



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

Course Title	Tourism Behavior								
Course Code	REH111			Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	80 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	The aim of this lesson is to enable the students to comprehend that the tourism fact is the result of the tourism behavior, to obtain individual and social behaviors in tourism behavior, to perceive the skills and perfections that are required while enacting tourism behavior.								
Course Content	Comprehension of tourism behavior, motivation and tourism behavior, personality traits and tourism behavior, cognition-learning- affectivity- attitude and tourism behavior, touristic purchasing, exterior bases of tourism behavior, touristic volition and tourism behavior, touristic purchasing process (phases, factors, features, perceived risk), behaviors being intrinsic to life-style, tourist-tourist relations, tourist-native relations, tourist- employee relations.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Discussion, Individual Study, Problem Solving								
Name of Lecturer(s)	Lec. Vedat ACAR								

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Rızaoğlu, Bahattin, (2012), Turizm Davranışı Detay Yayıncılık, Ankara
2	Rızaoğlu Bahattin (2004) Turizm ve Toplumsallaşma Detay Yayıncılık, Ankara
3	Eroğlu Feyzullah (2000) Davranış Bilimleri, Beta basım yayın, İstanbul
4	Doğan, Hasan Zafer (2002). Turizmin Sosyokültürel Temelleri, Detay Yayıncılık, Ankara
5	Investigating international tourists' behaviours: A research on tourists taking part in guided tours in Turkey

Week	Weekly Detailed Course Contents	
1	Theoretical	Foundations of behavior (concept of behaviour, definition of behaviour, general structure and features of tourism behavior, errors in consumer behavior, general approaches to consumer behavior, the models of explaining consumer behavior)
2	Theoretical	Understanding the tourism behavior (benefits of understanding tourism behavior, sciences investigating tourism behavior, environments of tourism behavior,., displays of tourism behavior, culture of tourism as a new value)
3	Theoretical	Motivation and tourism behavior
4	Theoretical	Personality traits and tourism behavior
5	Theoretical	Cognition- learning- emotion- attitude and tourism behaviour
6	Theoretical	External foundations of tourism behaviour
7	Theoretical	Touristic buying behaviour and its foundations (phases, factors, characteristics, perceived risk)
8	Theoretical	Touristic experience (nature of touristic experience, flow experience, phases of touristic experience, characteristics of touristic experience, environments of touristic experience)
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Behaviors special to touristic lifestyles
11	Theoretical	Tourist-Tourist relations
12	Theoretical	Tourist-Native relations
13	Theoretical	Different groups of native and their some behavioral characteristics
14	Theoretical	Tourist-employee relations
15	Theoretical	General Review
16	Final Exam	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	10	1	1	20
Midterm Examination	1	2	1	3
Final Examination	1	14	1	15
Total Workload (Hours)				80
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to list the basic concepts of tourism behaviour,
2	To be able to learn the processes of purchasing behaviours of tourists,
3	To be able to interpret the external reasons of tourism behaviour,
4	To be able to interpret the internal reasons of tourism behaviour
5	To have knowledge about differences in cross cultural tourist behaviors.
6	To have knowledge about relationships between tourist-local people and tourist- tourist.

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
P1	5	5	5	5	5	5
P2	3	3	3	3	3	3
P3	3	3	3	3	4	4
P4	5	5	5	5	4	4
P5	5	5	5	5	5	5
P6	1	1	1	1	1	1
P7	1	1	1	1	1	1
P8	3	3	3	3	3	3
P9	1	1	1	1	1	1
P10	5	5	5	5	5	5
P11	5	5	5	5	5	5
P12	3	3	3	3	3	3
P13	5	5	5	5	5	4
P14	5	5	5	5	5	4
P15	2	2	2	2	4	5
P16	5	5	5	5	5	5

