



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tourism Economy							
Course Code		TRZM102		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course to gain the students to promote the impact of tourism on the economy.							
Course Content		Economic Impact of Tourism, Tourism Demand, Tourism Supply							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Lec. Erhan COŞKUN							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Turizm Ekonomisi - Dr. Ozan Bahar, Dr. Metin Kozak
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to economy and basic economic concepts
2	Theoretical	Introduction to economy and basic economic concepts
3	Theoretical	Concepts related to tourism
4	Theoretical	Concepts related to torism
5	Theoretical	Relation of economy and tourism
6	Theoretical	Relation of economy and tourism
7	Theoretical	Tourism supply and features
8	Intermediate Exam	Mid-term exam
9	Theoretical	Tourism supply and features
10	Theoretical	Tourism demand and features
11	Theoretical	Tourism demand and features
12	Theoretical	Demand curve and formation of the equilibrium price
13	Theoretical	Demand curve and formation of the equilibrium price
14	Theoretical	Economic impacts of tourism
15	Theoretical	Tourism and international competitive

### 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	To understand the economic effects of tourism
2	Understanding tourism demand
3	Understanding tourism supply
4	Understanding to economic impacts of turizm



5	To comprehend tourism and international competition
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**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
P1	5
P2	5
P3	5
P4	5

