

COURSE TITLE	Special Forms of Tourism	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Compulsory	
Year of study	Year 1 (semester 1)	
Credits and mode of delivery	ECTS workload	6
	Number of hours (L+P+S)	45 (30L +0P+15S)
COURSE DESCRIPTION		
<i>Course objectives</i>		
• To recognize the importance of special interest tourism based on destination-specific features as a means of achieving competitive advantage. • To evaluate the potential for developing special interest tourism in a destination. • To propose project ideas for the development of special interest tourism in specific destinations.		
<i>Course enrolment requirements</i>		
Basic knowledge of tourism acquired at the undergraduate level through the course "Theory and Organisation of Rural Tourism" or another related course providing equivalent prior knowledge.		
<i>Expected learning outcomes</i>		
LO1: Recognize and explain current trends in the tourism market and their implications for supply and demand. LO2: Describe the profiles of modern tourists. LO3: Categorise types of contemporary tourist consumers. LO4: Define special interest tourism and its distinction from mass tourism. LO5: Recognize the importance of destination-based special interest tourism as a tool for gaining competitive advantage. LO6: Analyse examples of best and poor practices in special interest tourism in Croatia and abroad. LO7: Evaluate the resource base of a tourist destination as a foundation for the development of special interest tourism. LO8: Identify key market segments (market niches) for various forms of special interest tourism. LO9: Design market communication methods for specific niches within special interest tourism. LO10: Develop project ideas for special interest tourism in selected tourist destinations.		
<i>Course content</i>		
Tourism environment. Global and local trends. Supply and demand trends in the tourism market. Analysis of qualitative and quantitative tourism trends. New orientations in tourism. Mass vs. selective (sustainable) tourism. Profiles and typologies of modern tourists. Definition and general characteristics of special interest tourism. Unique motivations, activities, and experiences in special interest tourism. Tourist attractions as the foundation for developing special interest tourism. Types of special interest tourism. Tourism niches and their importance in creating destination-based competitive advantages. Communication strategies with specific tourism niches. Case studies of good and bad practices in special interest tourism in Croatia and around the world.		
<i>Assessment and evaluation of student work during classes and the final exam</i>		
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.		