

## COURSE OUTLINE «AGROTOURISM»

### 1. AIMS

The course aims at the familiarization of students with: α) the concepts of conventional (mass) and alternative tourism (and tourists), b) the definition(s) of and the policies aiming at the development of agrotourism, c) the advantages and disadvantages of agrotourism with regard to the farming family (and farming), local development and sustainability, d) the agrotourism 'product', its dimensions and its quality, e) the characteristics of the demand for agrotourism and of the agrotourists, f) the life cycle of a tourism destination and the development of agrotourism in Greece and internationally and g) the design of agrotourism in the framework of local development.

### 2. TEACHING STAFF

A. Koutsouris (Prof. AUA)  
Commissioned instructor

### 3. INDICATIVE BIBLIOGRAPHY

#### EUDOXUS

Andriotis, K. (2008) Sustainability and alternative tourism, Stamoulis Eds., Athens (in Greek)

#### GENERAL

Ασκέλη, Σ. (2005) Επιχειρείστε αγροτουριστικά: Πώς να οργανώσετε τη δική σας αγροτουριστική επιχείρηση, Εκδ. Κέρκυρα-Αγροτουριστική Α.Ε., Αθήνα.

Βαφειάδης, Γ., Κοντογεώργος, Χ. και Παπακωνσταντινίδης, Λ. (1992) Αγροτουρισμός και ισόρροπη ανάπτυξη, Εκδ. ΑΤΕ, Αθήνα.

Βενετσανοπούλου, Μ. (2006) Η κρατική συμβολή στον τουρισμό: Εναλλακτικές μορφές τουρισμού, Εκδ. Interbooks, Αθήνα

Έξαρχος, Γ. και Καραγιάννης, Σ. (2004) Αγροτουρισμός, Κέντρο Τεχνολογικής Έρευνας Κρήτης, Θεσσαλονίκη.

Κοκκώσης, Χ., Τσάρτας, Π. και Γκριμπα Ε. (2011) Ειδικές και εναλλακτικές μορφές τουρισμού: Ζήτηση και προσφορά νέων προϊόντων τουρισμού, Εκδ. Κριτική, Αθήνα.

Κομίλης, Π. (2001) Οικοτουρισμός: Η εναλλακτική προοπτική αιεφόρου τουριστικής ανάπτυξης, Εκδ. Προπομπός, Αθήνα.

Κομίλης, Π. και Βαγιονής, Ν. (1999) Τουριστικός σχεδιασμός, Εκδ. Προπομπός, Αθήνα.

Μανώλογλου, Ε., Τσάρτας, Π., Μάρκου, Α. και Παπλιάκου, Β. (1998) Ο τουρισμός ως παράγοντας κοινωνικής αλλαγής, Εξάντας-ΕΚΚΕ, Αθήνα.

Σφακιανάκης Μ. (2000) Εναλλακτικές μορφές τουρισμού, Εκδ. Έλλην, Αθήνα.

Τσάρτας, Π. (επιμ.) (2000) Τουριστική ανάπτυξη: Πολυεπιστημονικές προσεγγίσεις, Εξάντας, Αθήνα.

Τσάρτας, Π. και Λύτρας, Π. (2017) Τουρισμός, τουριστική ανάπτυξη, Κριτική, Αθήνα

France, L. (1997) Sustainable Tourism, Earthscan, London.

Page, S., Brunt, P. Busby, G. and Connell, J. (2001) Tourism: a modern synthesis, Thomson Learning EMEA, London.

Roberts, L. and Hall, D. (2001) Rural tourism and recreation: from principles to practice, CABI Publ., Wallingford, UK.

Sigala, M. and Robertson, R. (2019) Wine tourism destination management and marketing: Theory and cases, Palgrave Macmillan, Cham, Switzerland.

Journal of Sustainable Tourism <http://www.tandfonline.com/toc/rsus20/current>

Tourism Management <http://www.journals.elsevier.com/tourism-management/>

### 4. COURSE OUTLINE

- i. Tourism: conceptual framework and economic role: concepts, the market circuit, the tourism product, the evolution of tourism, its economic role, international trends.
- ii. From mass to alternative/sustainable tourism: social, economic and environmental impacts of tourism, the questioning of mass tourism, new (consumers') tourism patterns
- iii. The concept of sustainable tourism and its relationship with sustainable rural development. Alternative, rural, agrotourism and sustainable development.
- iv. The features of agrotourism demand, quality management, quality standards and certification.

- v. Gender and agrotourism.
- vi. The national and EU policy for agrotourism: Agrotourism as a component of the EU strategy for integrated rural development, institutional framework and implementation agencies.
- vii. Design of agrotourism development: theory and practice
- viii. Examples of agrotourism development - from Greece and Europe.

## 5. STUDENTS OBLIGATIONS

Students are informed from the beginning of the course about their obligations, lessons (mainly based on the inverted class method) and course evaluation

Attendance is not obligatory

Students can, if so they wish, to undertake an assignment; they are evaluated and their performance counts in their final grading (marks)

## 6. STUDENTS' EVALUATION

Presentation of assignment (up to 50%)

Final written examination (50-100%)

## 7. LEARNING OUTCOMES

By successfully completing the course students will be able to:

- Describe, distinguish and explain the fundamental concepts and theories of tourism development and alternative tourism.
- Describe and justify the relationship between rural/agrotourism and sustainable rural development.
- Describe, distinguish and explain the national and EU policies for agrotourism development.
- Develop an agrotourism development plan.
- Evaluate an agrotourism development plan.
- Cooperate with peers to collect appropriate materials so as to put together and present a piece of work related to the course contents/interests.

## 8. CURRICULA IN WHICH THE COURSE IS INCLUDED

<b>SCHOOL</b>	APPLIED ECONOMICS & SOCIAL SCIENCES		
<b>DEPARTMENT</b>	AGRICULTURAL ECONOMICS & RURAL DEVELOPMENT		
<b>LEVEL OF STUDIES</b>	<i>Undergraduate(elective)</i>		
<b>COURSE CODE</b>	3780	<b>SEMESTER</b>	6
		<b>HOURS PER WEEK</b>	<b>ECTS</b>
		5	5