



UNIT OUTLINE

Issues in Special Interest Tourism

UNIT CODE & TITLE	JT705 Issues in Special Interest Tourism
AUTHOR	Dr Ian D. Clark
SCHOOL	Business
COURSE	Bachelor of Management; Bachelor of Business
PREREQUISITE(S)	JT501 Introduction to Tourism; JT601 Tourism Products and Services Delivery JT603 Tourism Impacts and Strategies
COREQUISITE(S)	Nil
DURATION	One teaching period
CREDIT POINTS	15

OBJECTIVES

The unit is designed to achieve the following learning outcomes by enabling students:

Knowledge

- To gain an in-depth understanding of a sector of Special Interest Tourism and its economic potential.
- To recognise and appreciate the importance of conservation of the natural and cultural resource bases of special interest tourism.
- To ascertain how to increase yield and profits for tourism operators.
- To acquire in-depth knowledge of the motivations, expectations, and satisfaction of tourism markets.
- To identify successful tourism management and marketing strategies for further development of special interest tourism.

Skills

- To use appropriate techniques to collect, analyse and evaluate ideas and information with reference to specific topic areas.
- To demonstrate a capacity to plan, organise and self-manage their time and the tasks to be completed.
- To enhance research, problem-solving and communication skills.
- To apply theoretical concepts through fieldwork experiences.
- To work effectively in a team environment and evaluate their peers accordingly.

Attitudes and Values

- To appreciate the interconnection of special interest tourism with other sectors.
- To adopt a holistic approach to understanding diversity in the tourism industry.
- To draw on scholarly research, as well as current business practice, to examine, analyse and evaluate business strategies for special interest tourism.
- To appreciate and value in-depth learning.

CONTENT

- Special interest tourism: definitions and historical overview.
- Special interest tourism product – an international perspective
- Special interest tourism and consumer behaviour: motivation, expectation, and satisfaction
- Destination image and branding of special interest tourism
- Sustainability and natural and cultural resource bases of special interest tourism
- Regional development and special interest tourism – linkages and complementarity
- Successful special interest tourism management and marketing strategies

LEARNING TASKS AND ASSESSMENT

Learning task	Assessment	Weighting
Research	Individual Essay Group Report	20-30% 40-50%
Problem solving Revising readings	Examination	30-40%

METHODOLOGY

A combination of lectures, tutorials, workshops, fieldwork, private and group study time and self-directed learning.

REFERENCES:

Allen, J, O'Toole, W, McDonnell, I & Harris, R. (2002) *Festival and Special Event Management*, Milton, Queensland: John Wiley.

Butler, R, Hall, CM, Jenkins, J (eds), (1998) *Tourism and Recreation in Rural Areas*. Chichester: John Wiley & Sons.

Douglas, N & Derrett, R (eds), (2001) *Special Interest Tourism*. Brisbane: John Wiley & Sons.

Getz, D, (2000) *Explore Wine Tourism: management, development & destinations*. New York: Cognizant Communication.

Hall, CM, Sharples, B, Cambourne, N, Macionis, N, Mitchell, R, Johnson, G, (2000) *Wine Tourism Around the World: Development, Management, and Markets*. Oxford: Butterworth-Heinemann.

Kelly, I & Nankervis, A, (2001) *Visitor Destinations*, Melbourne: John Wiley.

Page, SJ & Getz, D (eds), (1997) *The Business of Rural Tourism: International Perspectives*. London: International Thomson Business Press.

