



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Economic Effects of Tourism							
Course Code		TTS214		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	52 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The course aims at understanding basic structure of economy related to tourism and evaluating tourism structure in aspects of economical point of view.							
Course Content		Definition of economy, operation of economical structure, the relationship between tourism economy and basic structure and the effect of tourism on national economy.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case 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	Turizm Ekonomisi, Hasan Olalı-Alp Timur
2	Turizm Ekonomisi, Orhan İçöz

Week	Weekly Detailed Course Contents	
1	Theoretical	Definiton and Basic Structure of Economy
2	Theoretical	The Effect and Importance of Tourism on Basic Economic Structure
3	Theoretical	The Effect of Tourism on Foreign Exchange Supply and Demand
4	Theoretical	The Effect of Tourism on Income and Investment
5	Theoretical	Value Added Effects of Tourism
6	Theoretical	Real Economic Effects of Tourism
7	Theoretical	Real Economic Effects of Tourism2
8	Intermediate Exam	Midterm Exam
9	Theoretical	Monetary Effects of Tourism
10	Theoretical	Monetary Effects of Tourism 2
11	Theoretical	What does Tourism Market mean?
12	Theoretical	What does Tourism Demand mean?
13	Theoretical	What does Tourism Supply mean?
14	Theoretical	Revision and Evaluation
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	4	1	5
Final Examination	1	4	1	5
Total Workload (Hours)				52
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Basic structure of economy and economic components
2	Features of Tourism Economy's Basic Structure
3	The role of tourism in national economic structure



4	Define the contribution of tourism to country, region and world economies
5	Supply, demand, need, market, etc. related to tourism. define concepts

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	2	2	2	2	2
P4	5	5	5	5	5
P5	3	3	3	3	3
P7					2
P8					2

