

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL:</b>	BUSINESS AND ECONOMICS		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>DIVISION</b>	TOURISM AND HOSPITALITY MANAGEMENT		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	<b>3104490</b>	<b>SEMESTER OF STUDY</b>	6
<b>COURSE TITLE</b>	POLICIES OF THE ALTERNATIVE FORMS OF TOURISM		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures, Workshops		6	6
<b>COURSE UNIT TYPE</b>	Special Background Course		
<b>PREREQUISITES :</b>			
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	GREEK		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>			
<b>MODULE WEB PAGE (URL)</b>	<a href="http://moodle.teipir.gr/course/info.php?id=117">http://moodle.teipir.gr/course/info.php?id=117</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>The course refers to the alternative forms of tourism. The material of the course aims at the understanding of the basic forms of alternative tourism and their developmental policies. Maritime tourism is specially stressed due to the fact that it constitutes one of the major pylons of the country's touristic development.</p> <p>Upon successful completion of the course, students will be able to:</p> <ol style="list-style-type: none"> <li>a) Know the alternative forms of tourism that contribute to sustainable development</li> <li>b) Understand the importance of developing alternative forms of tourism in the development of less-developed regions and the elongation of tourist season</li> <li>c) Understand the content of special and alternative forms of tourism</li> <li>d) Recognize the motives that urge tourists to choose alternative forms of tourism</li> <li>e) Analyze, using arguments, the need for the development of special and alternative forms of tourism</li> <li>f) Know the current legal frame concerning the development of special and alternative forms of tourism.</li> </ol>
<b>General Skills</b>
<ol style="list-style-type: none"> <li>1. Individual work</li> <li>2. Teamwork</li> </ol>

### 3. COURSE CONTENTS

1. Sustainable touristic development and policymaking.
2. The natural and cultural environment of the alternative forms of tourism, with stress placed on maritime tourism.
3. Typology and forms of maritime tourism (gastronomic, religious, cultural, industrial-cultural, coastal, submarine, tourism of the nature, piscatorial tourism, marine cultural, sport tourism, etc).
4. The incentives of the tourists of alternative tourism.
5. The management of alternative forms of tourism.
6. Developmental policies of the alternative forms of tourism.

### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-class lecturing	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the LMS platform of PUAS (Moodle).#	
<b>TEACHING METHODS</b>	<i><b>Method description</b></i>	<i><b>Semester Workload</b></i>
	Lectures	26
	Class work/Workshop	26
	Preparation of Individual Project	20
	Independent and Directed Learning	28
	<b>TOTAL</b>	<b>100</b>
<b>ASSESSMENT METHODS</b>	<p><b>I. Final Examination</b> (80%) that is comprised of multiple choice questions.</p> <p><b>II. Individual Project</b> (20%) of each student's individual project.</p>	

### 5. RESOURCES

- *Recommended Book Resources:*

- Kokkosis, Ch. – Tsartas, P. – Grimpa, E. (2011). *Special and Alternative Forms of Tourism*. Stamoulis, A. Publishing, Athens. (in Greek)
- Mylonopoulos, D. – Moira, P. (2005). *Maritime Tourism*. Interbooks Publishing, Athens. (in Greek)
- Sotiriades, M. – Farsari, I. (2009). *Alternative Forms and Special Interest Tourism*, ed. Interbooks, Athens (in Greek).