SPECIAL INTEREST AND ALTERNATIVE FORMS OF TOURISM

COURSE OUTLINE

Responsible: Styliani Kladou

1. GENERAL			
SCHOOL	School of Management and Economics		
ACADEMIC UNIT	Department of Business Administration and Tourism		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	0800.5.013.0	**SEMESTER**	1st
COURSE TITLE	Special Interest and Alternative Forms of Tourism		

INDEPENDENT TEACHING ACTIVITIES if credits are awarded for separate components of the course	**WEEKLY TEACHING HOURS**	**CREDITS**
	4	6
Total	**4**	**6**

COURSE TYPE general background, special background, specialised general knowledge, skills development	Scientific area
PREREQUISITE COURSES	None
LANGUAGE OF INSTRUCTION and EXAMINATIONS	English
OFFERED TO ERASMUS STUDENTS	Yes (in English) — Winter Semester
COURSE WEBSITE (URL)	https://eclass.hmu.gr/courses/BAT333/

2. LEARNING OUTCOMES

Learning outcomes

The successful completion of the course reflects students'…

knowledge to:

• recognize the different approaches to sustainable tourism development as well as the different ethical/political/ideological/management principles behind them (LO1);

• describe the specific and alternative forms of tourism (LO2).

skills to:

• understand the role of tourism in the development process (LO3);

• apply the principles of sustainability to tourism development (LO4);

• assess the diversity of each form of alternative tourism (LO5);

• estimate the cost of an alternative tourism investment (LO6).

competency to:

• combine alternative forms of tourism to enhance the tourism product of a destination (LO7);

• develop a well-structured scientific paper on a topic about alternative tourism (LO8);

• think critically and evaluate tourism development options as well as business options guided by the principles of sustainable development (LO9).

General Competences

General abilities pursued:

- Research, analysis and synthesis of data and information using the necessary technologies
- Decision-making
- Autonomous work
- Teamwork
- Working in an international environment
- Presentation, self-development and leading skills

3. SYLLABUS

- Conceptual delimitation and basic concepts in special interest tourism and forms of alternative tourism domain, aligning with key concepts in destination management (resilience, adaptability, coherence, emphasis on locality, responsibility, towards green / blue development, etc)
- International development trends, their dominant motivations and characteristics, the decisive role played by parameters such as planning, organization, programming and management with regards to sustainable tourism development standards.
- Tourist destinations - Destination Marketing Management Organizations
- Primary motivation for Special and Alternative Forms of Tourism, group of products, a combination of by-products of each group
- Case studies from tourist businesses and destinations

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY Face-to-face, Distance learning, etc.	In-class Face-to-Face, occasionally hybrid or online
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	projector, internet, PPT, video, e-class
TEACHING METHODS The manner and methods of teaching are described in detail.	
STUDENT PERFORMANCE EVALUATION Description of the evaluation procedure	1. Project preparation & presentation (50%) 2. In-class activities (50%)

Activity	**Semester workload**
Lectures	48
Project	23
Activities	10
Analysis of relevant literature	12
Independent study	35
Guest lectures/field trips	12
Course total	**140**

5. ATTACHED BIBLIOGRAPHY

- Agarwal, S., Busby, G., Huang, R. (eds). (2018). Special Interest Tourism: Concepts, Contexts and Cases. CABI
- Rittichainuwat, B.N. (2018). Special Interest Tourism. Cambridge Scholars Publishing. (3rd edition).

- Annals of Tourism Research
- Tourism Management
- Journal of Travel Research
- Journal of Sustainable Tourism
- Journal of Destination Marketing & Management
- Journal of Place Branding and Public Diplomacy