programme.

Key Pillars of the Quality Policy of the Programme

The Quality Policy of the Programme is specified and implemented through a coherent framework of key pillars, which guide the design, implementation, monitoring and continuous improvement of all academic, educational and administrative functions of the Programme, in full alignment with the Internal Quality Assurance System (IQAS) of the Institution.

1. Ensuring a high standard of education of equivalent quality: The Programme ensures that the content of studies is scientifically documented, up to date and fully equivalent to that of the corresponding face-to-face programmes. The structure and design of the courses are reviewed periodically on the basis of current scientific developments, developments in the tourism and digital sectors, the needs of the labour market, and the achievement of the learning outcomes (NQF – level 7).

2. Pedagogical design and learning outcomes: The Programme ensures the clear definition of learning outcomes, the alignment of learning outcomes, teaching methods and assessment, and the development of high-quality and up-to-date educational material. The educational process is based on modern pedagogical approaches, making use of case studies, group and individual assignments, interactive digital activities, and a combination of synchronous and asynchronous learning.

3. Student support and quality of the learning experience: The Programme ensures a high-quality learning experience through student-centred design, meaningful interaction between teaching staff and students, adequate academic, administrative and technical support, and equal access to the educational material and the digital

infrastructure. At the same time, it systematically monitors the student experience and uses feedback for continuous improvement.

4. Safeguarding academic integrity: The Programme promotes academic ethics and ensures the reliability of assessment procedures through clear assessment criteria, the application of the principles of transparency and equality, the use of appropriate tools for verifying originality, and adherence to established procedures in cases of infringement.

5. Development and support of human resources: The quality of the Programme rests on the scientific and research competence of the teaching staff, on their teaching and digital competence, on continuous training in matters of distance education and new technologies, and on strengthening cooperation and the exchange of good practices.

6. Partnerships, outward orientation and international dimension: The Programme strengthens outward orientation and internationalisation through partnerships with academic institutions and research bodies, links with the tourism and business sector, the participation of external speakers and professionals, and mobility and international cooperation activities. These activities strengthen the link between education and the real economy and international developments.

7. Monitoring, evaluation and continuous improvement: The Quality Policy of the Programme is implemented through systematic internal evaluations, the collection and analysis of feedback from students and graduates, the use of qualitative and quantitative indicators, cooperation with the IEG and the QAU, and the documentation and transparency of all procedures. Within this framework, the Programme sets as a standing objective the continuous enhancement of the educational process, the strengthening of innovation and research, and the improvement of the student experience.

Stakeholders

The Quality Policy of the Programme takes into account the needs, expectations and feedback of the principal stakeholders, thereby contributing to the relevance and effectiveness of the Programme. The principal stakeholders are recognised as being the students of the Programme, its graduates, the faculty members and teaching staff, the administrative and technical staff, partner academic and research bodies, professional and industry bodies of the tourism and business sector, and society at large. The participation of stakeholders is strengthened through evaluation and feedback procedures, partnerships and joint activities, and dialogue with the labour market and the social partners. The systematic incorporation of stakeholder feedback contributes to the continuous improvement of the quality of the Programme and to its adaptation to the contemporary needs of society and the economy.

Publication and revision of the Quality Policy

The Quality Policy of the Programme is published on the official website of the Department of Tourism Studies and of the Postgraduate Programme, as well as by any other appropriate means, in order to ensure that all stakeholders are informed. Publication aims to strengthen transparency and accountability, to inform the academic community and partner bodies, to encourage

active participation in quality assurance procedures, and to cultivate a shared culture of quality.

The Quality Policy is communicated to students and graduates, faculty members and teaching staff, administrative and technical staff, and partner academic, research and professional bodies.

The Quality Policy is subject to regular review and updating, within the framework of the continuous evaluation and improvement of the Programme, taking into account the results of internal and external evaluations, quality data and indicators, stakeholder feedback, and developments in the institutional, scientific and professional environment.

The revision of the Quality Policy is carried out in cooperation with the IEG and the QAU, ensuring its continuous alignment with the strategic objectives of the Department and of the Institution.

The quality policy of the Programme is published on the website of the Programme:

<http://msc-dtitour.unipi.gr/quality-policy>