

Faculty of Higher Education

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| Subject Code | TOU609 |
| Subject Name | Niche Tourism |
| Credit points | 6 |
| Study Level | Year 2 |
| Delivery mode | On campus |
| Location | Melbourne |
| Prerequisites | None |

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| Subject Coordinator |
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| Subject Overview | <p>In a globalised world, niche tourism is considered to represent a more sophisticated and diverse range of tourism activities than those associated with 'mass tourism'. This unit explores the many different forms of niche tourism including dark tourism, volunteer tourism, film tourism, adventure tourism, wellness tourism, wildlife tourism, indigenous tourism, heritage tourism and medical tourism</p> <p>The unit identifies and examines the forces driving the growth of niche tourism, including the role of consumers and product development by tourism operators, government bodies and public institutions. The unit also explores whether niche tourism- in all of its manifestations- will continue to grow in the future and what implications this will have for 'mass tourism' products.</p> |
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| Learning Outcomes | Evaluate the role of social, political, economic and technological factors that have led to the development of niche forms of tourism |
| | Compare the characteristics of niche forms of tourism and more generic forms of 'mass' tourism |
| | Construct and justify logical arguments about the impacts created by niche forms of tourism and propose recommendations to lessen these impacts. |
| | Predict the future growth of niche tourism products and the challenges that confront stakeholders associated with these forms of tourism |
| | Work collaboratively to present an engaging and convincing presentation to peers |

| Assessments | Details | Weighting |
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| | Presentation (groups of five) | 20% |
| | Test | 20% |
| | Report | 40% |
| | Examination | 20% |

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| Graduate Attributes addressed in this subject | Preparedness |
| | Ethical and social understanding |
| | Systematic and coherent body of knowledge |
| | Cognitive skills to synthesise knowledge |
| | Teamwork skills |
| | Communication skills |