



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Special Interest Tourism							
Course Code		TUR530		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It is aimed at comprehending the conceptual structure of special interest tourism and bringing students to a level of which they could analyze anatomy of tourist typologies taking part in special interest tourism activities.							
Course Content		Information will be given about the concept of special interest tourism and certain special tourism activities (religion tourism, rural tourism, wine tourism etc.).							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Prof. Abdullah TANRISEVDİ							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	50
Assignment	8	50

### Recommended or Required Reading

1	Douglas, N., Douglas, N. (2001). Special Interest Tourism, John Wiley&Sons, Australia.
2	Kozak, M. A., Bahçe, A. S. (2009). Özel İlgi Turizmi, Detay Yayıncılık, Ankara.

Week	Weekly Detailed Course Contents	
1	Theoretical	Special interest tourism will be handled conceptually.
2	Theoretical	Information will be given about the factors developing special interest tourism.
3	Theoretical	Information will be given about typologies of special interest tourists.
4	Theoretical	Information will be given about religion tourism.
5	Theoretical	Information will be given about rural tourism.
6	Theoretical	Information will be given about sport tourism
7	Theoretical	Information will be given about sport tourism
8	Theoretical	Information will be given about wine tourism.
9	Intermediate Exam	Midterm Exam
10	Theoretical	Information will be given about medical tourism.
11	Theoretical	Information will be given about cultural tourism.
12	Theoretical	Information will be given about cultural tourism.
13	Theoretical	Information will be given about Educational tourism.
14	Theoretical	Information will be given about Educational tourism.
15	Theoretical	General Review will be done.
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Assignment	7	5	0	35
Midterm Examination	1	6	1	7
Final Examination	1	12	1	13
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	He/ she comprehends the subject of special interest tourism.
2	He/ she gets knowledge about the factors developing special interest tourism.
3	He/ she comprehends typologies of special interest tourists.
4	He/ she gets information about marketing of special interest tourism products.
5	He/ she knows product development process of special interest tourism.

**Programme Outcomes** (*Tourism Management Master*)

1	To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management.
2	To be able to analyze the socio-economic and the managerial problems both interactionally and separately
3	To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.
4	To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.
5	To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.
6	To be able to make strategic and implementation plans for particular issues in tourism administration and evaluate the outcomes of the plans and to determine the vision, goals and aims of the company.
7	To be able to evaluate knowledge and skills acquired in tourism management by having a sceptic standpoint and investigate the problems by implying analytical approaches with miscellaneous methods.
8	To be able to regenerate and develop constantly concerning the field participated in tourism businesses.
9	To be able to teach and inspect the scientific, social and ethical values at the degree of collecting, interpreting and announcing the data.
10	To be able to use at least one foreign language to follow the international tourism literature.
11	To be able to share the developments related to departments of tourism establishment.
12	To be able to learn about information technologies used in tourism enterprises and mastering in these technologies.
13	To be able to use the current data in the field of tourism management, develop the knowledge by using scientific methods with scientific, social and ethical responsibilities.
14	To be able to Implement the knowledge and the abilities at problem solving that absorbed in the field of tourism at interdisciplinary studies.

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

	L1	L2	L3	L4	L5
P1	5	5	5	5	5
P2	4	4	4	3	4
P3	4	4	3	4	4
P4	4	4	3	5	5
P5	3	3	4	3	3
P6	2	2	4	3	2
P7	4	4	4	4	4
P8	4	4	2	5	3
P9	3	3	2	4	4
P10	3	3	3	3	3
P11	2	2	2	3	3
P12	1	1	1	1	1
P13	4	4	4	4	4
P14	4	4	4	4	4

