

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

|  |                    |  |                              |
|--|--------------------|--|------------------------------|
| <b>Offered by:</b><br>Tourism Management         |                    |  |                              |
| <b>Course Title:</b><br>SPECIAL INTEREST TOURISM |                    | <b>Course Org. Title:</b><br>SPECIAL INTEREST TOURISM        |                              |
| <b>Course Level:</b><br>Bachelor's Degree        |                    | <b>Course Code:</b><br>TMT 4023                              |                              |
| <b>Language of Instruction:</b><br>English       |                    | <b>Form Submitting/Renewal Date</b><br>17/09/2015            |                              |
| <b>Weekly Course Hours:</b><br>3                 |                    | <b>Course Coordinator:</b><br>PROF.DR. EBRU GÜNLÜ KÜÇÜKALTAN |                              |
| <b>Theory</b>                                    | <b>Application</b> | <b>Laboratory</b>  | <b>National Credit:</b><br>3 |
| 3  | 0                  | 0  | <b>ECTS Credit:</b><br>4     |



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

|                         |                                    |
|-------------------------|------------------------------------|
| Offered to:             | Course Status: Compulsory/Elective |
| Name of the Department: |                                    |
| Tourism Management      | Elective Course                    |

Wire: +90 (232) 453 50 60

Fax: +90 (232) 453 50 62

Access: [www.deu.edu.tr](http://www.deu.edu.tr)

Address: D.E.Ü. Kaynaklar Yerleşkesi 35160 Buca / İZMİR

E-mail: [isletme@deu.edu.tr](mailto:isletme@deu.edu.tr)



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Instructor/s:

DR. MANOLYA

---

Wire: +90 (232) 453 50 60

Fax: +90 (232) 453 50 62

Access: [www.deu.edu.tr](http://www.deu.edu.tr)

Address: D.E.Ü. Kaynaklar Yerleşkesi 35160 Buca / İZMİR

E-mail: [isletme@deu.edu.tr](mailto:isletme@deu.edu.tr)

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Course Objective:

The aim of this course is to provide students with deep understanding of the strategies, policies and initiatives related to special interest tourism (SIT) and the supply of diverse tourism products and developments in this type of tourism.

Learning Outcomes:

- 1 Compare the characteristics of the different types of special interest tourism activities with that of mass tourism in order to be able to analyze new tourism consumption patterns.
- 2 Recall basic tourist motivation factors and decision making process to be able to discuss the current changes on these subjects.
- 3 Evaluate the factors affecting special interest tourism to be able to discuss the challenges confronting the different forms of tourism activities in this segment.
- 4 Evaluate the marketing efforts directed towards special interest tourism types with the purpose of explaining how tourism and destination marketing approaches have evolved.

Learning and Teaching Strategies:

1. Lecture: There will be three lecture sessions every week.
2. Discussion: In the last 20 minutes of the third session a discussion topic related to lecture will be discussed by students.

Assessment Methods:

| Name                       | Code | Calculation formula               |
|----------------------------|------|-----------------------------------|
| MIDTERM EXAM               | MTE  |                                   |
| PROJECT                    | PRJ  |                                   |
| ASSIGNMENT                 | ASG  |                                   |
| FINAL EXAM                 | FIN  |                                   |
| FINAL COURSE GRADE         | FCG  | $MTE*030+PRJ*030+ASG*010+FIN*030$ |
| RESIT                      | RST  |                                   |
| FINAL COURSE GRADE (RESIT) | FCGR | $MTE*030+PRJ*030+ASG*010+RST*030$ |

Further Notes about Assessment Methods:

1. Midterm and final exams will cover the questions from the topics in the outline.
2. At the beginning of the term students will form groups and work together for term



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

project. Term project should be typed in Times New Roman, 12 point font, double-spaced and Apa format. The presentation should be no longer than 15 minutes. Grading of term project will be based on content, style and presentation.

3. A written assignment will be given.

Assessment Criteria:

1. The student will be able to list the characteristics of special interest tourism forms and will be able to compare them with the characteristics of mass tourism.
2. The student will be able to summarize tourist motivation factors and evaluate the different factors that take place in special interest tourism.
3. The student will be able to discuss the new challenges in special interest tourism and list the factors affecting special interest activities.
4. The student will be able to assess the importance of using different marketing activities to impress new types of tourists who look for alternative experiences.

Textbook(s)/References/Materials:

1. Novelli, M. (2005). Niche Tourism: Contemporary Issues, Trends and Cases. Oxford: Butterworth-Heinemann.
2. Douglas, N. and Douglas N. (2002). Special Interest Tourism. Singapore: John Wiley.

Course Policies and Rules:

1. Attending at least 70 percent of lectures is mandatory.
2. Plagiarism of any typewill result in disciplinary action.
3. Participation to the course and discussions during the classes is required.
4. Late arrivals to the class should be avoided.
5. All electronic devices should be kept close during the lectures.

Contact Details for the Instructor:

E-mail: manolya.aksatan@deu.edu.tr

Room: 215



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Office Hours:

Course Outline:

| Week | Topics:   | Notes: |
|------|---|--------|
| 1    | General overview of the course                                |        |
| 2    | Travel Decision Making Process and Tourist Motivation Factors |        |
| 3    | Special Interest Tourism -New Challenges                      |        |
| 4    | Niche Marketing   |        |
| 5    | Dark tourism<br>Gastronomic tourism                           |        |
| 6    | Geotourism<br>Genealogy tourism                               |        |
| 7    | Wildlife tourism<br>Adventure tourism                         |        |
| 8    | Photographic tourism<br>Tribaltourism                         |        |
| 9    | Cultural Heritage tourism<br>Research tourism                 |        |
| 10   | Volunteer tourism<br>Sport tourism                            |        |
| 11   | Term Paper Presentations / Discussion                         |        |
| 12   | Term Paper Presentations / Discussion                         |        |



## COURSE / MODULE / BLOCK DETAILS

## ACADEMIC YEAR / SEMESTER

## ECTS Table

| Course Activities   | Number | Duration (hour) | Total Work Load (hour) |
|---------------------|--------|-----------------|------------------------|
| In Class Activities |        |                 |                        |
| Lectures            | 12     | 3               | 36                     |
| Tutorials           | 0      | 0               | 0                      |

## Exams

|         |   |   |   |
|---------|---|---|---|
| Final   | 1 | 1 | 1 |
| Midterm | 1 | 1 | 1 |

## Out of Class activities

|   |    |   |    |
|---|----|---|----|
| Preparation for quiz etc.                               | 0  | 0 | 0  |
| Preparations before/after weekly lectures               | 10 | 3 | 30 |
| Preparation for midterm exam                            | 1  | 9 | 9  |
| Preparation for final exam                              | 1  | 9 | 9  |
| Preparing presentations                                 | 1  | 3 | 3  |
| Project Preparation                                     | 1  | 6 | 6  |
| Preparing assignments                                   | 1  | 4 | 4  |
| Total Work Load (hour)                                  |    |   | 99 |
| ECTS Credits of the Course= Total Work Load (hour) / 25 |    |   | 4  |