



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Alternative Tourism Types							
Course Code		TRZM238		Course 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 components of alternative tourism such as rural tourism, eco tourism, responsible tourism.							
Course Content		Publiciting types of alternative tourism, defining types of alternative tourism in Turkey and revealing their importance							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration					
Name of Lecturer(s)		Ins. Nurcan YILMAZ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Alternatif Turizm - Yard. Doç. Dr. Aslı ALBAYRAK
2	Turizmde Alternatif Ekolojik Turizm Doğa Turizmi Kırsal Turizm Yayla Turizmi - Hikmet HABERAL

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition, aim and scope of alternative tourism
2	Theoretical	Types of alternative tourism
3	Theoretical	Developing areas of alterative tourism
4	Theoretical	Diversification of tourism product
5	Theoretical	Sport tourism
6	Theoretical	Religious tourism
7	Theoretical	Cultural tourism
8	Theoretical	Sustainable Tourism
9	Theoretical	Nature tourism
10	Theoretical	Health tourism
11	Theoretical	Thermal tourism
12	Theoretical	Project presentation
13	Theoretical	Project presentation
14	Theoretical	Project presentation
15	Theoretical	Project presentation
16	Final Exam	Final Exam

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	Interpreting alternative tourism and developing areas
2	Explaining definition, aim, scope and types of alternative tourism



3	Interpreting diversification methods of tourism product in terms of tourism in Turkey
4	To understand the factors affecting decoration
5	Turkey and the world to learn the types 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
P1	5
P2	5
P3	4
P4	5
P5	4
P6	4
P7	2
P8	1
P9	5
P10	4
P11	3
P12	2
P13	5

