

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED ECONOMIC AND SOCIAL SCIENCES		
ACADEMIC UNIT	AGRIBUSINESS AND SUPPLY CHAIN MANAGEMENT		
LEVEL OF STUDIES	<i>Undergraduate</i>		
COURSE CODE	GEN708	SEMESTER	7th
COURSE TITLE	Special alternative forms of tourism		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
Lectures		5	5
COURSE TYPE	Special Background		
PREREQUISITE COURSES	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS	Greek		
IS THE COURSE OFFERED for ERASMUS STUDENTS?	YES (in English)		
COURSE WEBSITE (URL)	https://oeclass.aua.gr/eclass/		

2. LEARNING OUTCOMES

Learning Outcomes

The aim of the course is:

Students will understand the role that culture and the environment play in shaping the development framework, not only of alternative and mass tourism, but also as the main regulator of a series of quality criteria that affect the organization and operation of both the place as well as tourism businesses.

Upon successful completion of the course, the student will be able to:

- Understands the conceptual approaches of Alternative tourism and its content
- Understands the relationships that are formed between Alternative tourism and sustainable development
- Understands Culture as a quality factor of the tourism circuit
- Understands Environment as a quality factor of the tourism circuit
- Understands the possibilities and types of Alternative tourism planning
- Understands the financial framework to support Alternative tourism
- Understands the management of Alternative Tourism businesses
- Understands Alternative Tourism marketing

General Competences

- Search, analysis and synthesis of data and information, using the necessary technologies
- Adaptation to new situations

- Decision making
- Autonomous work
- Teamwork
- Working in an International Environment
- Work in an interdisciplinary environment
- Promotion of new Research ideas
- Respect for the Natural Environment
- Project planning and management
- Respect for Diversity and multiculturalism
- Demonstration of social, professional and moral responsibility and sensitivity in matters of gender
- Exercise criticism and self-criticism
- Promoting free, creative and inductive thinking

3. SYLLABUS

1. Introduction to tourism
2. The dimensions of the Tourism phenomenon
3. Basic incentives for tourist travel
4. Barriers to tourist movement
5. Life cycle of Greek Tourism Product
6. Alternative forms of Tourism - Introduction to the concept of Alternative tourism
7. Craft Tourism
8. Social Tourism - Travel Tourism
9. Third Age Tourism - Spa Tourism - Religious Tourism
10. Health Tourism- Wellness Tourism
11. Sports Tourism
12. Agritourism
13. Rural tourism and tourism in organized villages of special type

A combination of teaching and learning methods will be used with the aim of active student participation and the practical application of the topics under consideration: lectures using audiovisual media, analysis and discussion of case studies on real business issues, experiential (group) exercises, as well as projection of relevant videos. Students will also do individual or group work.

In addition, articles, audiovisual lecture materials, web addresses, useful information, case studies and student practice exercises are posted on the AUA Open e-Class platform.

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Face -to-face, Distance learning
USE OF INFORMATION and COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"> • Support of the learning process through the University's AUA Open eClass platform (integrated e-Course Management System) • Support of lectures using presentation software • Use of audiovisual material • Use of web applications

	Communication with students: face-to-face at office hours, email, eclass platform	
TEACHING METHODS	<i>Activity</i>	<i>Workload</i>
	Lectures (direct)	65
	Laboratory Practice	--
	Essay Writing	28
	Autonomous study	30
	Advisory Support	0,5
	Examination	2
	Laboratory Examination	--
	<i>Total</i> <i>(About 25 hours of study per ECTS)</i>	125,5
STUDENT PERFORMANCE EVALUATION	<p>The evaluation process is in the language that the course is taught (Greek or English) and consists of:</p> <ol style="list-style-type: none"> i. Compulsory written final examination at the end of the semester (weighting factor 70% at least) which may includes: <ul style="list-style-type: none"> • Multiple choice questionnaires • Open-ended questions • Problem solving • Oral examination <p>Evaluation criteria: correctness, completeness, clarity</p> ii. Optional written exam or essay during the semester (weighting factor 30%) which may includes: <ul style="list-style-type: none"> • Multiple choice questionnaires • Open-ended questions • Problem solving • Essay/report • Oral examination <p>Evaluation criteria: correctness, completeness, clarity</p> <p>Special learning difficulties:</p> <p>Students with special learning difficulties in writing and reading (as they are certified and characterized by a competent body) are examined based on the procedure provided by the Department.</p> <p>Specifically-Defined Criteria:</p> <p>The evaluation criteria are made known during the first lesson and are clearly stated on the course website and the AUA Open e-class platform. The answers to the exam questions are posted on the AUA Open e-Class</p>	

	platform after the exam. The students are allowed to see their exam paper after its grading (during the announced office hours) and receive explanations about the grade they received.
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5. ATTACHED BIBLIOGRAPHY

Suggested Bibliography in Greek Language:

- Βαβίζος Γ., Μερτζάνης Α., (2003): *Περιβάλλον - Μελέτες Περιβαλλοντικών Επιπτώσεων. 2η Έκδοση.* Βιβλίο 345 σελ. Εκδόσεις Παπασωτηρίου, Αθήνα, ISBN 960-7530-03-9
- Εναλλακτικές και Ειδικές μορφές τουρισμού, Σωτηριάδης Μάριος, Φαρσάρη Ιωάννα, Εκδόσεις INTERBOOKS
- Επαγγελματικός Τουρισμός, Οργάνωση Συνεδρίων, Κραβαρίτης Κωστας, Εκδόσεις INTERBOOKS
- Εισαγωγή στον Επαγγελματικό τουρισμό, Λαζανά φιλιώ, Εκδόσεις INTERBOOKS
- ΦΕΚ 206/30-01-2017 τα Β' (2017) Καθορισμός τεχνικών προδιαγραφών χάραξης, σήμανσης, διάνοιξης και συντήρησης των ορειβατικών - πεζοπορικών μονοπατιών

Suggested Bibliography in English Language:

Related academic Journals:

Instructor's Notes