



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|------------|---|---|---------------------------------|---|------------|---|
| Course Title | | Special Interest Tourism | | | | | | | |
| Course Code | | REH431 | | Course Level | | First Cycle (Bachelor's Degree) | | | |
| ECTS Credit | 3 | Workload | 70 (Hours) | Theory | 2 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | The aim of the course is to prepare substructure to develop and manage such touristic products after the graduation by understanding the importance of tourism movements being excluded from mass tourism and comprising special interests of individuals. | | | | | | | |
| Course Content | | Within the concept of the lesson, differences between general interest tourism, mixing interest and special interest tourism movements and the point special interest tourism reach will be given not only as conceptually but also quantitatively. Afterwards, distinctive features of the participations of special interest tourism will be imparted in consideration of typology studies done. It is beneficial for students to learn the profile of participants and buying behaviours very well because that information is important for students wanting to take part in the activities of special interest tourism after the graduation. It is expected that students will make preparations about a field of special interest and present those in the classroom environment. | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Demonstration, Case Study, Individual Study | | | | | |
| Name of Lecturer(s) | | Lec. Ayşe ARSLAN ÖZKAN, Prof. Abdullah TANRISEVDİ | | | | | | | |

Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 70 |

Recommended or Required Reading

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| 1 | Douglas, N., Douglas, N. and Derrett, R. (2001). Special Interest Tourism, John Wiley and Sons Publishing. |
| 2 | Weiler, B. and Hall, C. M. (1993). Special Interest Tourism, John Wiley and Sons Publishing. |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|---|
| 1 | Theoretical | Preliminary information will be given about the objectives, importance, concept, contents, methods of measurement and sources of the lesson. |
| 2 | Theoretical | The concept of special interest tourism and different ways when compared with general interest tourism, qualitative and quantitative ways of special interest tourism will be conveyed. |
| 3 | Theoretical | Common traits of special interest tourism types will be explained and reinforced by giving examples from world and Turkey. Especially, there will be put emphasis on typologies oriented to the participations of special interest tourism. |
| 4 | Theoretical | The relationship between special interest tourism and sustainable tourism will be discussed. Examples will be given from Turkey and from the world. |
| 5 | Theoretical | Buying and consumer behaviours of the participations taking part in special interest tourism will be discussed, differences between different behaviour types in different special interest fields will be conveyed. |
| 6 | Theoretical | Points to consider will be explained during the process of the management of special interest tourism. |
| 7 | Theoretical | It will be explained what kind of studies should be done in order to market special interest tourism better. This topic will be reinforced with examples. |
| 8 | Theoretical | Presentations which will be given in the classroom after the midterm exam and format of the reports of those presentations will be relayed by giving examples and questions will be answered in this direction. |
| 9 | Intermediate Exam | Mid-Term Exam |
| 10 | Theoretical | Students' presentations |
| 11 | Theoretical | Students' presentations |
| 12 | Theoretical | Students' presentations |
| 13 | Theoretical | Students' presentations |
| 14 | Theoretical | Students' presentations |
| 15 | Theoretical | Students' presentations |



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|----|------------|------------|
| 16 | Final Exam | Final Exam |
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Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|--|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 1 | 2 | 42 |
| Assignment | 2 | 7 | 0 | 14 |
| Midterm Examination | 1 | 6 | 1 | 7 |
| Final Examination | 1 | 6 | 1 | 7 |
| Total Workload (Hours) | | | | 70 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 3 |

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

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|---|---|
| 1 | Learns how to investigate the changes in profiles and expectations of tourists taking part in tourism activities. |
| 2 | Learns alternative tourism types. |
| 3 | Learns to create products associated with special interest tourism and examine the content of those products. |
| 4 | Establishes logical connection with sustainable tourism. |
| 5 | Learns marketing in special interest tourism. |
| 6 | Comprehends the roles of tour operators and travel agents in the process of creating a touristic product. |
| 7 | Learns the travel motivations of tourists. |
| 8 | Learns social, economic and environmental impacts of special interest tourism types. |

Programme Outcomes (Tourism Guiding)

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|----|---|
| 1 | To have scientific and professional ethical values |
| 2 | To gain the ability of analytical and critical thinking |
| 3 | To have an awareness of requirement of gaining lifelong new knowledge and skills |
| 4 | To know the basic concepts about tourism sector |
| 5 | To comprehend relationship between tourism and natural, cultural and social environment |
| 6 | To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate |
| 7 | to be able to use the second foreign language at medium level. |
| 8 | to have the ability of doing team work. |
| 9 | To gain the ability to use information technologies in his/her field at a good level. |
| 10 | To gain administrative knowledge and ability in his/her field. |
| 11 | To be competent on the subject of human relations and behaviours which are required in tourism industry |
| 12 | To be able to track the trends in his/her field. |
| 13 | To have knowledge and ability on the subjects required for his/her profession. |
| 14 | To have comprehensive knowledge required for his/ her profession about other tourism services |
| 15 | To have enough knowledge about culture and customs of his/her own country. |
| 16 | To have enough knowledge about different cultures and customs. |

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

| | L1 | L2 | L3 | L4 | L5 | L6 | L7 | L8 |
|-----|----|----|----|----|----|----|----|----|
| P1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| P2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| P3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P7 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| P8 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| P9 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| P10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |



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|-----|---|---|---|---|---|---|---|---|
| P13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

