

Course Title	Niche Tourism and Innovative Products				
Course Code	HTM305				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	3 rd Year/5 th Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 weeks	Laboratories / week	None
Course Purpose and Objectives	<p>To demonstrate to students the importance of niche tourism, its innovative tourism products, and pertinent managerial strategies. Real-life case studies on Hospitality and Tourism are presented to serve as an example on how to bridge the gap between industry and academia.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • to provide students with an appreciation of the diversity of tourist motivations and the equally diverse range of niche tourism products that cater to quite particular tastes and preferences while at the same time, provide innovative opportunities for destinations' diversification • to supply knowledge regarding the application of non-conventional forms of tourist development and to explore the dynamism of tourism addressed to niche markets • to familiarize students with the innovative trends in tourism by introducing the opportunities and challenges of niche tourism in a highly competitive business environment. • to provide students with knowledge regarding the main providers of the tourism and hospitality industry that provide rewarding, enriching, meaningful, and long-lasting experiences through niche tourism and innovative tourism products. 				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Identify the various forms of niche tourism products and their relationships with tourism demand. • Explain the differences between niche tourism and mass tourism and demonstrate niche tourism forms' significance. • Demonstrate the main supply elements that make entrepreneurs to take advantage of innovative market opportunities in each destination. • Analyze the dynamism of niche tourism and identify those variables that need to be considered for its development. 				

	<ul style="list-style-type: none"> Critically assesses the resources needed to develop niche tourism innovative products and identify the framework where these products can be set, managed and evolved. 		
Prerequisites	HTM115	Co-requisites	None
Course Content	<p>The role of niche tourism innovative products in the overall tourism system.</p> <p>The connection of niche tourism to entrepreneurship and innovation.</p> <p>Comparison of innovative niche tourism forms and more conventional forms of tourism such as mass tourism.</p> <p>Types of tourism in regional, urban and rural level and accommodation types (i.e., resorts and hotels, camping, back packers, cruises, Special interest accommodation etc.).</p> <p>Practice, provision and impacts of niche tourism.</p> <p>Managing visits to cultural, heritage and religious destinations; identification of niche tourism forms that provide added value to potential visitors.</p> <p>Events and festivals; concerts, exhibitions, and performances.</p> <p>Health and adventurous tourism: travelling for health, spas and health resorts; hard adventurous tourism and types of visitors.</p> <p>The importance of environmental tourism and its relationship with sustainable tourism development.</p> <p>Wine and food tourism; the cruise experience; educational tourism</p> <p>Emerging and future forms of niche tourism including space tourism and the use of virtual reality.</p> <p>More specialised forms of tourism; senior tourism; urban tourism and small businesses.</p>		
Teaching Methodology	Face-to-Face		
Bibliography	<p>Douglas, N., and Douglas, N.: Special Interest Tourism, Milton, Latest Edition, Wiley.</p> <p>Novelli, M.: Niche Tourism: Contemporary Issues, Trends and Cases, Burlington: Latest Edition, Routledge.</p> <p>Fayos-Solà, E., and Cooper, C.: The Future of Tourism: Innovation and</p>		

	<p>Sustainability, Cham, Latest Edition, Switzerland: Springer.</p> <p>Smith, M., MacLeod, N., and Hart Roberson, M.: Key Concepts in Tourist Studies, Latest Edition, London: Sage.</p> <p>Weiler, B. and Hall, C.M.: Special Interest Tourism, Latest Edition, Wiley.</p> <p>Various academic papers regarding each of the discussed topics.</p>		
Assessment	Examinations	70%	
	Assignments	20%	
	Class Participation and Attendance	10%	
	Total	100%	
Language	English		