



**AYDIN ADNAN MENDERES UNIVERSITY**  
**FACULTY OF TOURISM**  
**TOURISM GUIDING**  
**TOURISM GUIDING**  
**COURSE INFORMATION FORM**

Course Title	Introduction to Tourism								
Course Code	REH101	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The aim of the lesson is to teach the concept of tourism, tourism types, tourism components, tourism supply and demand and to tell its' effects on country's economy.								
Course Content	The content of the lesson includes the knowledge about tourism industry, tourism components, tourism supply and demand and its relationship with other disciplines.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Discussion, Individual Study								
Name of Lecturer(s)	Prof. Abdullah TANRISEVDİ								

#### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

#### Recommended or Required Reading

1	Usta, Ö., (2008), Turizm Genel ve Yapısal Yaklaşımlar, Detay Yayıncılık:Ankara.
2	Kozak, N. vd., (2009), Genel Turizm- İlkeler Kavramlar, Detay Yayıncılık: Ankara.
3	Evlıyaoğlu, S. (1989), Genel Turizm Bilgileri, Ankara.
4	Küçükaslan, N., (2007), Özel İlgi Turizmi, Ekin Basım Yayın Dağıtım: Bursa.

Week	Weekly Detailed Course Contents	
1	Theoretical	Students will be informed about the methods, aims and references of the course.
2	Theoretical	Students will comprehend the concept of tourism, the correlation of tourism with other fields of science, definition and characteristics of tourism.
3	Theoretical	Students will learn factors directing people to tourism movement and tourism profile of Turkey.
4	Theoretical	Students will learn types and forms of tourism.
5	Theoretical	Students will learn the definition, the characteristics and the structure of tourism industry.
6	Theoretical	Students will learn the components of tourism industry.
7	Theoretical	Students will learn tourism supply and its characteristics, tourism supply profile of Turkey.
8	Theoretical	Students will obtain the definition of tourism products and the components of tourism products.
9	Intermediate Exam	Mid- term Exam
10	Theoretical	Students will learn tourism demand and its characteristics, tourism demand profile of Turkey.
11	Theoretical	Students will learn economic impacts of tourism.
12	Theoretical	Students will learn environmental impacts of tourism.
13	Theoretical	Students will learn social impacts of tourism.
14	Theoretical	Students will learn tourism policies of Turkey.
15	Theoretical	General evaluation of lesson will be done.
16	Theoretical	Final Exam

#### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	14	1	15
Final Examination	1	17	1	18
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	To be able to define tourism broadly,
2	To be able to recognize the tourism industry and list the characteristics of it,
3	To be able to learn the reasons that lead people to take part in tourism,
4	To be able to evaluate the supply and demand relationship in tourism,
5	To be able to interpret the profile of tourism supply and demand in Turkey,
6	To be able to explain the impacts of economical and environmental conditions on tourism,
7	To be able to recognize the tourism policies of Turkey

**Programme Outcomes (Tourism Guiding)**

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

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

	L1	L2	L3	L4	L5	L6	L7
P1	4	4	4	4	4	4	4
P2	3	3	3	3	3	3	3
P3	2	2	2	2	2	2	2
P4	5	5	5	5	5	5	5
P5	5	5	5	5	5	5	5
P6	1	1	1	1	1	1	1
P7	1	1	1	1	1	1	1
P8	1	1	1	1	1	1	1
P9	1	1	1	1	1	1	1
P10	4	4	4	4	4	4	4
P11	2	2	2	2	2	2	2
P12	4	4	4	4	4	4	4
P13	2	2	2	2	2	2	2
P14	5	5	5	5	5	5	5
P15	2	2	2	2	2	2	2
P16	2	2	2	2	2	2	2

