**NEAR EAST UNIVERSITY**

**SCHOOL OF TOURISM AND HOTEL MANAGEMENT**

**COURSE OUTLINE**

**SPECIAL INTEREST TOURISM – THM 319**

**2015– 2016 ACADEMIC YEAR**

**FALL SEMESTER**

**Lecturer** : Özlem Yamak

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**Pre-requisities :** None

**Creit Hours** : (3,1) 3

**Course Schedule** : Every Monday and Wednesday at 11:30 – 13:20

**Course Room:** C 1

**Course Description** :

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| Special interest tourism takes many forms and is one of the fastest growing areas within the tourism industry. This course will focus on one form of special interest tourism to provide an overview of this important sector. Topics covered include the development and planning of special interest tourism products, the characteristics of the market for these products, and strategic marketing and management principles for ensuring a sustainable special interest tourism product. The course will culminate in students completing a project report on a specific case study of special interest tourism.**Learning Outcomes** :

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| On successful completion of this course, students should be able to:1. provide an overview of the special interest tourism sector;
2. demonstrate an understanding of the growing importance of special interest tourism to sustainable tourism development strategies within a global and Regional (Cyprus,Turkey...) context;
3. describe the characteristics, motivations and needs of tourists interested in specific special interest tourism products;
4. evaluate the economic, social and environmental impacts of special interest tourism;
5. develop sustainable planning, marketing and management strategies for special interest tourism products; and
6. critically discuss Cyprus/Turkey and global special interest tourism case studies in terms of their planning, marketing and management strategies.

**Required Text and Materials :**Marina Novelli. 2008. **Niche Tourism : Contemporary issues, trends and cases**. Elsevier.Gareth Shaw and Allan M Williams. 2009. **Tourism and Tourism Spaces.** Sage publications Ltd. ([www.books.google.com.cy](http://www.books.google.com.cy))**Course Performance Requirements** :Mid-Term Exam 30 %Assignment 20 %Quiz 10 %Final Exam 40 %**Attendance is compulsory.****The Weekly Breakdown of the Course Content**

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| **WEEK** | **DATE** | **TOPIC** |
| **1** | **14-16 Sep. 2015** | **Understanding the meaning of Special Interest Tourism** |
| **2** | **21-23 Sep. 2015** | **Drivers of Special Interest Tourism** |
| **3** | 24-27 Sep. 2015**28-30 Sep. 2015** | Religious Holiday **Understand the meaning of Sustainable Development in Special Interest Tourism** |
| **4** | **5-7 Oct. 2015** | **Mapping Tourism Consumption: from Fordism to McDonaldisation** |
| **5** | **12-14 Oct. 2015** | **Engineering the Tourism Experience** |
| **6** | **19-21 Oct. 2015** | **Types of SIT (Photographic Tourism, Geo Tourism, Youth Tourism, Dark Tourism, Gastronomic Tourism)** |
| **7** | **26-28 Oct. 2015** | **Tradition and Culture-based Tourism (Tribal Tourism, Cultural Heritage Tourism)** |
| **8** | **2-7 Nov. 2015** | ***MID-TERM WEEK*** |
| **9** | **9-11 Nov. 2015** | **Tourism in Peripheral Region** |
| **10** | **16-18 Nov. 2015** | **Rural Tourism in Cyprus** |
| **11** | **23-25 Nov. 2015** | **Tourism in Peripheral Region (Cyprus)** |
| **12** | **30 Nov.-2 Dec. 2015** | **Activity-based Tourism (Small ship cruising, Sport Tourism, Wildlife Tourism)** |
| **13** | **7-9 Dec. 2015** | **Volunteer Tourism, Adventure Tourism** |
| **14** | **14-16 Dec. 2015** | **Future of SIT** |
| **15** | **18 Dec. 2015** | **End of Classes** |
| **16** | **21-31 Dec. 2015** | ***FINAL EXAMS*** |
| **17** | **23 Dec. 2015** | Religious Holiday |
| **18** | **11-13 Jan. 2016** | **Re-Sit Exams** |
| **19** | **15 Jan. 2016** | **End of Term** |
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**The outline is tentative and topics may change or shift in terms of their timing.**  |
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