

## FEATURES OF SPECIAL INTEREST TOURISM

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Special interest tourism (SIT) is a type of tourism focused on meeting the special interests and needs of tourists through non-mass, personalized, unique tours [1]. Locations of SIT should be linked with particular theme and satisfy a particular interest of tourists. And tourism groups of SIT are formed of people with similar interests, needs or travel motives.

The main characteristic of SIT is the satisfaction of particular personal interests of tourists [2]. But SIT is not only characterized by the presence of a particular personal interest. The attributes of SIT are also non-mass, uniqueness and personalization. Authenticity and interactivity are frequent features of SIT (Fig. 1).

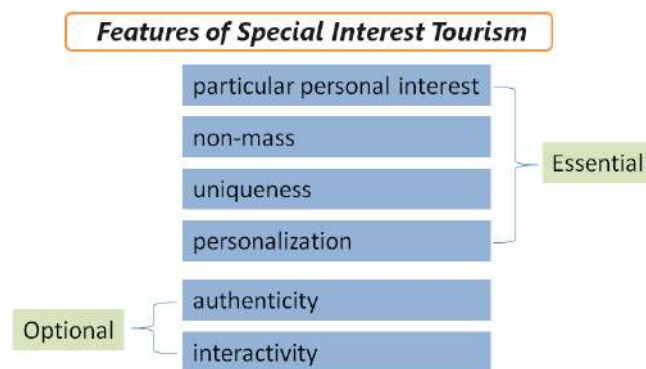


Fig. 1. Features of special interest tourism

Special interest tourism has emerged and developed as an alternative to mass tourism (Figure 2).



Fig. 2. Difference between mass tourism and special interest tourism according to the "unification-uniqueness" criterion

The essential difference between mass tourism and special interest tourism lies primarily in the fact that mass tourism focuses on unified tourism products, while special interest tourism supports the uniqueness of the tourism product.

### References:

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2. Rittichainuwat B. N. *Special Interest Tourism*. UK: Cambridge Scholars Publishing, 2018. 311 p. URL: <https://www.cambridgescholars.com/resources/pdfs/978-1-5275-1352-5-sample.pdf>