

## **Niche and Speciality Tourism**

Niche Tourism studies a wide range of forms of tourism that are becoming increasingly important for the tourism industry. The module covers: culinary and beverage tourism; health and medical tourism; and a wide range of speciality/niche types of tourism. This will provide students with the ability to recognise and apply strategies appropriate for particular circumstances and successfully compete for visitors.

Learning outcomes

On successful completion of this module, students should:

- Demonstrate ability and knowledge necessary to target niche markets in a more effective manner, according to the needs of business as well as market development
- Interpret market trends and match and design or redesign niche tourism products appropriate to a particular destination
- Find, evaluate, use and appropriately refer to relevant information

Syllabus

- Introduction to Niche Tourism
- Culinary and Beverage Tourism
- Health and Medical Tourism
- Speciality/Niche Tourism
- Special interest tourism
- Dark tourism
- Film induced tourism
- Traditional culture based tourism
- Activity/Sports tourism
- Extreme tourism
- Marketing for niche tourism
- Future trends

### Lesson Plan

Session	Subject
1	Introduction
2	Food and Beverage Tourism
3	Health and Medical Tourism
4	Speciality/Niche Tourism
5	Special Interest Tourism
6	Dark and Film induced Tourism
7	Traditional and Culture Tourism
8	Activity/Sports Tourism
9	Extreme Tourism
10	Marketing Niche Tourism
11	Future Trends
12	Case Study/In Class Test
13	Revision
14	Revision

#### Recommended textbook

Novelli, M. 2005 Niche tourism: Contemporary issues, trends and cases. Butterworth-Heinemann

Smith, M., Puczko, L. 2008. Health and Wellness Tourism. Butterworth-Heinemann

'Tourism Planning', Author: Yang Zhengzhi, Hua Nan University of Science and Technology Publisher.