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GEO ERGON PAIDEIA “START UP FARM: SKILLS FOR FUTURE ECO FARMERS”

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COURSE DESCRIPTION

TOURISM IN RURAL AREAS

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Course title: Tourism in rural areas

Name of trainer: Eleftheria Klontza

Purpose of the course

Provide the students with information on the potential touristic development of their area based on a model way that differs a lot from the mass tourism model that is applied in most of the touristic areas.

Objectives of the course

- Understand the difference between rural and urban. Show examples of urban and rural areas and describe the differences in the landscape and way of life
- Be able to describe their area and the all the characteristics that make it “rural”
- Become familiar with the definition of “Tourism in rural areas”. Understand the difference in accommodation type and activities.
- Learn the advantages of agritourism and how it responds to the need of the people in rural areas for an extra income. How it contributes to the development of the local society and the promotion of the local products.
- Understand how the tourism can promote the local cultural life and connect the rural areas with the cities
- Share experiences and knowledge with students and teachers from other regions and countries.
- Incorporate environmental parameters into potential future tourism business.
- Develop ideas and opinions in an audience.
- Watch examples that present success stories in the tourism sector from rural areas

Course contents

- Definition of the rural areas
- Differences between urban and rural landscape
- Examples of rural activities in Lakonia and Murfatlar
- Definition of tourism in rural areas
- Advantages of agrotourism
- Watch videos that present success stories in the tourism sector from rural areas

Teaching and Learning Methods

Teaching approach

The course is based on power point presentation and open discussion with the students. Slides are used to present the basic terms and the highlights. Multimedia material (photos, videos etc) is used to help them comprehend the definition of rural and watch success stories of Greek and Romanian enterprises of the tourism sector. The videos are in Greek Language with English subtitles.

After the end of the presentation students will participate in an open group discussion. They will provide their feedback and share their ideas on business that could be established in their areas.

Educational material (materials / sources / resources required to complete the course)

- Websites
- Books
- Previous studies

Keywords

Environment, Protection, Rural area, Education, Entrepreneurship, Tourism