



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |   |                     |  |   |                                  |   |            |   |
|--|---|---|---------------------|--|---|----------------------------------|---|------------|---|
| Course Title                                     |   | Yachting and Marine Management  |                     |  |   |                                  |   |            |   |
| Course Code                                      |   | TTS254  |                     | Couse Level                            |   | Short Cycle (Associate's Degree) |   |            |   |
| ECTS Credit                                      | 2 | Workload  | 54 ( <i>Hours</i> ) | Theory                                 | 2 | Practice                         | 0 | Laboratory | 0 |
| Objectives of the Course                         |   | The students will learn about the importance of yachting and marine management in tourism industry. |                     |  |   |                                  |   |            |   |
| Course Content                                   |   | The students will learn about regulations of sea tourism.   |                     |  |   |                                  |   |            |   |
| Work Placement                                   |   | N/A   |                     |  |   |                                  |   |            |   |
| Planned Learning Activities and Teaching Methods |   |   |                     | Explanation (Presentation), Discussion |   |                                  |   |            |   |
| Name of Lecturer(s)                              |   | Ins. Hasan KAMACI   |                     |  |   |                                  |   |            |   |

### Assessment Methods and Criteria

| Method              | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1        | 40             |
| Final Examination   | 1        | 70             |

### Recommended or Required Reading

|   |  |
|---|--|
| 1 | "Yacht Türkiye"  |
| 2 | "Dünya Turizm Talebi Eğilimleri Işığında Türkiye'ye Yönelik Yat Turizm Talebinin Değerlendirilmesi, Uğur Tandoğan" |

| Week | Weekly Detailed Course Contents |  |
|------|---------------------------------|--|
| 1    | Theoretical                     | Regulations of Sea Tourism                   |
| 2    | Theoretical                     | Regulations of Sea Tourism                   |
| 3    | Theoretical                     | Regulations of Sea Tourism                   |
| 4    | Theoretical                     | Yacht Tourism in Turkey                      |
| 5    | Theoretical                     | Yacht Routes in Turkey                       |
| 6    | Theoretical                     | Supply and Demand of Yacht Tourism in Turkey |
| 7    | Theoretical                     | Yacht Businesses                             |
| 8    | Intermediate Exam               | Midterm Exam                                 |
| 9    | Theoretical                     | Marine Businesses                            |
| 10   | Theoretical                     | Marine Businesses                            |
| 11   | Theoretical                     | Management of Marine Businesses              |
| 12   | Theoretical                     | Management of Marine Businesses              |
| 13   | Theoretical                     | Management of Marine Businesses              |
| 14   | Theoretical                     | Management of Marine Businesses              |
| 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 | Learning about yachting and marina management in Turkey  |
| 2 | To provide basic information about yachts, yachting, marinas and marina  |
| 3 | To provide information about domestic and international yacht tourism and marina practices                         |
| 4 | To provide information on yacht manufacturing, marina investments and demands and sector problems and expectations |



|   |  |
|---|--|
| 5 | To understand the importance of yachting and marina management for tourism |
|---|--|

**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 | 4  | 4  | 4  | 3  | 4  |
| P2 | 4  | 4  | 4  | 4  | 4  |
| P3 | 2  | 2  | 3  |    |    |
| P4 | 4  | 4  | 4  | 5  | 5  |
| P5 | 4  | 4  | 4  | 4  | 5  |
| P6 | 3  | 4  | 3  | 4  | 3  |
| P7 | 2  | 1  |    |    |    |

