



Module Title	Special Interest Tourism		
Module Code	HOS301		
Module Type	Elective/Specialization	ECTS	6
Year / Semester	Year 2/Semester 3		
Module Purpose and Objectives	<p>The aim of this module is to introduce students to the phenomenon of Special Interest Tourism and its relationship with the traditional concept of tourism and leisure. Many tourists are now searching for innovative and exciting types of experiences rather than opting for the traditional offerings of mass-produced products and services. As a module it critically examines various special interest and “niche” tourism market segments, the growth and dimensions of these segments, and the impact of climate change on individuals, the tourism and the hospitality industry.</p>		
Learning Outcomes	<p>By the end of this module, students will be able to:</p> <ul style="list-style-type: none"> • Contrast mass and special interest tourism, noting key differences and similarities. • Describe tourism evolution and analyse current trends, ethics, motivations, and consumption patterns. • Assess economic, social, and environmental impacts of special interest tourism on destinations and communities. • Understand tourism planning and management, assess resources for special interest tourism development, and evaluate sustainability strategies, focusing on Cyprus. 		
Module Content	<p>This module provides an in-depth exploration of tourism and its various facets. It begins by defining tourism, including mass tourism and special interest tourism, and examines the development of tourism products, motivations, and emerging trends such as niche and slow tourism. Students explore the consumption patterns, ethics, and motivations of tourists, as well as the economic, sociocultural, and environmental impacts of tourism. The module also covers tourism planning and management, leadership, and cultural heritage tourism, along with topics such as food and wine tourism, agrotourism, and sustainable tourism development. Additionally, students will explore the impact of social media on tourism, sports tourism focusing on golf, and adventure and youth tourism.</p>		
Teaching Methodology	<p>The module is delivered over a combination of lectures, videos, group discussions, audio visual aids, seminars, tutorials, workshops, case studies, hotel visits. All lecture material and additional information will be available through our Moodle platform.</p>		
Assessment	<p>Assessments will be an essay and articles with comprehension questions, with the final grade including semester attendance and participation.</p>		