



## 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 (Cooking)

1	An ability to use theoretical knowledge in practice
2	Ability to work in teams, including interdisciplinary
3	An ability to manage a process to meet requirements
4	An ability to identify and solve problems in professional practice
5	Awareness of professional ethics and responsibility
6	Awareness of the necessity of lifelong learning and the ability to realize this
7	Ability to have knowledge about sectoral problems
8	An ability to understand and apply professional legal regulations
9	Ability to communicate effectively
10	Ability to use communication tools and other professional tools and techniques
11	An ability to plan and implement professional processes
12	Ability to communicate in a foreign language
13	Professional self-confidence skills
14	Entrepreneurship skills
15	Ability to understand and apply social and social responsibilities

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

	L1
P1	5

