



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 (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

