AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Introduction to Tourism Industry								
Course Code	THM111		Couse Level	Short Cycle (Associate's Degree)					
ECTS Credit	2	Workload	54 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	This course aims at teaching basic tourism concepts.								
Course Content	This course imforms students about the concept of tourism, transportation services and other businesses related to tourism industry.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)	Ins. Baha TÜRKÖZ								

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading	
1	Kozak,N., Kozak, M. Ve Kozak, M. (2008). Genel Turizm: İlkeler ve Kavramlar, Ankara: Detay yayıncılık.

Week	Weekly Detailed Course Contents	
1	Theoretical	The Concept of Tourism and Tourist
2	Theoretical	The Concept of Tourism and Tourist
3	Theoretical	Hisctorical background of tourism
4	Theoretical	Kinds of Tourism
5	Theoretical	The social and physical effects of tourism
6	Theoretical	Tourism Industry
7	Theoretical	Tourism Industry
8	Intermediate Exam	Midterm Exam
9	Theoretical	Tourizm Supply and touristic product
10	Theoretical	Tourism demand
11	Theoretical	The conomic effects of tourism
12	Theoretical	The social effects of tourism
13	Theoretical	New trends in tourism
14	Theoretical	Tourism in Turkey
15	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
			Total Workload (Hours)	54
			[Total Workload (Hours) / 25*] = **ECTS**	2
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	Getting introduced to tourism
2	Getting introduced to businesses involved in tourism industry
3	Getting introduced to transportation services in tourism
4	To know the concept of tourist and the importance of tourism

5	Understanding the environmental characteristics of tourism

Programme Outcomes *(Tourism and Hotel Management)*	
1	To be able to use a second foreign language at intermediate level
2	To have the ability to use information technologies in the field at a good level.
3	Competence in human relations and behaviors required by tourism industry.
4	To be able to dominate the issues of entrepreneurship and business establishment procedures in the field of accommodation management
5	To have the knowledge and skills required by the profession
6	To have information about equipment and equipment used in accommodation establishments

Contribution of Learning Outcomes to Programme Outcomes *1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High*

	L1	L2	L3	L4	L5
P1	2	2	2	2	2
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	5	5	5	5	5
P6	5	5	5	5	5