



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Special Interest Tourism							
Course Code		TTS267		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Changing tourism trends and increasing leisure time have caused people to change their hobbies. This type of tourism, called special interest tourism, offers important opportunities for service providers. The main aim of the course is to train personnel who are specialized in certain subjects in the sector against the changing demands.							
Course Content		Alternative approaches in tourism, new trends, tourism policies and planning							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Eren GÖNÜL							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Yaylı, A. ve Sürücü, Ö. (2016) Özel İlgi Turizmi. Detay Yayıncılık.
2	Akoğlu Kozak, M. ve Bahçe, S. (2012) Özel İlgi Turizmi. Detay Yayıncılık

Week	Weekly Detailed Course Contents	
1	Theoretical	Tourism development process, tourist concept, recent developments in tourism; special The emergence of interest tourism
2	Theoretical	The concept of tourist, recent trends in consumer behavior and new tourist types
3	Theoretical	Sustainability in tourism and alternative tourism development
4	Theoretical	Transition from alternative tourism to special interest tourism
5	Theoretical	Characteristics of Special Interest tourism
6	Theoretical	Creating and marketing tour programs for special interest tourism
7	Theoretical	Special Interest Tourism Types; Culture-based species: Cultural (Heritage) Tourism and Dark Tourism
8	Intermediate Exam	Midterm Exam
9	Theoretical	Special Interest Tourism Types; Culture-based species: Ethnic Tourism, Private Event (Festival) Tourism and Silk Road Tourism
10	Theoretical	Nature-based species: Botanical Tourism, Mountain and Winter Sports Tourism, Agricultural Tourism and Plateau Tourism
11	Theoretical	Water Sports Tourism, Air Sports Tourism, Birdwatching and Hunting Tourism
12	Theoretical	Health Tourism and Thermal Tourism
13	Theoretical	Special Interest-based types: Gambling Tourism, Golf Tourism, Yacht Tourism, Adventure Tourism and Shopping Tourism.
14	Theoretical	Species based on special interest: Cave Tourism, Hunting Tourism, Wine Tourism and Space Tourism.
15	Final Exam	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Assignment	1	15	1	16
Midterm Examination	1	5	1	6
Final Examination	1	10	1	11
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to explain tourism trends
2	To be able to explain the concept and types of special interest tourism.
3	To be able to prepare tour programs based on special interest
4	To have information about tourists of special interest
5	To be able to make marketing of tours based on special interest.

