

MODULE OUTLINE DIT73

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT73	YEAR OF STUDY	4 th (7 th semester)
MODULE TITLE	SPECIAL AND ALTERNATIVE 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>		HOURS	CREDIS
Weekly teaching hours (22 hours) * 13 weeks		286	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Background, Obligatory		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE(URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit73 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes

- The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:

On successful completion of this module, students will be able to:

- Recognize and perceive the main alternative and special forms of tourism, their distinctive elements and characteristics of development.
- Analyze the emergence of alternative and special forms of tourism in the context of constantly shifting trends in tourism consumption.
- Describe the characteristics, the motivations and the needs of tourists interested in specific types of alternative and special forms of tourism.
- Evaluate the economic, social and environmental impacts of alternative and specific forms of tourism.
- Understanding the significance and contribution of alternative and special forms of tourism, to the development of sustainable tourism at national and global level.
- Realize the business features of the development of alternative and special forms of tourism.
- Analyze the complexity to offer and consume experiences of special and alternative forms of tourism due to the multiple groups of stakeholders involved.
- To know the institutional framework that regulates the operation and development of alternative and special forms of tourism in Greece.

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,

Project planning and management
Respect for diversity and multiculturalism
Environmental awareness

<i>Adapting to new situations</i> <i>Decision-making</i> <i>Individual/Independent work</i> <i>Group/Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment (Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Critical thinking</i> <i>Development of free, creative and inductive thinking</i> <i>Introduction of innovative research</i>
Search for, analysis and synthesis of data and information by the use of appropriate technologies Adapting to new situations Decision-making Group/Team work Working in an interdisciplinary environment 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	

3. MODULE CONTENT

The module aims to present the conceptual and practical elements that constitute the forms and the market of special and alternative tourism. It clarifies their conceptual delimitation in comparison with mass tourism and sustainable tourism. In addition, it analyses the complex nature of special and alternative tourism products and the way in which they respond to specific incentives, as they are shaped on the basis of the demand trends of modern tourists. Finally, the module examines and evaluates these products' different designs, management, and operation types.

The subject matter of module DIT73 is analysed below by educational week:

1. Conceptual approaches and development factors of Special and Alternative forms of Tourism
2. Patterns of tourism development
3. Sustainable and socially responsible tourism
4. Planning, management and operation of Special and Alternative Forms of Tourism
5. Agrotourism and Ecotourism
6. Cultural and Religious tourism
7. Gastronomic and Wine tourism
8. Sports tourism, Event tourism and Theme tourism
9. Business tourism and MICE tourism
10. Health & Wellness tourism and Social tourism
11. Maritime tourism and Cruise tourism
12. City tourism, vacation, and timesharing
13. Future trends

4. TEACHING METHODS-ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three (3) Group Counseling Meetings (OSS) during the academic semester on weekends.		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i>	We use : • Remote meetings tools (webex) • Presentation software (e.g. power point) Additionally, the students use office automation tools, web browsers and e-reader for digital books.		
MODULE 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>	Activity	Semester Workload	
	3OSS (*4 hours)	12	
	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	60	
	Examination	3	
	Individual study	211	

<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>	Total module workload (hours)	286	
STUDENT PERFORMANCE EVALUATION/ASSESSMENTMETHODS <i>Detailed description of the evaluation procedures.</i> <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> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	a1. Two (2) Short Written Assignments (SWA) with a weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the final grade of the module. The written assignment score is activated only with a score equal to or above the pass mark (≥ 5) in the final or retake exams. a3. Final or repeated written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: Final grade FG = (SWA1*0,1) + (SWA2*0,1) + (SA*0,2) + (FE*0,6) Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential passmark out of the total number of assignments assessed, i.e. 20 points out of 100, on the basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/.		

5. SUGGESTED BIBLIOGRAPHY

Suggested bibliography

- Alembaki, M. (2017), Wine tourism as a field of interdisciplinary research: modern theoretical and empirical approaches, in Tsartas P. & Lytras, P. (eds.), Tourism, Tourism Development - Contributions of Greek Scientists, Athens: Papazisis. ISBN: 978-960-02-3309-4
- Andriotis, K. (2009), Sustainability and alternative tourism, Athens: Stamoulis. ISBN: 978-960-351-774-0.
- Varvaressos, S. (2017), Religious Tourism: Papazisis. ISBN: 978-960-02-3309-4.
- Velissariou, E. (2017). From mild-independent tourism to responsible and green tourism in Tsartas P. & Lytras, P. (eds.) (2017), Tourism, Tourism Development - Contributions of Greek Scientists, Athens: Papazisis. ISBN: 978-960-02-3309-4
- Venetsanopoulou, M. (2019), The state contribution to tourism - Alternative forms of tourism - Historical development - institutional framework, Athens: Faidimos. ISBN: 978-618-5062-29-3.
- Grimba, E. (2017), Professional tourism: a different tourism approach, in Tsartas P. & Lytras, P. (eds.), Tourism, Tourism Development - Contributions of Greek Scientists, Athens: Papazisis. ISBN: 978-960-02-3309-4.
- Didaskalou, E. (2017), The conceptual framework of wellness tourism: Investigating the factors of developing a successful wellness tourism product and exploiting emerging investment opportunities, in Tsartas, P. & Lytras, P. (eds.), Tourism, Tourism Development - Contributions of Greek Scientists, Athens: Papazisis. ISBN: 978-960-02-3309-4
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- Kokkosis, Ch., Tsartas, P. & Grimba, E. (2020), Special and alternative forms of tourism. Demand and supply of new tourism products (2nd edition). Athens: Kritiki. ISBN: 978-960-586-250-3.
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- Moira, P. (2019), Religious tourism and pilgrimage, Athens: Faidimos. ISBN: 978-618-5062-31-6.
- Moira, P. & Parthenis, S. (2011), Cultural - industrial tourism, Athens: Nomiki Bibliothiki - Nomiki Bibliothiki, ISBN: 978-960-272-860-4
- Bonarou, Ch. (2012), Visual culture and tourism: representations of Greece in tourist postcards. Athens: Παπαζήσης. ISBN: 978-960-02-2607-2
- Panagiotopoulou, R. (2017), Major events and effects on tourism: expectations and reality, in Tsartas, P., Lytras, P. (eds.), Tourism, Tourism Development - Contributions of Greek Scientists. Papazisis Publications, ISBN: 978-960-02-3309-4
- Papageorgiou, A. (2018), Organization of conferences and events - MICE tourism, Athens: Faidimos. ISBN: 978-618-5062-20-0.

- Petreas, Ch. (2017), Sports tourism: leisure sports activities as a means of lengthening the tourist season, in Tsartas P. & Lytras, P. (eds.), *Tourism, Tourism Development - Contributions of Greek Scientists*, Athens: Papazisis. ISBN: 978-960-02-3309-4
- Skultsos, S. (2017), Event tourism and its contribution to the development of specific tourism products, in Tsartas P. & Lytras, P. (eds.), *Tourism, Tourism Development - Contributions of Greek Scientists*, Athens: Papazisis. ISBN: 978-960-02-3309-4
- Tsartas, P., Zagotsi, S. & Kyriakaki, A. (2020), *Tourists, travel, places: Sociological approaches to tourism*, Athens: Kritiki, ISBN: 978-960-586-352-4.
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- Farsari, I. (2009), Conceptual approaches, in Sotiriadis M. & Farsari I. (eds.) (2009), *Alternative and Special Forms of Tourism: Planning, management, marketing*, Athens: Interbooks, ISBN: 978-960-390-205-8, Athens: Interbooks, N.I. (2009).

Various Articles from Related International Academic Journals and Conference Proceedings:

- Moira, P. & Mylonopoulos, D. (2014). Gastronomy as a form of cultural tourism: the case of Greece. *e-Journal of Science & Technology / e-Journal of Science & Technology*, Volume 9, Issue 5, pp. 81-105.
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- Bonarou, C. & A. Dermetzopoulos (2014), "Emerging Rural Destinations: The case study of Florina, Western Macedonia, Greece". *TOURISMOS: An International Multidisciplinary Journal of Tourism*, Vol.9 (1), Spring 2014, pp. 223-238.
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