



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Ethic at Tourism Businesses							
Course Code		TRZM152		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		It is aimed to gain qualifications related to job ethics at hospitality industry.							
Course Content		Ethic and Morality, Ethical System, Corruption at work, Ethic Codes in tourism							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Turizmde Etik - Prof. Dr. Meryem AKOĞLAN KOZAK - Yard. Doç. Dr. Hatice GÜÇLÜ NERGİZ
2	Etik Kodları ve Turizm - Yard. Doç. Dr. Burak Murat DEMİRÇİVİ - Prof. Dr. Mehmet YEŞİLTAŞ

Week	Weekly Detailed Course Contents	
1	Theoretical	Investigating ethic and morality
2	Theoretical	Investigating ethic and morality
3	Theoretical	Investigating ethical systems
4	Theoretical	Investigating ethical systems Investigating factors effecting morality
5	Theoretical	Investigating factors effecting morality
6	Theoretical	Historical development of morality
7	Theoretical	Types of ethic
8	Intermediate Exam	Mid term exam
9	Theoretical	Job ethic
10	Theoretical	Job ethic
11	Theoretical	Corruption at work
12	Theoretical	Unethical behaviors and their results at work
13	Theoretical	Unethical behaviors in tourism
14	Theoretical	Ethic Codes in Tourism
15	Theoretical	Social responsibility

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Consolidating ethic and morality
2	Observing job ethic principles
3	Comprehend the similarity and difference between ethics and morality
4	To be able to understand the historical process of ethics and morality



5	To comprehend ethical codes in tourism
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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
P5	5
P6	5
P7	5
P8	5
P9	5
P10	5
P11	5
P12	5
P13	5

