



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Special Interest Tourism								
Course Code	REM333	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	6	Workload	150 (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), Discussion, Case Study, Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Küçükaslan., N. (2007) Özel İlgil Turizmi, Ekin Yayınevi, Bursa.
2	Butler, R.W.(1990) Alternative Tourism , Pios Hope or Trojan Horse, Journal of Travel Research, 28(3).
3	Ceylan, T.(2001) Turizm ve Sürdürülebilir Gelişme, Anatolia, SAYI;12, Güz.

Week	Weekly Detailed Course Contents & Teaching Methods	
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	ARA SINAV
10	Theoretical	Students' presentations
11	Theoretical	Students' presentations
13	Theoretical	Students' presentations
14	Theoretical	Students' presentations
15	Theoretical	Students' presentations
16	Final Exam	FİNAL SINAVI

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	3	2	70



Assignment	5	4	0	20
Individual Work	5	6	0	30
Midterm Examination	1	14	1	15
Final Examination	1	14	1	15
Total Workload (Hours)				150
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

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	Learns social, economic and environmental impacts of special interest tourism types.

Programme Outcomes (Food and Beverage Management)

1	Having scientific and professional ethic values
2	To gain the ability of critical and analytical thinking
3	Having the consciousness of necessity of obtaining new abilities and life-long learning
4	To know the principle concepts related to tourism industry
5	Having the consciousness of tourism and natural, cultural and social environment relations
6	Having the knowledge of higher level of a foreign language to communicate and to follow the new researches and daily subjects at his/her own field
7	Being able to use another foreign language at middle level
8	Having the ability of doing teamwork
9	Being competent about information technologies
10	Having the ability of administrative knowledge buildup at his field
11	Being competent about the human behaviours and relations of tourism industry
12	Being able to follow the trends at his/her field
13	Being competent about the subjects of establishment procedures of an enterprise and entrepreneurship on the food and beverage management fields
14	Having the ability and knowledge about the subjects that are necessary at his occupation
15	Being able to use and having knowledge about the equipments and hardware systems used at food and beverage establishments
16	Having the ability of problem diagnosis, and to make decision toward problems at food and beverage establishments

