



## COURSE DESCRIPTION

### 1. GENERAL

<b>SCHOOL</b>	ECONOMIC SCIENCES		
<b>DEPARTMENT</b>	TOURISM		
<b>LEVEL</b>	Undergraduate		
<b>COURSE CODE</b>	TOU200	<b>SEMESTER</b>	7 <sup>th</sup>
<b>COURSE TITLE</b>	Special Interest Tourism: Agrotourism - Ecotourism - Culinary Tourism - Enotourism		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>ECTS</b>	
Lectures	4	5	
<b>COURSE CATEGORY</b>	Specialization		
<b>COURSE TYPE</b>	Elective		
<b>PREREQUISITES</b>	-		
<b>LANGUAGE OF TEACHING AND EXAMINATIONS</b>	Greek		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>			
<b>URL</b>	<a href="https://tourism.ionio.gr/en/undergraduate-studies/courses/1226/">https://tourism.ionio.gr/en/undergraduate-studies/courses/1226/</a>		
<b>ECLASS</b>	<a href="https://opencourses.ionio.gr/courses/DT0176/">https://opencourses.ionio.gr/courses/DT0176/</a>		

### 2. TEACHING RESULTS

<b>Teaching Results</b>
By successfully completing the course students will be able to: <ul style="list-style-type: none"><li>• Distinguish different forms of tourism.</li><li>• Understand and handle different definitions of tourism and the use of outdoor spaces.</li><li>• Comprehend the different characteristics of thematic tourism and its impacts.</li><li>• Utilize appropriate strategies for developing entrepreneurial thematic activities and managing them.</li><li>• Undertake the design and promotion of a successful thematic tourism product to create the sense of "experience" for customers and maximize benefits for the destination.</li><li>• Cooperate, seek and gather the necessary information for the composition and presentation of their work</li></ul>
<b>General Skills</b>

### 3. CONTENT

As alternative forms of tourism are considered those other than mass tourism, which seek to avoid negative and create positive social, cultural and environmental impacts. The main features of these forms are:

- a) Small-scale, controlled and regulated growth,
- b) the variety of activities on an individual / independent basis or small scale and
- c) the emphasis on gaining experience of local cultures and preserving traditional values.

In Greece, in recent years, the special forms of tourism are developing more and more systematically, which offer the opportunity to travelers to enrich their activities with specialized action programs, such as ecotourism, agritourism, wine and gastronomic tourism, etc.

Typology

Institutional Framework in Greece and abroad

Presentation and discussion of different examples in Greece and abroad

The importance of networking, good practices around the world



Quality standards and certifications

Agritourism and gender - The example of women's agritourism cooperatives

Relationships between the agricultural sector, countryside and tourism - opportunities for linking sectors, activities, and products

The importance of local products, gastronomic festivals and the involvement of local community

Presentation of results from empirical researches of quantitative vs qualitative analysis

Agro-agri-rural-wine-gastronomic-eco tourism and marketing on social media

Variables and indicators for measuring contribution to local development

Planning the activity and the destination

Student projects: presentation, and discussion

#### 4. TEACHING AND LEARNING METHODS - EVALUATION

<b>TEACHING METHOD</b>									
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b>	Use of ICT in Teaching: Electronic Classroom Management System (Open eClass), Powerpoint slides, lecture notes in pdf, spreadsheets, appropriate softwares, internet and videos  Use of ICT in Communication: Communication with students is achieved through the use of the Electronic Classroom Management System (Open eClass) and e-mail								
<b>TEACHING STRUCTURE</b>	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Literature Study and Analysis</td> <td>73</td> </tr> <tr> <td><b>Course Total (ECTS: 5)</b></td> <td><b>125</b></td> </tr> </table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	<b>Course Total (ECTS: 5)</b>	<b>125</b>
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Literature Study and Analysis	73								
<b>Course Total (ECTS: 5)</b>	<b>125</b>								
<b>EVALUATION OF STUDENTS</b>	Applications-Exercises-Projects  Independent individual/group optional project  Final examination  The evaluation criteria are made known to the students at the beginning of the course.								

#### 5. BIBLIOGRAPHY

Andriotis, K. (2008). Sustainability and alternative tourism. Athens: Stamoulis. [in Greek]

Venetsanopoulou, M. (2019). State contribution to tourism - alternative forms of tourism. Athens: Phaidimos. [in Greek]

Kokkosis, X., Tsartas, P., Griva, E. (2020). Special and alternative forms of tourism. Athens: Kritiki. [in Greek]

Oikonomou, A., Karagiannis, S. (2022). Circular Tourism and Sustainability. Nicosia: Broken Hill. [in Greek]