AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	General Tourism					
Course Code	TRZM101		Couse Level	Short Cycle (Associate's Degree)		
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	With this course, it is aimed to gain the competency to explain "basic travel-tourism concepts in Hospitality Services Program.					
Course Content	Tourism and Tourist Concept, Types of Tourism, Tourism Industry, Transportation in Tourism, Alternative Tourism Types, Sustainable Tourism					
Work Placement	N/A					
Planned Learning Activities and Teaching Methods		Explanation (Presentation), Discussion, Individual Study				
Name of Lecturer(s)	Prof. Pınar ALTIOK GÜREL					

Assessment Methods and Criteria

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

Recommended or Required Reading

1	GENEL TURİZM İLKELERİ VE KAVRAMLAR – N.Kozak/M.A.Kozak/M.Kozak

Week	Weekly Detailed Course Contents	
1	Theoretical	Tourism and the concept of tourist
2	Theoretical	Types of tourism
3	Theoretical	The functions of tourism
4	Theoretical	The functions of tourism
5	Theoretical	Tourism İndustry
6	Theoretical	Tourism İndustry
7	Theoretical	Travel Formalities
8	Theoretical	Tourism and Air Transport
9	Theoretical	Tourism and Road Transport
10	Theoretical	Tourism and Sea Transport
11	Theoretical	Tourism and Railway Transport
12	Theoretical	New Trends in Tourism
13	Theoretical	Alternative Forms of Tourism
14	Theoretical	Sustainable Tourism

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Individual Work	10	0	2	20
Midterm Examination	1	0	1	1
Final Examination	1	0	1	1
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = **ECTS**	2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Explain the basic tourism
2	Explain the tourism business
3	Explain transportation services

4	To be able to comprehend the factors affecting the development of tourism
5	To be able to comprehend the economic, social, political and cultural effects of tourism
6	To be able to understand the national and international structure of tourism

Programme Outcomes *(Tourism and Hotel Management)*

1	
2	
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4	
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11	

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

	L1
P1	5