



UNIVERSITY OF PIRAEUS

DEPARTMENT OF TOURISM STUDIES

STUDY GUIDE 2026-2027

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



Message from the Director

In a global environment that is being digitally transformed at an unprecedented pace, the tourism sector is no exception. On the contrary, it stands at the forefront of change. Success for tourism businesses and destinations no longer depends on traditional hospitality alone, but on the ability to harness data, to integrate Artificial Intelligence and to adopt innovative, sustainable strategies.

The Master's Degree Programme "Digital Transformation and Innovation in Tourism" (MSc in Digital Transformation and Innovation in Tourism), offered by the Department of Tourism Studies of the University of Piraeus, was designed to prepare the new generation of executives who will lead the way in this new digital era. It is a modern, intensive programme that follows a blended learning approach, offering the necessary flexibility without sacrificing academic excellence or interactivity.

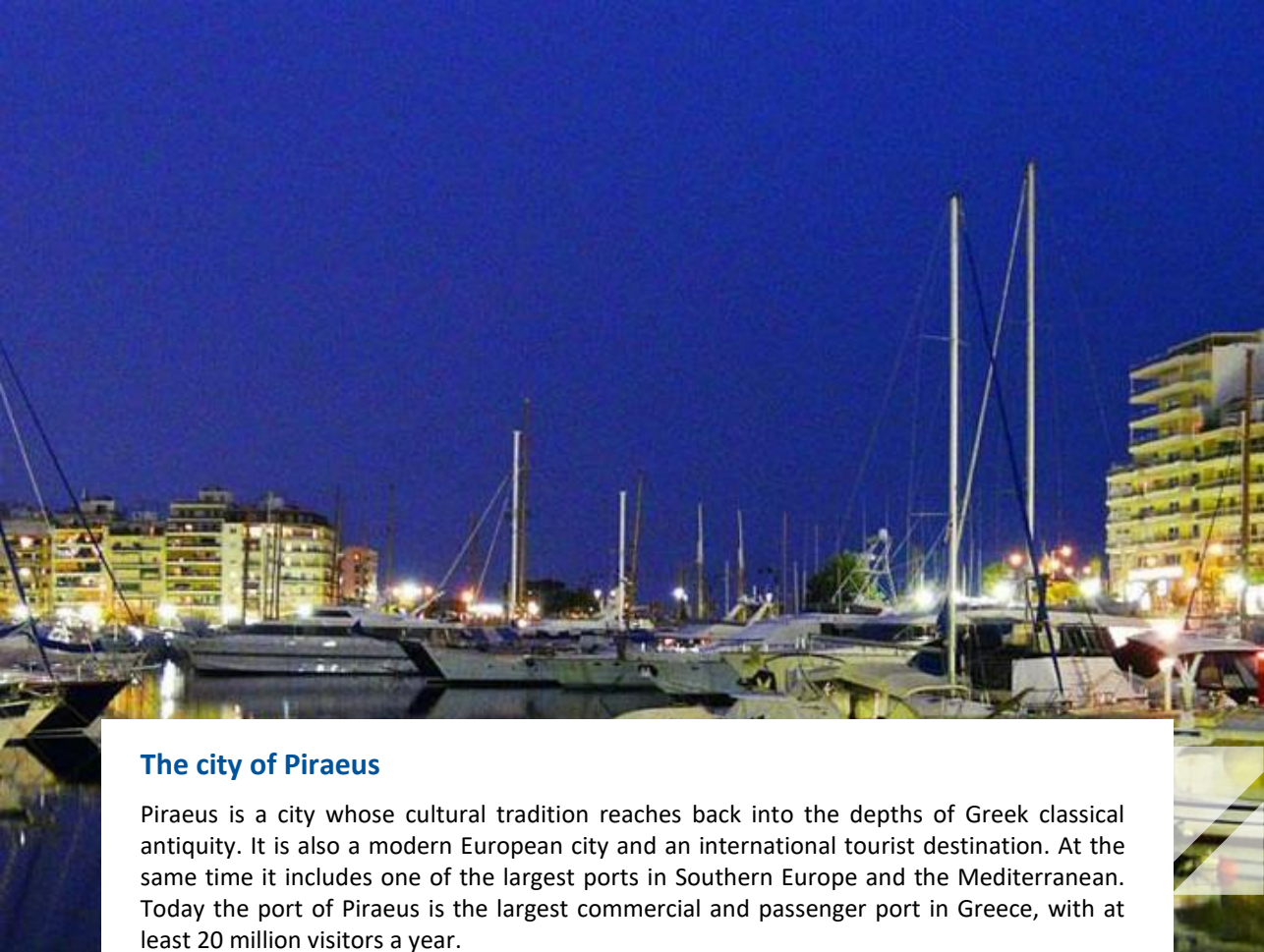
The philosophy of our programme goes beyond purely theoretical training. We focus on applied knowledge, connecting academic research with the real needs of the market. Our students explore fields such as Digital Marketing, Smart Destinations, Big Data Analysis and Metaverse technologies, while at the same time developing critical thinking and strategic insight into crisis management and sustainability (ESG).

The teaching staff of the programme consists of distinguished academics and industry experts, ensuring a multidimensional educational experience. Completing the programme through the Master's Thesis is the culmination of this journey, allowing students to produce original knowledge and to propose innovative solutions for contemporary tourism business.

Our aim is to equip our graduates so that they can act as catalysts of digital change, contributing to the national and international competitiveness of the tourism product.

It is a great pleasure to welcome you to a programme that brings together cutting-edge technology and the hospitality economy, shaping tomorrow's leaders in digital tourism.

Director of the MSc Programme "Digital Transformation and Innovation in Tourism"



The city of Piraeus

Piraeus is a city whose cultural tradition reaches back into the depths of Greek classical antiquity. It is also a modern European city and an international tourist destination. At the same time it includes one of the largest ports in Southern Europe and the Mediterranean. Today the port of Piraeus is the largest commercial and passenger port in Greece, with at least 20 million visitors a year.

The University of Piraeus is the only university in the area of Piraeus and southern Attica. It is located at 80 Karaoli & Dimitriou Street, next to the tourist district of Kastella and only a few metres from the beautiful coastal zone of Pasalimani and Mikrolimano. As a modern university, it wants its students to spend their time productively and in contact with the social life of Piraeus, which will equip them for a successful career and for achieving the goals they have set in life.

As a student city, Piraeus lives to the pulse of its young people, with a good number of quality entertainment and dining venues that attract visitors from across Attica, while it is also one of the safest cities in Greece. In Piraeus, students and visitors alike can visit the Archaeological Museum and the Hellenic Maritime Museum, important monuments such as sections of the 5th-century BC walls, remains of ancient temples and buildings, as well as modern landmarks such as the neoclassical Municipal Theatre, industrial buildings from the early 20th century, listed neoclassical houses and striking modern structures such as the Peace and Friendship Stadium and the Georgios Karaiskakis Stadium.

Piraeus is served by every form of public transport – by the electric railway (STASY Line 1: Piraeus – Kifissia), whose terminal station is “Piraeus”, by the tram, with 11 new stops, and by the Metro, whose terminal station is “Dimotiko Theatro” (Line 3: Dimotiko Theatro – Doukissis Plakentias – Airport). There are also regular bus services from Athens, from Syntagma Square (Line 040) and from Athinas Street at Omonia Square (Line 049), from the airport (Line X96), as well as from other parts of Attica.



The University of Piraeus

The University of Piraeus has many years of experience in research, teaching and operational support in the critical field of tourism, tourism development, tourism business management and the tourism economy.

It has the appropriate teaching and research staff specialising in the field of tourism, with Professors of the University of Piraeus having in the past held key positions in public bodies in the tourism sector, as well as advisory roles in major tourism enterprises. The history of the University of Piraeus is inextricably linked with the tourism sector, since it was here that the first University Centre for Greek and European Tourism Studies and Education operated at national level.

Today, the University of Piraeus successfully runs the first Master's Degree Programme in Business Administration – Tourism Management (MBA Tourism Management), offered by the Department of Business Administration of the School of Economics, Business and International Studies, as well as a distance learning (e-learning) programme of the University of Piraeus in the Management and Organisation of Service Enterprises with a specialisation in Tourism Services.

Specialised doctoral dissertations are also carried out, along with research papers in scientific journals, presentations at international conferences and dissertations in the specialised field of tourism.

Through its Research Centre and its research laboratories, the University of Piraeus has implemented a large number of development projects and special studies focused on tourism.





Department of Tourism Studies

The vision of the Department of Tourism Studies is to establish itself as a catalyst for higher tourism education in Greece and internationally, leading to the formation of highly trained executives for tourism enterprises, organisations and destinations, with entrepreneurial and innovative thinking and a culture of collectivity and inclusion, for the benefit of society and of sustainable tourism development.

The mission of the **Department of Tourism Studies** is to develop high-level executives with higher university education, capable of excelling in every branch of tourism and of contributing to tourism development at international, national, regional and local level. We are committed to promoting excellence in tourism education, to supporting research and innovation, and to advancing the science and the professional specialisation of Tourism, creating the future leaders in Tourism in a constantly changing environment. Our aim is the outward orientation of the Department and its cooperation with the tourism labour market, with bodies of tourism entrepreneurship and with society, cultivating a culture of collectivity and embedding the values of Sustainability, Accessibility for all, and Inclusion.

The Strategic Goals of the Department of Tourism Studies are:

1. To develop executives with higher university education who meet all the requirements for a career in every branch of tourism, as well as in all bodies with tourism interests that are involved in tourism development and policy at international, national, regional and local level.
2. To promote excellence in tourism education and the exploitation of knowledge, with the aim of shaping high-level tourism scientists with Values and with comprehensive knowledge of tourism issues.
3. To develop and support research and innovation that contributes to addressing the contemporary economic, social and business challenges faced by tourism enterprises, organisations and destinations at local, regional, national and international level, in a constantly changing international environment marked by rapid technological developments that bring about new models of corporate governance.
4. To shape scientists capable of understanding the challenges of the modern, constantly changing tourism environment and of contributing to the progress of tourism development and entrepreneurship.
5. To shape future leaders in Tourism, with the skills, knowledge and tools they need in order to manage tourism enterprises and organisations effectively and to become capable of playing a significant role in the wider economic and social life of the country or of the international tourism community.
6. To promote professional specialisation and training in tourism, through flexible, targeted and up-to-date lifelong education and training programmes (whether face-to-face, distance or blended learning).
7. To promote outward orientation and cooperation with academic, research, social and other bodies, for the development of tourism entrepreneurship and of society.
8. To develop a unique culture of collectivity by promoting the values of Sustainability, Accessibility for all, and Inclusion.
9. To connect the Department and the student community with the tourism labour market.

// Bodies of the Department

Governing bodies of the University:

1. Governing Board
2. Senate
3. Rector
4. Vice-Rectors

Bodies of the School of Economics, Business and International Studies:

1. Deanery
2. Dean

Bodies of the Department:

1. Head of Department
2. Interim Assembly of the Department

Head of the Department:

Professor Angelos Kotios

Deputy Head of the Department:

Professor Petros Maravelakis

// Staff

Teaching Staff: Assistant Professors Chrysa Agapitou Sotirios Varelas Georgia Zouni Christos Kabouris Ioannis Katsanakis Ioannis Konaxis Olga Siskou Alexandra-Paraskevi Chytiri	Administrative Staff: Theodora Rouvali – Head of Secretariat Kyriakoula Douva
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// Subject Matter – Purpose of the MSc

The Master’s Degree Programme “Digital Transformation and Innovation in Tourism” (MSc in Digital Transformation and Innovation in Tourism) has as its subject matter the study, analysis and application of the principles, technologies and strategies of digital transformation and innovation across the entire tourism ecosystem, with an emphasis on information systems, data analysis, artificial intelligence, digital marketing, the digital dimensions of business and organisational management, sustainability, crisis management and the creation of innovative tourism experiences and business models.

The purpose of the programme is to provide the specialised knowledge, skills and strategic capabilities required for designing, managing and leading digital transformation and innovation across the entire tourism ecosystem, with the aim of strengthening the competitiveness, sustainability and resilience of the tourism sector at national and international level.

// Institutional framework governing the MSc

The MSc “Digital Transformation and Innovation in Tourism” of the University of Piraeus operates in accordance with the provisions of Law 4957/2022 (Government Gazette A’ 141/21.07.2022), as in force, as well as with the relevant decisions of the governing bodies of the Institution.

The establishment and operation of the programme was approved by a Ministerial Decision published in the Government Gazette (GG B’ ... / ... / 2026), while its organisation and management are governed by the Postgraduate Studies Regulation of the University of Piraeus.

Academic responsibility for and supervision of the programme rest with the Department of Tourism Studies, which is responsible for implementing the educational, research and administrative policy of the Programme, in accordance with the institutional and regulatory framework governing the operation of Master’s Degree Programmes in Greek Higher Education Institutions.

// Detailed Curriculum

Preparatory			
Course Code	Course Title	Teaching Hours	ECTS Credits (%)
P01.	Preparatory Workshop on Research Methods (Εισαγωγικό Εργαστήριο Ερευνητικών Μεθόδων)	10	0 (0%)

First Semester			
Course Code	Course Title	Teaching Hours	ECTS Credits (%)
A01.	Digital Transformation, Information Systems and Artificial Intelligence Applications in Tourism (Ψηφιακός Μετασχηματισμός, Πληροφοριακά Συστήματα και Εφαρμογές Τεχνητής Νοημοσύνης στον Τουρισμό)	32	7.5 (8.3%)
A02.	Strategic Management in Digital Tourism (Στρατηγική Διοίκηση στον Ψηφιακό Τουρισμό)	24	4.5 (5.0%)
A03.	Digital Marketing and Innovative Visitor Experiences in Tourism (Ψηφιακό Μάρκετινγκ και Καινοτόμες Εμπειρίες στον Τουρισμό)	24	4.5 (5.0%)
A04.	Tourism Economics and Economics of Digital Innovation (Οικονομικά του Τουρισμού και της Ψηφιακής Καινοτομίας)	24	4.5 (5.0%)
A05.	Digital Human Resource Management in Tourism (Ψηφιακή Διοίκηση Ανθρώπινου Δυναμικού στον Τουρισμό)	24	4.5 (5.0%)
A06.	Valuation of Digital Investments and Financial Tools in Tourism (Αποτίμηση Ψηφιακών Επενδύσεων και Χρηματοοικονομικά Εργαλεία στον Τουρισμό)	24	4.5 (5.0%)

Second Semester

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hours</i>	<i>ECTS Credits</i>
B01.	Knowledge and Innovation Management in Digital Tourism (Διαχείριση Γνώσης και Καινοτομίας στον Ψηφιακό Τουρισμό)	32	7.5 (8.3%)
B02.	Crisis Management in Digital Tourism (Διαχείριση Κρίσεων στον Ψηφιακό Τουρισμό)	24	4.5 (5.0%)
B03.	Sustainability and ESG in Digital Tourism (Βιωσιμότητα και ESG στον Ψηφιακό Τουρισμό)	24	4.5 (5.0%)
B04.	Accessibility and Inclusion in Digital Tourism (Προσβασιμότητα και Συμπερίληψη στον Ψηφιακό Τουρισμό)	24	4.5 (5.0%)
B05.	Digital Innovation in Alternative Forms of Tourism (Ψηφιακή Καινοτομία στις Εναλλακτικές Μορφές Τουρισμού)	24	4.5 (5.0%)
B06.	International Digital Platforms and Foreign Investment in Tourism (Διεθνείς Ψηφιακές Πλατφόρμες και Ξένες Επενδύσεις στον Τουρισμό)	24	4.5 (5.0%)

Third Semester

<i>Course Code</i>	<i>Course Title</i>	<i>Teaching Hours</i>	<i>ECTS Credits (%)</i>
C01.	Research Design & Thesis Seminar (Σεμινάριο Σχεδιασμού Έρευνας και Διπλωματικής Εργασίας)	20	5 (5.6%)
C02.	Master's Thesis (Διπλωματική Εργασία)	-	25 (27.8%)



// Detailed Course Descriptions

PREPARATORY COURSE

PREPARATORY WORKSHOP ON RESEARCH METHODS

Course content

The course functions as an introductory and preparatory workshop, aimed at familiarising students with the basic principles of scientific research and supporting the successful completion of academic assignments within the MSc programme. The course does not replace the “Research Design & Thesis Seminar”, but complements it, providing the basic knowledge and skills required in order to follow it. It begins by presenting the fundamental concepts of the research process, including the formulation of research questions, the literature review and the selection of an appropriate research methodology. The main approaches (quantitative, qualitative and mixed methods) are briefly examined, together with issues of sampling, data collection and data analysis. Particular emphasis is placed on academic writing, on the structure and organisation of assignments, on the use of bibliographic sources and on the correct application of referencing systems. At the same time, issues of research ethics, reliability and validity are analysed, as well as the avoidance of plagiarism. The course concludes with practical guidance on formulating a preliminary research idea, which may serve as a starting point for future assignments within the programme of study.

Learning outcomes

On completion of the course, students will be able to:

- Understand the basic principles of scientific and applied research in tourism and management.
- Recognise different research approaches (quantitative, qualitative, mixed).
- Understand the structure of an academic paper and the basic stages of producing it.
- Formulate initial research ideas and questions.
- Recognise basic methods of data collection and analysis.
- Organise the structure of an academic assignment (essay, report).
- Use basic techniques of documentation and bibliographic referencing.
- Become familiar with the basic principles of research thinking and critical approach.
- Follow the basic principles of academic ethics and the avoidance of plagiarism.
- Present basic research ideas clearly.

FIRST SEMESTER COURSES

DIGITAL TRANSFORMATION, INFORMATION SYSTEMS AND ARTIFICIAL INTELLIGENCE APPLICATIONS IN TOURISM

Course content

The course introduces the basic concepts, strategies and architectures of digital transformation in tourism enterprises, organisations and destinations. It examines the role of information systems in the operation and development of tourism organisations, with an emphasis on systems such as PMS, CRM, ERP, CMS, channel managers and data platforms. It analyses the use of data to optimise the customer experience and support decision-making, as well as the integration of artificial intelligence and machine learning technologies, such as service personalisation, demand forecasting, dynamic pricing, chatbots, recommender systems and sentiment analysis. Particular emphasis is placed on issues of data governance, cybersecurity, privacy and the ethical use of artificial intelligence. The course includes case studies from hospitality and transport businesses, digital platforms (OTAs) and destination management organisations (DMOs), as well as applied exercises.

Learning outcomes

On completion of the course, students will be able to:

- Understand the basic concepts and strategies of digital transformation in the tourism sector.
- Recognise the role and operation of information systems (PMS, CRM, ERP, CMS, data platforms).
- Understand the basic principles of artificial intelligence and machine learning applications in tourism.
- Understand issues of data governance, cybersecurity and AI ethics.
- Analyse the digital strategies of tourism enterprises and organisations.
- Assess the suitability of information systems in different business environments.
- Apply basic techniques of data analysis and use of AI (e.g. personalization, forecasting, sentiment analysis).
- Design simple digital transformation solutions for tourism organisations.
- Combine technological and managerial knowledge for decision-making.
- Assess the impact of AI at business and social level.
- Develop a critical approach to issues of digital innovation.
- Take into account ethical and regulatory dimensions in the use of data.

STRATEGIC MANAGEMENT IN DIGITAL TOURISM

Course content

Strategic management in digital tourism encompasses all dimensions of the operation of tourism organisations, destinations and digital ecosystems, and aims to make use of the knowledge and skills acquired in other courses of the programme. It comprises the following units:

- Introductory Concepts of Strategic Management in Digital Tourism.
- Digital Governance, Data and Business Ethics in Tourism.
- Analysis of the External and Internal Environment in Digital Tourism.
- Strategy Formulation in Digital Tourism and Levels of Strategy.
- Competitive Advantage and Digital Competitiveness of Tourism Organisations and Destinations.
- Strategic Management of Digital Tourism for Organisations and Destinations: Principles, Structures and Operating Models.
- Analysis of the Digital Tourism Environment: Markets, Platforms, Stakeholders, Risks and Sustainability.
- Strategic Models and Tools in Digital Tourism (Value Proposition, Digital Business Models, Customer Experience, Data Analytics).
- Strategy Implementation in Digital Tourism in Small and Large Organisations and Destinations.
- Strategy Evaluation in Digital Tourism: Performance Indicators, Digital KPIs and Metrics.
- Case Studies in Digital Tourism – Strategy Implementation.
- Case Studies in Digital Tourism – Strategy Evaluation.
- Final Review and Synthesis of the Strategic Management Process.

Learning outcomes

On successful completion of the course, students will be able to:

- Explain the basic concepts of strategic management in digital tourism and their importance for the planning, management and sustainable development of tourism organisations and destinations.
- Develop a complete strategic plan for a tourism organisation, a destination or a digital platform, taking into account strategic positioning, stakeholders, available data, technological resources, risks and the life cycle of digital services.
- Design and implement implementation strategies in digital environments, with an emphasis on user experience management, the operational organisation of digital channels, data governance, crisis management and the use of innovative technologies.
- Evaluate the results of digital tourism strategies both quantitatively and qualitatively, taking into account performance indicators relating to user

engagement, channel effectiveness, visitor satisfaction and the overall value delivered to the destination and its stakeholders.

DIGITAL MARKETING AND INNOVATIVE VISITOR EXPERIENCES IN TOURISM

Course content

The course focuses on the strategic planning and implementation of digital marketing strategies in tourism, integrating data, artificial intelligence, analytics and experience design in complex and dynamic tourism ecosystems (businesses and destinations). It approaches digital marketing not as a set of tools but as an integrated system for creating strategic value and competitive advantage. It analyses the evolution of the digital ecosystem in tourism and the behaviour of the contemporary digital traveller, from the inspiration stage through to post-trip engagement. It examines strategic planning models (e.g. SOSTAC), techniques for analysing the competitive environment (SWOT, benchmarking), as well as the development of buyer personas and value propositions for tourism businesses and destinations. The course goes deeper into the design of omnichannel funnels and customer journeys, with an emphasis on experience design, personalization logic, the management of digital touchpoints and the optimisation of user experience (UX). Particular emphasis is placed on marketing analytics and on the design of KPI frameworks, while innovative digital business models in tourism are also examined (platform economy, shared economy, digital marketplaces). The course concludes with an applied workshop component, in which students develop a complete Digital Marketing Plan for a tourism business or destination, integrating strategy, funnel design, personalization, a KPI dashboard and measurable performance indicators.

Learning outcomes

On successful completion of the course, students will be able to:

- Critically analyse contemporary theories and models of digital marketing in the context of tourism ecosystems.
- Interpret the role of data, artificial intelligence and digital channels in shaping the tourism experience.
- Connect destination branding strategies with omnichannel digital environments.
- Design a complete digital marketing funnel and customer journey in a multichannel environment.
- Select and justify appropriate tools (SEO, SEM, Social, Automation, CRM, AI-based personalization) on the basis of strategic objectives.
- Develop KPI frameworks and evaluate campaigns using analytics and the basic principles of attribution.
- Put together a campaign plan that integrates experience design and personalization technologies.
- Make well-founded strategic decisions in complex and uncertain tourism environments.

- Combine market data, technological capabilities and creative design in order to generate measurable value.
- Present strategic proposals clearly to both specialist and non-specialist audiences.

TOURISM ECONOMICS AND ECONOMICS OF DIGITAL INNOVATION

Course content

The course has a twofold character, combining the basic principles of tourism economics (e.g. the effect of prices and leisure time on demand; the effect of seasonality, the development of economies of scale and scope, the cost structure of accommodation: the supply side) with the effects of digital innovation on demand, supply, productivity and market structure. Specifically, it analyses the behaviour of travellers (e.g. destination and accommodation preferences and choices based on the online reviews of other travellers) and of businesses in digital environments (e.g. the effect of digital platforms/marketplaces on competition between tourism businesses and on their bargaining power). The logic of the sharing economy in tourism is analysed, with reference to the reduction of transaction costs and the exploitation of idle resources. In addition, the course examines the effect of dynamic pricing (first-, second- and third-degree price discrimination) on accommodation and air tickets, and on the revenue management of the respective businesses. It also analyses indicators and data on tourism activity in combination with the economic effects of tourism development on destinations, in terms of increased investment and consequently employment and public revenue (positive effects), while at the same time considering potentially adverse consequences for the local community, such as rising housing prices. The main performance measures for assessing the effectiveness and profitability of investments (e.g. ROI, Return on Investment) are presented and applied to realistic scenarios of investment in modern technologies and digital products in tourism. Finally, beyond the theoretical background of the course, real data are analysed (on the impact of digital transformation on the economics of the tourism sector), case studies are examined and public policies and scenarios are evaluated in terms of their effects on the tourism industry (e.g. what the effects of an increase in the accommodation tax would be).

Learning outcomes

On successful completion of the course, students are expected to be able to:

- Analyse the basic principles of tourism economics (demand, supply, elasticities, structural characteristics of markets).
- Interpret the results of tourism activity indicators.
- Interpret the effects of digital innovation on the demand for tourism services, assessing the role of information, online reviews,

recommendation algorithms and reduced search costs in shaping purchasing decisions.

- Interpret the effects of dynamic pricing on the formation of tourism demand and on the revenue of tourism businesses.
- Analyse the characteristics of the sharing economy and interpret the consequences it has for the development of the tourism sector.
- Analyse changes in the supply and productivity of tourism businesses in the light of automation, data analytics, artificial intelligence and digital distribution channels.
- Analyse the behaviour of travellers and businesses in digital environments.
- Assess the economic effects of tourism activity on destinations.
- Assess, on the basis of economic criteria, the feasibility of investing in cutting-edge technologies and digital products.
- Develop well-founded policy recommendations or business strategies for promoting digital innovation in the tourism sector.

DIGITAL HUMAN RESOURCE MANAGEMENT IN TOURISM

Course content

The course examines the digital transformation of Human Resource Management (HRM) functions in the tourism sector. It focuses on the use of technological tools and the integration of Artificial Intelligence into the processes of workforce planning, recruitment and selection, training and development, appraisal, as well as talent retention and employee engagement in an environment characterised by high seasonality and multiculturalism. At the same time, it explores the effects of international digital trends (automation, platform work, remote working models) on job design and talent management. Particular emphasis is placed on the strategic dimension, through skills development (reskilling/upskilling) and change management in innovation environments, ensuring that the workforce remains competitive in the age of automation. The course goes deeper into the use of HR Information Systems (HRIS) and data analysis (HR Analytics) for evidence-based decision making (Evidence-Based HRM). It also examines contemporary concepts such as Employee Experience and its improvement (Employee Journey). The course goes on to integrate principles of sustainability and inclusion. Finally, it takes a critical approach to the ethical and legal issues (GDPR, algorithmic bias) that arise from the use of employee data, providing students with the tools to implement hybrid or remote working policies and to create HR dashboards.

Learning outcomes

On successful completion of the course, students will be able to:

- Critically analyse the transition from traditional to Digital HRM, assessing how international trends (automation, platform work) are reshaping roles and talent management in tourism.
- Develop reskilling and upskilling strategies, safeguarding the competitiveness of the workforce in the face of automation.
- Evaluate and select appropriate HR Information Systems (HRIS) and Artificial Intelligence (AI) tools for optimising workforce planning, recruitment and selection, training and development, and employee appraisal.
- Apply data analysis techniques (HR Analytics) in order to draw conclusions and implement “Evidence-Based HRM” in tourism businesses.
- Build and configure digital HR Dashboards for monitoring KPIs relating to seasonality, performance and employee retention.
- Design and map the Employee Journey, using digital tools to strengthen engagement and the overall Employee Experience.
- Formulate comprehensive policies for hybrid and remote working models, adapted to the specific features of the tourism industry (frontline vs back-office).
- Identify and address ethical issues such as algorithmic bias and risks to personal data protection (GDPR).
- Integrate principles of sustainability and inclusion into the design of digital HR systems, promoting a fair and multicultural working environment.

VALUATION OF DIGITAL INVESTMENTS AND FINANCIAL TOOLS IN TOURISM

Course content

The purpose of the course is to cover the basic principles of Financial Management for businesses operating in the tourism and hospitality sector, while at the same time valuing digital investments in that sector. The content of the course includes the following basic thematic units:

- Introduction to the financial management of tourism businesses in the modern digital environment.
- Time value of money.
- Analysis of financial statements using ratios.
- Use of financial information for decision-making.

- Investment appraisal for tourism businesses.
- Risk and return on investment.
- Risk management.
- Valuation of digital investments.
- Cost of Capital.

Learning outcomes

On completion of the lectures, students will be able to:

Understand the concept of Financial Management in the modern digital environment.

- Understand the concept of the time value of money.
- Analyse the financial statements of tourism and hospitality businesses, calculating and interpreting financial ratios.
- Use financial information for business decision-making, while also understanding international and domestic risks.
- Appraise the investment plans of a tourism business.
- Understand the link between risk and return.
- Manage risk.
- Value digital investments.
- Understand and calculate the cost of capital of a business.

SECOND SEMESTER COURSES

KNOWLEDGE AND INNOVATION MANAGEMENT IN DIGITAL TOURISM

Course content

The course examines the role of knowledge and innovation in the digital transformation of tourism. It analyses the ways in which tourism organisations create, store, share and use knowledge in order to strengthen competitiveness and organisational performance. Particular emphasis is placed on organisational learning, on the development of a culture of innovation and on knowledge management in digital environments. It examines open innovation models, collaboration between businesses, startups, universities and public bodies, as well as the functioning of innovation ecosystems in tourism. The course covers knowledge management and collaboration tools and platforms, together with innovation development processes (innovation pipelines), idea evaluation and the design of new products and services. It also examines the concept of data-driven innovation and the use of data to support innovation. Workshops and applications are included, such as the innovation canvas, roadmap design and the development of innovative proposals for tourism organisations and destinations.

Learning outcomes

On completion of the course, students will be able to:

- Understand the basic concepts of knowledge management and innovation in tourism.
- Recognise the mechanisms for creating, storing and disseminating knowledge in organisations.
- Understand the concept of organisational learning and of a culture of innovation.
- Know models of open innovation and collaborative ecosystems.
- Understand the principles of data-driven innovation in tourism.
- Analyse knowledge management systems and practices in tourism organisations.
- Design innovation processes (innovation pipelines).
- Evaluate ideas and innovative proposals (idea evaluation frameworks).
- Use innovation tools (innovation canvas, roadmaps, collaborative platforms).
- Develop proposals for new products or services in tourism.
- Combine knowledge from different fields in order to develop innovative solutions.
- Work together in interdisciplinary and multi-organisational environments.
- Take strategic decisions regarding innovation and knowledge management.
- Develop critical thinking about the sustainability and impact of innovation.
- Manage innovation initiatives in digital tourism ecosystems.

CRISIS MANAGEMENT IN DIGITAL TOURISM

Course content

The content of the course includes the following basic thematic units:

- Introduction to Crisis Management in Digital Tourism.
- The Digital Risk Environment in Tourism.
- Hybrid Crises (Natural, Health-related, Geopolitical) in a Digital Environment.
- Crisis Management Models in Digital Tourism.
- Governance and Strategic Crisis Planning.
- Early Identification and Prediction of a Digital Crisis.
- Digital Communication in Crisis Conditions.
- Digital Reputation Management and Restoring Trust.
- Cybersecurity in Tourism.
- Business Continuity and Digital Resilience.

Learning outcomes

On successful completion of the course, students will be able to:

- Define and analyse the concepts of crisis and digital crisis in the tourism ecosystem.

- Recognise digital risks that may lead to a crisis.
- Analyse the stages of the life cycle of a digital crisis.
- Identify the sources and forms of crises.
- Identify early warning signals through social listening, analytics and AI tools.
- Assess the role of digital communication in crisis management.
- Plan the preparatory actions required of tourism businesses in the event of a digital crisis.
- Critically evaluate international case studies of digital crises in tourism.

SUSTAINABILITY AND ESG IN DIGITAL TOURISM

Course content

The course examines the link between sustainability and digital transformation in tourism, with an emphasis on the ESG framework and on the processes of measuring and reporting performance. Particular emphasis is placed on the spatial dimension of sustainability and on the relationship of tourism with the landscape, natural resources and the carrying capacity of destinations. It analyses the role of digital tools in managing environmental impacts, in sustainable mobility, in managing visitor flows and in optimising the use of land and infrastructure. It also examines the social dimension of ESG at the level of local communities, spatial cohesion and the quality of public space. Key indicators, international frameworks and practical applications (dashboards, reporting, certifications) are presented, with an emphasis on the use of data for designing sustainable tourism interventions at business and destination level. Teaching is based on the analysis of selected case studies examining real applications of digital sustainability tools in tourism landscapes and destinations. As part of the course, students develop a concise ESG action plan that incorporates spatial parameters and principles of sustainable design.

Learning outcomes

On completion of the course, students will be able to:

- Analyse the ESG framework in tourism from a spatial perspective.
- Evaluate digital tools for monitoring environmental and social performance.
- Formulate well-founded proposals for sustainable design for tourism destinations.

ACCESSIBILITY AND INCLUSION IN DIGITAL TOURISM

Course content

The course examines in depth the concepts of accessibility and inclusion in digital tourism, focusing on the design of experiences and services that respond to the needs of different user groups. It presents the principles of universal design and inclusive design, as well as the international

standards for the accessibility of digital content, such as the WCAG guidelines. Particular emphasis is placed on applying these principles to tourism websites, applications, booking platforms and destination digital content, highlighting the importance of accessibility as a critical factor in improving the user experience, strengthening the brand and complying with the regulatory framework. At the same time, the course introduces methodologies for assessing accessibility (accessibility audits) and tools for analysing digital interfaces, while placing emphasis on the design of inclusive user journeys and personas that reflect the diversity of visitors. Through case studies and applied projects, students are asked to identify accessibility problems and to propose well-founded improvement solutions, linking theory with practice. The course highlights the strategic dimension of accessibility in tourism, as an element of social responsibility, innovation and sustainable development.

Learning outcomes

On successful completion of the course, students will be able to:

- Understand the principles of universal design and inclusive design.
- Recognise the international accessibility standards (WCAG).
- Analyse the relationship between accessibility, customer experience and brand value.
- Understand the regulatory framework (EU accessibility directives).
- Design accessible digital tourism experiences.
- Carry out accessibility audits on websites/apps.
- Create inclusive user journeys.
- Develop proposals for improving services.
- Integrate inclusion into the strategies of tourism organisations.
- Combine technology, experience and social responsibility.
- Take decisions on the basis of data and diverse user needs.

DIGITAL INNOVATION IN ALTERNATIVE FORMS OF TOURISM

Course content

The course examines Alternative and Special Forms of Tourism within the context of the wider digital transformation of the tourism sector. It analyses the transition from the mass development model to sustainable, authentic and thematic models, as a response to overtourism, environmental pressures and the changing expectations of contemporary travellers. It presents the theoretical foundations and the main forms (cultural, agrotourism, gastronomic, religious, health/wellness, walking, sports), with an emphasis on differentiation, sustainability and their role in regional development. Digital transformation is approached as a strategic lever for redesigning alternative forms, enabling new forms of experience, connection and added value. Particular emphasis is placed on the strategic marketing of Alternative Forms of Tourism in a digitally mediated environment. The course examines the segmentation of specialised markets, the analysis of consumer behaviour, the formulation of a value proposition and the positioning

of thematic products, in combination with modern digital marketing tools. It analyses branding, storytelling and experience strategies, as well as the use of social networks, communities, platforms and e-commerce for the targeted promotion of niche markets. Digital transformation is not treated simply as a technological upgrade, but as a holistic restructuring of the way in which alternative tourism products are designed, communicated and distributed. At the same time, the course highlights the role of digital innovation in creating sustainable and competitive alternative tourism ecosystems. The use of data, the personalisation of experiences, digital distribution channels and smart platforms support the differentiation of small providers and local communities, strengthening authenticity and regional development. Through case studies and the applied development of a strategic plan, students are asked to combine theory, marketing and digital transformation, formulating comprehensive proposals for strengthening innovative alternative forms of tourism in a globalised and digitally changing environment.

Learning outcomes

On successful completion of the course, students will be able to:

- Critically analyse the fundamental concepts, theoretical approaches and schools of research governing alternative forms of tourism and special interest tourism at international level.
- Assess the effects of mass tourism (overtourism, carrying capacity, environmental degradation) and justify the need to move towards sustainable, authentic and thematic models of development.
- Interpret contemporary demand trends for authentic, experiential and high-quality experiences and relate them to the new framework of responsible and soft tourism.
- Design comprehensive strategies for the development, organisation and promotion of alternative tourism products, making use of both traditional and digital distribution and communication channels.
- Apply market and consumer behaviour analysis tools in order to create differentiated thematic tourism packages.
- Integrate digital technologies (e-commerce, social media, mobile, data analytics) into the design and commercial exploitation of alternative forms of tourism.
- Develop and evaluate business ideas in the field of alternative tourism on the basis of sustainability, local authenticity and economic feasibility criteria.
- Manage complex development plans for alternative forms of tourism in uncertain environments, taking well-founded strategic decisions.
- Combine theoretical and empirical approaches in order to formulate policies and interventions that strengthen regional development through soft

and sustainable forms of tourism.

- Critically evaluate international and Greek case studies and formulate improvement proposals with an emphasis on innovation and sustainable development.

INTERNATIONAL DIGITAL PLATFORMS AND FOREIGN INVESTMENT IN TOURISM

Course content

The course examines the role of international digital platforms in contemporary tourism and their transformative effect on market structure, competition and business models. It analyses the main categories of platforms, such as online travel agencies (OTAs), marketplaces, review platforms and sharing economy platforms, with an emphasis on concepts such as network effects, platform power and the comparative advantage of data. Particular emphasis is placed on the way in which platforms shape the behaviour of consumers and businesses, as well as on the strategies by which tourism businesses and destinations become dependent on them or reduce that dependence. At the same time, the course examines foreign investment in tourism, analysing the criteria that make destinations and businesses attractive, the role of digital maturity and data in investment decision-making, and the regulatory and competition issues that arise. Through case studies of international platforms such as Booking, Airbnb and TripAdvisor, students develop the ability to assess strategic effects on the market, to identify opportunities and risks and to formulate well-founded policy and business strategy proposals.

Learning outcomes

On completion of the course, students will be able to:

- Understand the role of digital platforms in tourism (OTAs, marketplaces, sharing economy).
- Analyse concepts such as network effects, platform power and data advantage.
- Understand the dynamics of foreign investment in tourism.
- Interpret the regulatory and competitive framework.
- Analyse strategic platform ecosystems.
- Assess investment opportunities in tourism destinations.
- Carry out case analysis (Booking, Airbnb, TripAdvisor).
- Formulate strategies for cooperation with platforms or for reducing dependence on them.
- Link digital maturity with investment attractiveness.
- Take strategic decisions in a platform economy environment.
- Develop policies and strategies for destinations and businesses.

THIRD SEMESTER COURSES

RESEARCH DESIGN AND THESIS SEMINAR

Course content

The course introduces students to the basic principles of scientific research design

and to the development of a research proposal for the Master's thesis. It begins by presenting the basic concepts of scientific research, the stages of the research process and the formulation of a research problem. It examines the development of research questions and working hypotheses, as well as the importance of the literature review for shaping a theoretical framework. It then analyses the main methodological approaches used in the social sciences, such as quantitative and qualitative research, together with data collection instruments such as questionnaires, interviews and case studies. Issues of sampling, validity and reliability of research are also presented, as well as the basic principles of data analysis. Finally, students are guided in formulating a complete research proposal for their Master's thesis, which includes the research problem, the theoretical framework, the methodology for collecting and analysing data and an indicative timetable for carrying out the research.

Learning outcomes

On successful completion of the course, students will be able to:

- Understand the process of designing scientific research in the social sciences and in particular in tourism and business administration.
- Formulate a clear research problem and develop research questions or working hypotheses.
- Carry out a systematic review of the international scientific literature.
- Select appropriate quantitative or qualitative research methods.
- Design data collection instruments such as questionnaires or interview guides.
- Assess the methodological validity and reliability of a research approach.
- Develop a complete research proposal for the Master's thesis.
- Present and defend a research idea scientifically.

MASTER'S THESIS

Course content

The Master's thesis is the culmination of the learning process of the MSc programme and aims at the in-depth investigation of a specialised topic in the field of digital transformation and innovation in tourism. The thesis is based on the research proposal developed in the course "Research Design and Thesis Seminar" and involves its full development and implementation. The thesis may be i) research-based (quantitative, qualitative or mixed), ii) applied (case study, business analysis, data-driven project), or iii) a strategic/consulting study. The thesis includes: i) a clear statement of the research problem, ii) a literature review, iii) methodology, iv) data analysis, v) presentation of results, and vi) conclusions and recommendations.

Learning outcomes

On completion of the course, students will be able to:

- Understand in depth a specialised topic in digital transformation and innovation in tourism.
- Know advanced research methodologies.
- Understand the link between theory and practice in the tourism sector.
- Formulate research questions and hypotheses.
- Design and carry out research projects (quantitative, qualitative or mixed).
- Analyse data and draw well-founded conclusions.
- Write a complete scientific text.
- Present results with clarity and scientific documentation.
- Combine knowledge from different scientific fields.
- Take well-founded decisions.
- Develop innovative solutions to real problems in tourism.
- Apply critical thinking and research autonomy.

// Learning Outcomes of the MSc Programme

On completing their studies, graduates of the MSc programme DIGITAL TRANSFORMATION AND INNOVATION IN TOURISM will be able to:

- Understand in depth the principles, strategies and technologies of digital transformation in tourism.
- Know the role and operation of advanced information systems (PMS, CRM, ERP, data platforms).
- Understand applications of Artificial Intelligence and data analysis in tourism.
- Know contemporary approaches to management, marketing, sustainability and the financial appraisal of digital investments.
- Understand issues of data governance, cybersecurity, privacy and the ethics of Artificial Intelligence.
- Master advanced research methodologies and the link between theory and practice.
- Analyse digital transformation strategies in businesses and destinations.
- Evaluate and select appropriate information systems and technological solutions.
- Apply data analysis and artificial intelligence techniques (e.g. forecasting, personalization, sentiment analysis).
- Design digital marketing strategies and campaigns based on data and KPIs.
- Develop innovative solutions and experiences in tourism using technology.
- Carry out research projects (design, collection and analysis of data, writing).
- Present well-founded proposals to specialist and non-specialist audiences.
- Take strategic decisions in complex and uncertain tourism environments.
- Combine technological, managerial and analytical knowledge in order to generate business value.
- Assess the business and social impacts of technology and artificial intelligence.
- Integrate ethical, regulatory and sustainable dimensions into decision-making.
- Develop innovative strategies and business models in tourism.
- Manage digital transformation and innovation projects.
- Work effectively in interdisciplinary and multi-stakeholder environments, combining knowledge from tourism, management, technology and data analysis.
- Adapt to new technological, organisational and market conditions, responding to complex problems and changing environments in digital tourism.
- Develop autonomy, critical thinking and the ability to carry out well-founded reflective evaluation when designing, implementing and assessing strategic and research interventions.
- Produce new research and applied ideas for digital transformation and innovation in tourism, with scientific documentation and professional responsibility.

// Categories of Eligible Graduates & Evaluation of Candidates

1. The programme admits holders of a first-cycle degree from University and Technological sector institutions in Greece, or from recognised equivalent institutions abroad, in accordance with the provisions of Law 4957/2022.
2. The selection criteria that are required or taken into account during the selection of admitted students, as well as the way in which they are to be evidenced, are set out in the Operating Regulation of the programme.
3. Candidates are evaluated through assessment of their application file, a personal interview and/or examinations, in accordance with the criteria and the selection procedure set out in the Operating Regulation of the programme.

// Duration of Studies – Credits

1. The duration of studies for the award of the Master's Degree (MSc) is set at three (3) academic semesters of full-time study. These three semesters include attendance of the courses and the preparation of the Master's Thesis, in accordance with the structure of the programme of study.
2. The Master's Degree Programme is a full-time programme.
3. The total number of Credits (ECTS) required for the award of the Master's Degree amounts to ninety (90) ECTS credits, which are distributed across the three semesters of study in accordance with the approved programme of study.
4. Supplementary educational activities, such as workshops or optional research/applied work, may be offered within the programme without awarding additional credits (ECTS) and without altering the total duration or the graduation requirements.

// Language of Instruction

1. The official language of instruction of the Programme is Greek.
2. Courses or lectures may also be offered in English.

// Organisation of the Educational Process

1. The educational process in the Master's Degree Programme "Digital Transformation and Innovation in Tourism" (MSc in Digital Transformation and Innovation in Tourism) is organised on a hybrid teaching model (HyFlex), which combines face-to-face teaching with synchronous and asynchronous distance learning, making use of modern digital technologies and educational platforms.
2. Within the hybrid (HyFlex) model, students are given the option of attending either in person at the facilities of the University of Piraeus or remotely in real time, with no difference in content, participation or assessment. The educational process is additionally supported by asynchronous digital learning material, made available through the Institution's official electronic platform.
3. Organising the educational process with hybrid and distance methods ensures equal access and participation for all students and safeguards accessibility for people with disabilities and special educational needs, in accordance with the provisions of paragraph 1 of article 67 of Law 4957/2022 (A' 141). The University of Piraeus uses electronic platforms and digital tools that meet the relevant accessibility specifications.

// Teaching methods and feedback

1. In order to achieve the learning objectives, a combination of face-to-face teaching and synchronous and asynchronous forms of distance learning is used, within a hybrid model (blended/HyFlex) that ensures both flexibility in study and systematic interaction between teaching staff and students.
2. Teaching methods include live online lectures, face-to-face educational activities, structured discussions, case studies, group and individual assignments of an applied and synthetic nature, as well as the use of digital educational resources and interactive tools. At the same time, contemporary pedagogical approaches are incorporated, such as the flipped classroom, collaborative learning and the use of simulation scenarios, where these are considered appropriate.
3. Student assessment is based on a combination of formative and final methods, which are specified for each course in the approved course outlines.
4. Depending on the nature and the learning outcomes of each course, assessment may include a final examination, case study analysis, individual or group assignments, presentation and active participation, with clearly defined and published assessment criteria.
5. Student assessment and the provision of feedback are an integral part of the pedagogical framework of the programme. Students receive regular, clear and well-founded feedback on their assignments, activities and performance, with the aim of supporting their learning path and continuously improving learning outcomes.
6. Feedback is provided through the Institution's digital platforms and through face-to-face interaction and combines qualitative comments with quantitative assessment, while formative assessment during the educational process is also encouraged.



// Services and Facilities for Students

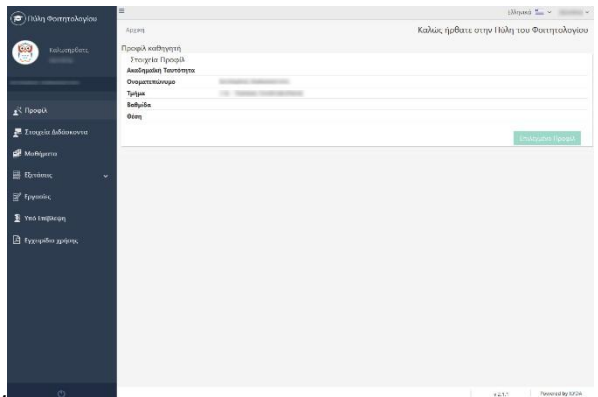
PERSONAL ACCESS CODES

On completing your registration at the University, you will receive from the Secretariat of your Department your personal access codes, with which you will gain access both to your personal student account and to the electronic services provided by the University and the Ministry of Education. These codes are strictly personal. In the event of loss, they can be reissued by the Secretariat.

ELECTRONIC REGISTRY – STUDENT INFORMATION SYSTEM FOR ACADEMIC MATTERS

At **sis-portal.unipi.gr** you will find the online application of the Electronic Registry. Through this application you can:

- obtain information about the courses of the programme of study, the teaching staff, the recommended textbooks, etc.
- submit registration declarations and course declarations for each semester.
- check your grades in the courses you have been examined in.
- obtain attendance certificates immediately and in electronic form. Access to this application is through your personal codes.



ACADEMIC ID CARD, STUDENT TRAVEL PASS

The academic ID card is compulsory for all registered students. It is issued after logging in at academicid.minedu.gov.gr using your personal codes and submitting the relevant application electronically. The academic ID card also serves as a student travel pass, making it easier to travel on public transport.

Those entitled to an academic ID card are students admitted to Greek higher education institutions, after registering in their first year of studies. A prerequisite is the registration of first-year students at the secretariat of the school to which they have been admitted. The new card has the shape and form of a credit card and has improved security features against forgery.

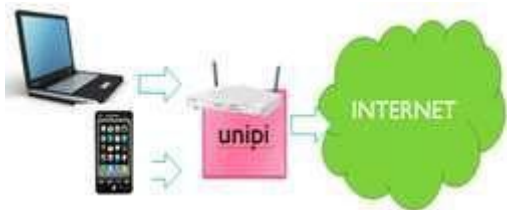
UNIVERSITY TEXTBOOKS



Textbooks are distributed through the EUDOXUS service of the Ministry of Education, which operates at eudoxus.gr. Textbook declarations for each semester are submitted through this service, which also provides the relevant information.

Access to the EUDOXUS system is through your personal codes.

WIRELESS NETWORK – Wi-Fi



All teaching areas of the University are covered by a free wireless wi-fi network called unipi. You can connect to it either with a laptop or from your mobile phone, without needing a password.

REMOTE ACCESS SERVICE – VPN

The service for accessing the University's internal network (VPN service) makes it possible to use the University's electronic services from remote locations or networks, such as home Internet connections. Through this service it is possible, for example, to access the content of electronic scientific books, journals and databases held by the library from workstations outside the University. Further details about this service are available at www.unipi.gr/unipi/el/hu-sundesh-vpn.html.

SOFTWARE PROVIDED FOR EDUCATIONAL USE



Students of the University are provided, depending on the academic Department in which they study, with free access to software from Microsoft and other

companies. Access to this software is provided through the OnTheHub service using your personal codes.

In addition, all students, regardless of level of study, are provided with Microsoft Office 365 Education Plus software, using their personal code, at <https://delos365.grnet.gr>. Detailed instructions for activating the service can be found in the following guide: Office 365 account activation guide.

LIBRARY (Website: www.lib.unipi.gr)

The Library of the University of Piraeus serves professors, researchers and students, and its mission is to support education and research.

It is housed in the main building of the University, on the second basement level. Its entrance is on the central circular staircase in the middle of the ground floor. The lift on the left-hand side of the building is also available for people with disabilities.

The library consists of three main areas:

- The Reception Area, where the circulation desk, the closed collection, rare collections and the computers for searching the catalogue and information sources are located,
- The Stacks, which house the library's entire printed collection, the photocopier and computers for readers, and
- The Reading Room, where the dictionaries, the display stands with the latest issues of printed journals and other reference material are located.

Its opening hours have been extended in order to serve the needs of the members of the University, from 8.00 in the morning until 20.00 in the evening, every working day.

The services of the Library include:

- General information: at the reception desk, information is provided about the library and its material, such as borrowing rules, photocopying, the use of audiovisual material, the location of items, etc. Nine information leaflets have also been produced for the same purpose.
- Specialised information: the library provides online subscription-based and open access thematic databases.
- Specialised research questions may be submitted by email, by telephone or in person, and are handled by the librarians of the relevant section.
- Lending: every member of the University registers as a member of the library in order to borrow its material. There is also a renewals and reservations service for borrowed material, and borrowing priority is observed on return.

- Acquisition of material not held by the library, either through suggestions for enriching the collection or through interlibrary loan from Greek libraries or partner libraries abroad.
- User training: the library staff offer new students, as well as anyone else interested, support and guidance in the use of the library, its catalogue, its services and the electronic information sources it provides.

A man with dark hair, wearing a light blue button-down shirt, is looking down at a silver smartphone he is holding in his hands. He is smiling slightly. In the background, another person is blurred, and there are shelves with books or files. In the foreground, a computer monitor and a white mouse are visible on a desk.

Career Prospects

The MSc “**Digital Transformation and Innovation in Tourism**” offers its graduates the flexibility and specialisation they need in order to build a career at the cutting edge of the international services economy. This Master’s degree turns the graduate into a strategic executive capable of managing the complexity of the digital age.

Graduates of the programme will be able to take up middle and senior management positions across the whole spectrum of the tourism industry, such as:

- **Digital Transformation & Strategy Executives:** in hotel chains, airlines and Tour Operators, taking charge of the design and implementation of Artificial Intelligence and Digital Human Resource Management systems.
- **Data Analysts & Financial Consultants:** specialising in the valuation of digital investments and the statistical analysis of tourism data for well-founded decision-making.
- **Sustainability and ESG Officers:** in tourism organisations and destinations, ensuring the green transition and social responsibility through digital tools.

- 
- **Accessibility & Inclusion Consultants:** an emerging field in which graduates design accessible tourism services, making use of modern technologies.
 - **Digital Marketing & Visitor Experience Directors:** designing innovative, personalised experiences on digital platforms and in augmented reality environments.
 - **Crisis Management Executives:** specialising in preventing and responding to crises in the digital space and in online reputation management.
 - **Researchers and Analysts:** in international organisations (United Nations, European Union) and national tourism authorities, focusing on digital innovation and foreign investment.

Why is this MSc an advantage?

Unlike more general tourism education, this programme cultivates critical strategic insight together with technical training. Our graduates are not simply knowledgeable about the tourism product; they are scientifically trained executives who speak the “common language” of technology and management, which makes them indispensable in the rapidly growing field of digital tourism worldwide.

Useful Contact Details for the Department

Office of the Head of the Department of Tourism Studies

Telephone: +30 210 414 2112, +30 210 414 2050

Email: ts-secr@unipi.gr

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Undergraduate Secretariat of the Department of Tourism Studies

Telephone: +30 210 414 2112 (Ms Rouvali),
+30 210 414 2079 (Ms Douva),

Email: ts-secr@unipi.gr

Office: 111, Main Building

Address: 80 Karaoli & Dimitriou Str., 185 34, Piraeus



Useful Contact Details for the University

Main Building | 80 M. Karaoli and A. Dimitriou Str., 185 34, Piraeus, Switchboard: 2104142000, Fax: 2104142328.

Rectorate | 4th floor, Main Building, Secretariat tel.: 2104142421.

Directorate of Studies – Student Welfare Office | Head: Niki Bartzakli, 1st floor, Main Building, tel.: 2104142088, 2104142089.

International & Public Relations Office | 3rd floor, Main Building, tel.: 2104142245, 2104142248, 2104142170, Email: publ@unipi.gr.

Career Office | 5th floor, Zeas Building, tel.: 2104142562, Email: gdiasyn@unipi.gr.

Library | Head: Anthi Katsirikou, Basement, Main Building, tel.: 2104142022, Email: library@unipi.gr.

Medical Office | Ground floor, Main Building, tel.: 2104142166, 2104142162.

Counselling Centre | Ground floor, Main Building, tel.: 2104142043, Email: mkatsoul@unipi.gr.

IT Services Department | Head: Nikolaos Avrantinis, Ground floor, Main Building, tel.: 2104142408, Email: it@unipi.gr.

Network Operations Centre | Manager: Taxiarchis Tsaparas, 3rd floor, Main Building, tel.: 210414217, Email: noc@unipi.gr.

Teaching Staff Office | Head: Athina Lymperopoulou, 3rd floor, Main Building, tel.: 2104142223, Email: prosopik@unipi.gr.





UNIVERSITY OF PIRAEUS

DEPARTMENT OF TOURISM

STUDIES

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