

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK502		5 th
COURSE TITLE	ALTERNATIVE AND SPECIAL FORMS OF TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures and Practical Exercises		3	6
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4			
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	SCIENTIFIC EXPERTISE		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION & EXAMINATION/ASSESSMENT:	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY118/		
COURSE DESCRIPTION	<p>Today's tourists are looking for authentic stories and quality tourism experiences or something new, whether it is experiences in the countryside, food, sports, history or culture.</p> <p>This fact combined with the fact that mass tourism nowadays more than ever, with negative effects including the current pandemic (covid 19), environmental degradation, pollution, urban sprawl and habitat loss, all of which naturally lead to a new tourism product development framework of special interest.</p> <p>The course offers a theoretical overview of alternative forms of tourism and companies engaged in this field. The student acquires a thorough knowledge of basic principles, definitions and concepts recorded in international literature, with reference to the distinct research perspectives that have influenced alternative forms of tourism.</p> <p>The basic concepts and issues related to alternative tourism at the global level are explored, as well as understanding and evaluating trends in alternative tourism as a key activity for more responsible travel. In addition to analyzing the distinct alternative forms of tourism through the course, the student also delves into issues related to the design, organization and promotion of special tourism packages and the creation of innovative initiatives with emphasis on alternative forms of tourism. Finally, the role of alternative forms of tourism in a sustainable enhancement of regional development is understood.</p>		

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.

It is necessary to consult:

APPENDIX A

- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*

APPENDIX B

- *Guidelines for writing Learning Outcomes*

The course introduces marketing strategies tailored for alternative and special interest tourism products, emphasizing how these contribute to regional and sustainable development.

Students analyze global tourism trends (e.g., overtourism, environmental degradation), emerging preferences (e.g., slow tourism), and how these influence product development and marketing in alternative tourism.

The course covers buyer behavior specific to alternative tourism (e.g., motivations, decision criteria, and consumer profiles), including market segmentation and decision-making processes.

Students practice designing, organizing, and promoting alternative tourism products, applying the marketing mix and planning frameworks.

Through case studies and strategic planning exercises, students learn about implementing and evaluating promotional strategies and market-driven actions in the alternative tourism sector.

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

1. Identify and distinguish its fundamental concepts and approaches to sustainable tourism development as well as alternative forms of tourism and tourism of special interests and peculiarities in relation to other types of tourism
2. To develop the skills and abilities needed to immerse themselves in how the buyers of alternative tourism and tourism stakeholders think and decide, to recognize their needs and to find ways to meet them in a globalized environment.
3. Successfully formulate the design, organization and promotion of alternative tourism and tourism products of special interest (product strategy, promotion, pricing and distribution).
4. They can identify and evaluate / justify the new trends of alternative tourism and tourism of special interests and how Sustainable Development can help businesses and destinations in their utilization.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,

Adapting to new situations

Decision-making

Individual/Independent work

Group/Team work

Working in an international environment

Working in an interdisciplinary environment

Introduction of innovative research

Project planning and management

Respect for diversity and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and

sensitivity to gender issues

Critical thinking

Development of free, creative and inductive thinking

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(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)

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1. Search, analysis and synthesis of data and information, using the necessary technologies for the development and improvement of products of alternative tourism and tourism of special interests, the organization, utilization of traditional and new distribution channels, and the promotion of alternative tourism products and tourism of special interests with classic and new means of communication and promotion (internet, social media, mobile).
2. Decision making: Will be able to manage complex technical or professional activities or work plans, taking responsibility for making decisions in unpredictable work or study environments.
3. Autonomous & Teamwork and Presentation and communication skills
4. Respect for the natural, cultural and social environment

(3) COURSE CONTENT

This course explores the dynamic landscape of alternative and special interest tourism, focusing on strategic marketing approaches that support regional development, cultural preservation, and environmental sustainability. It equips students with the theoretical knowledge and practical tools needed to design, manage, and promote tourism products that respond to evolving consumer preferences and global challenges such as overtourism, climate change, and post-pandemic recovery.

Students engage with emerging tourism trends—including slow tourism, wellness travel, ecotourism, and experiential journeys—analyzing how these reshape market demands and require innovative product development. The course examines consumer behavior in alternative tourism contexts, covering motivations, segmentation strategies, and the unique decision-making processes of niche market travelers.

By applying marketing planning frameworks and the tourism marketing mix, students gain hands-on experience in creating tailored promotional strategies and evaluating their effectiveness. Case studies, real-world scenarios, and team-based strategic planning exercises provide opportunities to translate theory into actionable insights, fostering market-driven thinking and entrepreneurial approaches in sustainable tourism development.

(4) TEACHING METHODS--ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	Use of ICT in teaching: -Videos relevant to the module's content (educative Videos, advertisements, short part of a movies or series free on the internet) - Podcasts (YouTube) relevant to the module's content -The internet to search for information and to collect data for the relevant exercise/study (in-class or at home) -Voting Technology Applications (Google Forms, Survey Monkey) Use of ICT in the Communication with students: -Digital Platform of the module (e-class) for exchanging messages, announcements -E-mail exchange	
COURSE DESIGN <i>Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i> <i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i>		
	Activity/Method	Semester workload
	Lectures-Interactive Teaching (Discussion, Real examples from the Tourism Sector, Videos, Podcasts, Voting Technology)-Presentation of Case studies and exercises, Educational Visits/Guest speakers	39
	Case studies at home	20
	Essay writing or empirical research (individual- or team-work)	30
	Exercises to take at home	10
	Exams	2
	Self-directed study of the relevant literature (as this is described in the module's syllabus, relevant studies, journal articles, educational links as posted in the e-class)	48
	Total	149

<p>STUDENT PERFORMANCE</p> <p>EVALUATION/ASSESSMENT METHODS</p> <p><i>Detailed description of the evaluation procedures:</i></p> <p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<p>Language of evaluation: Greek:</p> <p>Students are evaluated with a combination of formative and summative assessment. The final mark is awarded based on summative assessment – final written examination. The examination material is announced in class, on the e-class platform and in the module syllabus at the beginning of classes. The written assessment is composed of the following:</p> <ul style="list-style-type: none"> -Short answer questions -Open-ended questions -Problem solving <p>(Students are given the chance for their performance to be evaluated through oral-assessment, if they fulfil the criteria for disability students or students with special needs, and a written assessment is not possible for them or would be of a disadvantage to them. The relevant proof though needs to be submitted in advance of the examination).</p> <p>Even though the written examination is 100% of the final mark, the final mark could be improved (as described below) before the final assessment/examination. Students can be awarded bonus marks with the following task, <u>given that a mark of 5/10 would be at least achieved in the final/written examination.</u></p> <ul style="list-style-type: none"> -Written essay – to be awarded up to 3 marks. <p>Students get fully informed about their evaluation process throughout the year and provided with relevant assessment examples, in-class, via the module's online platform (e-class), by the module leader</p>
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(5) SUGGESTED BIBLIOGRAPHY:

-Suggested bibliography:

Ch. Kokkosi, P. Charta and E. Grimba (2020) Special and alternative forms of tourism. Kritiki Publications, Athens.
Book Code in Eudoxus: 94645310

Book [16391]: Alternative Forms of Tourism, Sfakianakis Manolis, Distributor (Publisher): G.PARIKOS & SIA EE,
Book Code in Eudoxus: 16391

- Relevant academic journals:

Journal of Sustainable Tourism. The JST advances critical understanding of the relationships between tourism and sustainable development. The journal publishes theoretical, conceptual and empirical research that explores one or more of the economic, social, cultural, political, organisational or environmental aspects of the subject.
<http://www.tandfonline.com/toc/rsus20/current#.Uf-ImJMM93I>

Journal of Travel Research (JTR), published quarterly, is the premier, peer-reviewed research journal focusing on travel and tourism behavior, management and development.
<http://jtr.sagepub.com/>

[Annals of Tourism Research](#)

[Journal of Service Research](#)

[Tourism Management](#)

[International Journal of Contemporary Hospitality Management](#)

[International Journal of Hospitality Management](#)

[Cornell Hotel & Restaurant Administration Quarterly](#)

[Current Issues in Tourism](#)

[Event Management](#)

[Hospitality & Society](#)

[International Journal of Tourism Research](#)

[Journal of Hospitality & Tourism Research](#)

[Journal of Service Management](#)

[Journal of Travel & Tourism Marketing](#)

[Leisure Sciences](#)

[Leisure Studies](#)

[Museum Management & Curatorship](#)

[Scandinavian Journal of Hospitality & Tourism](#)

[Service Industries Journal](#)

[Tourism Analysis](#)

[Tourism Economics](#)

[Tourism Geographies](#)

[Tourism & Hospitality: Planning & Development](#)

[Tourism Recreation Research](#)

[Tourist Studies](#)

[Advances in Hospitality & Leisure](#)

[Anatolia: An International Journal of Tourism & Hospitality Research](#)

[Asia Pacific Journal of Tourism Research](#)

[British Food Journal](#)

[Facilities](#)

[FIU Hospitality Review](#)

[International Journal of Culture, Tourism & Hospitality Research](#)

[International Journal of Event & Festival Management](#)

[International Journal of Heritage Studies](#)

[International Journal of Hospitality & Tourism Administration](#)

Journal of China Tourism Research
Journal of Convention & Event Tourism
Journal of Ecotourism
Journal of Foodservice Business Research
Journal of Hospitality & Tourism Education
Journal of Hospitality & Tourism Management
Journal of Hospitality Marketing & Management
Journal of Hospitality, Leisure, Sport & Tourism Education
Journal of Human Resources in Hospitality & Tourism
Journal of Policy Research, Leisure & Events
Journal of Quality Assurance in Hospitality & Tourism
Journal of Sport & Tourism
Journal of Travel & Tourism Research
Journal of Vacation Marketing
Managing Leisure: An International Journal
Tourism Culture & Communication
Tourism Review
Tourism: An International Interdisciplinary Journal
Visitor Studies