



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction to Tourism Industry							
Course Code		THM111		Course 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 informs 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.
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Week	Weekly Detailed Course Contents	
1	Theoretical	The Concept of Tourism and Tourist
2	Theoretical	The Concept of Tourism and Tourist
3	Theoretical	Hiscorical 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
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Programme Outcomes (*Tourism and Travel Services*)

1	Tourism, natural, cultural, historical and social environment to be aware of the relationship.
2	To be able to use a second foreign language at intermediate level.
3	To have the ability to use information technologies in the field at a good level.
4	To have the knowledge and skills required by the profession.
5	To have knowledge about national and global travel destinations, motivations and movements.
6	To have information about countries and cultures.
7	Mastering the automation systems used in travel management
8	To have the technical knowledge about travel agency and ticketing.

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	5	3	3	5	5
P2	3	3		3	3
P4	4	5	5	5	5
P5	5	3	5	5	4
P6	3		5	5	3
P7	3	3		4	2
P8	3	3		4	2

