

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK612		6 th or 8 th
COURSE TITLE	SPECIAL FORMS OF TOURISM 2 - AGRITOURISM, ECOTOURISM, GASTRONOMIC, OENOLOGICAL		
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	4
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	SCIENTIFIC EXPERTISE		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION:	GREEK		
LANGUAGE OF EXAMINATION/ASSESSMENT:			
THE COURSE IS OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY125/		
COURSE DESCRIPTION	<p>Ecotourism and agritourism as well as gastronomic and oenological tourism are alternative forms of tourism which, although they appeared only in the last century, are increasingly important sectors of the tourism industry worldwide, aiming at the coupling of tourism and primary sector, with mutual benefits and two sectors but also society in general. In addition to the obvious economic benefits, these alternative forms of tourism help maintain the viability of active farms and rural communities, the utilization of agricultural resources, traditions, and culture in general. In this light, the adoption of the principles of organization, administration, and marketing of these special forms of tourism is the most effective response of every modern agritourism and ecotourism enterprise to the great international perspectives and challenges.</p> <p>The course emphasizes specific forms of alternative tourism such as agritourism, ecotourism, gastronomic and oenological tourism. The above alternative activities are approached from their business point of view with reference to the particularities of each sector separately. Students understand the role of specific alternative forms of tourism in enriching and diversifying a tourism product and destination as a whole. In this context, students delve into concepts, issues of legislation, but also procedures for starting and operating a corresponding business or alternative tourism product as well as the issues they may face. The course includes the main approaches encountered in the international environment, while presenting international good practices. Finally, a holistic approach to the specific alternative forms of tourism takes place through the</p>		

creation of tourist-empirical routes as well as through the establishment of structured Product Clubs, analyzing the ways of their management.

(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 enables students to identify and apply marketing principles and strategies for alternative tourism types (agritourism, ecotourism, etc.) to enrich and diversify tourism destinations.

Students are trained to identify international and Greek trends in alternative tourism and adapt marketing strategies to environmental, social, and cultural conditions (e.g., sustainability, technology, legislation).

The course analyzes decision-making stages and purchasing behavior of tourists in niche markets such as agritourism and gastronomic tourism, using typologies and motivation studies.

Through the development of experiential tourism products and the design of communication and promotion strategies, students are trained to plan and manage effective marketing activities.

Course content includes strategic communication, case studies, quality control, and planning of agritourism/ecotourism product clubs, supporting practical management of marketing efforts.

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

1. Identify and distinguish the fundamental concepts, approaches and management principles and quality standards of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism and presentation of all international and Greek trends in these alternative forms of tourism
2. To develop the skills and abilities needed to immerse themselves in how the buyer thinks and decides Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism, to recognize their needs and find ways to satisfy them in a globalized environment
3. Successfully formulate programs and strategies of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism and innovative experiential and thematic experiences
4. They can identify and evaluate / justify the new trends of agritourism and ecotourism experiences and related thematic products and services

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 process of design and management of programs and strategies of Agritourism, Ecotourism as well as Gastronomic and Oenological Tourism.
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. Exploring opportunities for the development of innovative experiential agritourism and ecotourism experiences and related thematic products and services.
3. Autonomous & Group work and Presentation and communication skills: Effective work organization and promotion and promotion of agritourism and ecotourism experiences and related thematic products and services with new media (Digital, Social Media, Mobile, etc.).
4. Respect for the natural environment

(3) COURSE CONTENT

This course focuses on specialized tourism segments that leverage local culture, natural landscapes, and regional production to create authentic, sustainable experiences—namely agritourism, ecotourism, gastronomic, and oenological tourism. It provides students with the tools to design and implement marketing strategies that diversify tourism offerings, promote regional development, and respond to global trends in responsible travel.

Students explore international and Greek trends in alternative tourism, examining how socio-cultural values, environmental priorities, digital technologies, and policy frameworks shape the promotion and management of these niche tourism forms. Emphasis is placed on understanding consumer behavior in alternative markets through segmentation, motivational typologies, and the analysis of decision-making stages unique to experiential travel.

The course combines theory with applied learning, guiding students in the development of experiential tourism products and the planning of integrated marketing communication strategies. Case studies and strategic planning exercises expose students to real-world practices such as the formation of agritourism and ecotourism product clubs, quality assurance mechanisms, and storytelling-driven promotion.

(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>	<table border="1"> <thead> <tr> <th data-bbox="687 719 1034 770"><i>Activity/Method</i></th><th data-bbox="1034 719 1361 770"><i>Semester workload</i></th></tr> </thead> <tbody> <tr> <td data-bbox="687 770 1034 1010">Lectures-Interactive Teaching (Discussion, Real examples from the Tourism Sector, Videos, Podcasts, Voting Technology Ψηφοφορία)- Presentation of Case studies and exercises, Educational Visits/Guest speakers</td><td data-bbox="1034 770 1361 1010">39</td></tr> <tr> <td data-bbox="687 1010 1034 1039">Case studies at home</td><td data-bbox="1034 1010 1361 1039">15</td></tr> <tr> <td data-bbox="687 1039 1034 1128">Essay writing or empirical research (individual- or team-work)</td><td data-bbox="1034 1039 1361 1128">20</td></tr> <tr> <td data-bbox="687 1128 1034 1158">Exercises to take at home</td><td data-bbox="1034 1128 1361 1158">10</td></tr> <tr> <td data-bbox="687 1158 1034 1187">Exams</td><td data-bbox="1034 1158 1361 1187">2</td></tr> <tr> <td data-bbox="687 1187 1034 1368">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)</td><td data-bbox="1034 1187 1361 1368">34</td></tr> <tr> <td data-bbox="687 1368 1034 1391">Total</td><td data-bbox="1034 1368 1361 1391">120</td></tr> </tbody> </table>	<i>Activity/Method</i>	<i>Semester workload</i>	Lectures-Interactive Teaching (Discussion, Real examples from the Tourism Sector, Videos, Podcasts, Voting Technology Ψηφοφορία)- Presentation of Case studies and exercises, Educational Visits/Guest speakers	39	Case studies at home	15	Essay writing or empirical research (individual- or team-work)	20	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)	34	Total	120
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<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 the 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 team-work essay (up to 5 persons) – 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:

Book [59371701]: ALTERNATIVE AND RURAL TOURISM, Konstantinos D. Apostolopoulos, Sdrali Despina Book Code in Eudoxos: 59371701

Edition: A / 2016

Authors: Konstantinos D. Apostolopoulos, Sdrali Despina

ISBN: 978-960-8458-16-1

Type: Book

Distributor (Publisher): D.B. ELLINOEKDOTIKI SA

Book [22609]: Sustainability and alternative tourism, Andriotis Konstantinos V. Sustainability and alternative tourism

Book Code in Eudoxos: 22609

Edition: 1st edition / 2008

Authors: Andriotis Konstantinos V.

ISBN: 978-960-351-774-0

Type: Book

Distributor (Publisher): STAMOULI PUBLICATIONS SA

- 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-ImJm93I>

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