

Course Title	Special Interest Tourism							
Course Code	TTOU-225							
Course Type	This course serves as both Elective and Requirement, according to the program.							
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Tourism Requirement</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Tourism Requirement	All Programs	General Elective		
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All Programs	General Elective							
Level	Bachelor (1 st Cycle)							
Year / Semester	Year 1, A' Semester							
Teacher's Name	Dr Kyrillos Nicolaou							
ECTS	6	Lectures / week	3	Laboratories / week				
Course Purpose and Objectives	<p>This course introduces students to the phenomenon of special interest tourism, reflecting on issues of sustainability and ethics. This course critically examines the notions of image creation and the relationship between the media, demand and supply at both macro and micro level. Students will explore different frameworks of special interest tourism in relation to the supply side (product categories) and demand side (tourist typologies) of the tourism industry. The course explores and assesses underpinnings of tourist behaviour and their relevance to visitor management and marketing. To deliberate on the concept of entrepreneurship within the realm of special interest tourism and assess opportunities, development and management issues for hospitality and tourism organizations.</p> <p>Students are expected to:</p> <ul style="list-style-type: none"> • Understand key theoretical perspectives of special interest tourism from global to local perspective and familiarize students with the recent trends in tourism by introducing the opportunities and challenges of special interest tourism in a highly competitive business environment • Demonstrate a variety of special interest tourism product categories as presented in this course and associated stakeholders' needs • provide students with an appreciation of the diversity of tourist motivations and the equally diverse range of specialized tourism products that cater to quite particular tastes and preferences. • Understand tourist typologies related to the special interest tourism categories presented in this course, their specific needs, desires and impacts as they relate to management and marketing • Analyse entrepreneurship and the relevance of differing special interest tourism categories, products and markets in relation to opportunities, development and management issues for hospitality and tourism organizations. • Become familiar with non-conventional forms of tourist development and to explore the dynamism of tourism addressed to niche markets. 							

Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ul style="list-style-type: none"> • Identify the various forms of tourism products and their relationships with tourism demand. • Explain the differences between special interest tourism and mass tourism and demonstrate special interest tourism's significance. • Analyse the dynamism of special interest tourism and identify those variables that need to be considered for its development. • Critically assess the resources needed to develop special tourism products and identify the framework where these products can be set, managed and evolved. • Demonstrate awareness of globalisation and its impact on individuals in a consumer oriented society and the associated increase and diversification of special interest tourism destinations and products • Show appreciation of the wider role and influence of the diversified special interest tourism market segments on entrepreneurial activity and management issues, including sustainability and ethical issues • Understand the complexity of the phenomenon of special interest tourism and the differing needs from both the demand and supply side • Appreciate stakeholders' viewpoint and their impact on expectations, provision and consumption and associated management concerns within specific special interest tourism categories 		
Prerequisites	TTOU-100 Introduction to Travel & Tourism, Sophomore	Required	
Course Content	<ol style="list-style-type: none"> 1. Special interest tourism: history, development and overall definitional frameworks - special interest tourism as an interactive system 2. The supply of special interest tourism: overview of types of special interest tourism and the specific characteristics of special interest tourism types/sectors 3. The demand for special interest tourism: overview of tourist typologies 4. The tourism trip cycle - the relationship between home and tourist environment and its influence on special interest tourism demand and supply - notions of imagineering and engineering. 5. The provision and impacts of special interest tourism - visitor management and visitor satisfaction 6. Entrepreneurship and small business development in special interest tourism - opportunities and consideration for SMEs 7. Affinity groups - senior tourism, youth tourism, women only tourism, gay tourism 8. Geographical perspective - rural tourism, coastal tourism, urban tourism. Specific special interest categories/sectors 9. Nature based tourism - eco-tourism, green tourism, sustainable tourism 10. Adventure tourism - adventure tourism products, adventure tourists 11. Sport tourism - sport tourists, sport events, sport tourism destinations 12. Travelling for health and pleasure - wellness tourism, food and wine tourism. 		

Teaching Methodology	The course is delivered through lectures, demonstrations, and group discussions. Add any other method that you use during your lectures								
Mode of delivery	Face to face.								
Bibliography	Required								
	Agarwal, S., Busby, G., Huang, R. (2018). Special Interest Tourism: Concepts, Contexts and Cases. CABI. ISBN-10: 178064566X								
	Recommended								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="549 904 1401 1162"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English								