



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		General Tourism							
Course Code		TRZM101		Course 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
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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 Industry
6	Theoretical	Tourism Industry
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	To know the concept of tourism management well and to adapt the areas of economy, accounting, finance, management, marketing, human resources to the tourism sector.
2	To have knowledge of the tourism sector and the accommodation, food and beverage, travel, transportation, entertainment and other businesses that constitute the sub-industry of tourism.
3	To have knowledge about the coordination and integration of sub-industries of the tourism sector. To adsorb the communication and coordination between hotel departments.
4	To follow the developments in the tourism sector and to renew himself/herself.
5	To know the legislation about the structure and operation of the tourism sector. To have knowledge about the legal regulations regarding tourism businesses and tourism types.
6	To have detailed information about accommodation businesses and to learn the basic areas of hotel management (front office, housekeeping, food and beverage services, entertainment services).
7	To be able to communicate with guests in written and verbal and to have the power of persuasion. To have knowledge about sales and marketing and to have the ability to persuade.
8	To have basic computer knowledge and ability to use related programs. To have knowledge about software used in the hospitality industry.
9	To learn about Atatürk's principles and reforms. To have knowledge about history and geography. To have enough knowledge about the geography of Turkey and world tourism.
10	To have sufficient degree knowledge of English (reading, writing, listening and speaking). To be able to communicate with guests in English (written and verbal).
11	To have detailed information about occupational health and safety. To know well the legislation determined within the scope of occupational health and safety and to follow the developments.
12	To be able to produce ideas about the solution of business or guest problems and apply them.
13	To adopt the company she/he works, to fulfill his responsibilities and to be prone to teamwork. To fulfill the requirements of the department she/he works. To act in accordance with the hierarchical order of tourism businesses.

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

	L1	L2	L3	L4	L5	L6
P1	5	5	5	5	5	5
P2	5	5	5	5	5	5
P3	5	5	5	5	5	5
P4	5	5	5	5	5	5
P5	4	4	4	4	4	4
P6	5	5	5	5	5	5
P7	5					
P8	5					
P9	5					
P10	5					
P11	5					
P12	4	4	4	5	5	5
P13	4	4	4	4	4	5

