



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tourism Economy							
Course Code		REH302		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	72 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the course is to furnish the students with the concepts and methods of general economy and tourism economy, to improve their analysis and synthesis ability and their knowledge and skills on this subject.							
Course Content		The financial and non-financial economic effects of tourism, tourism demand, tourism supply, the analysis methods of tourism demand and supply, the relation between tourism and and inflation and devaluation							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Res. Assist. Hüseyin Erhan ALTUN							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Olalı, H. ve Timur, A. (1988). Turizm Ekonomisi. İzmir: Ofis Ticaret ve Matbaacılık.
2	İçöz, O., (2005), Turizm Ekonomisi, Turhan Kitabevi, Ankara

Week	Weekly Detailed Course Contents	
1	Theoretical	Economics and Tourism Economics, International Tourism
2	Theoretical	Foreign payment balance effects of tourism
3	Theoretical	The income effect of tourism
4	Theoretical	The effects of tourism on investment, The added value effect of tourism
5	Theoretical	Tourisms effect on domestic prices, tourisms effects on governmental income and expences
6	Theoretical	Effects on employment, effects on industries, effects on infrastructure
7	Theoretical	Measuring the economic impact of tourism
8	Theoretical	Tourism supply
9	Intermediate Exam	Mid-term Exam
10	Theoretical	Tourism demand
11	Theoretical	Estimation of tourism demand
12	Theoretical	Balance price in tourism industry
13	Theoretical	Tourism development and national economies
14	Theoretical	Tourism development and national economies
15	Theoretical	Effect of İnflation, monetary operations and the international crisis on tourism
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Reading	13	1	0	13
Midterm Examination	1	5	1	6
Final Examination	1	10	1	11
Total Workload (Hours)				72
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	To be able to employ the basic knowledge about economy and tourism economy,
2	To be able to identify the financial and non-financial effects of tourism,
3	To be able to analyze the situations in the industry,
4	To be able to inspect the effect of devaluation and inflation on tourism and to create solutions to minimize the negative effects of them
5	To be able to analyse tourism demand and to arise consciousness on the necessity of how to develop products according to demand.

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

