



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Tourism Movements							
Course Code		REH447		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 analyze the international touristic flows' structure, size and volume considering the supply and demand variants							
Course Content		To be able to have a future perspective analyzing the tourism movements variants at international basis.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Project Based Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	http://unwto.org
2	Bahar, O. ve Kozak, M., (2005) Küreselleşme Sürecinde Uluslar arası Turizm ve Rekabet Edebilirlik. Ankara: Detay Yayıncılık.
3	http://www.wttc.org
4	MediaCat Yayınları. (2006), Yeni Pazarlama Trendleri, İstanbul: Kapital Medya Hizmetleri A.Ş.
5	Çeken, H., (2003). Küreselleşme, Yabancı sermaye ve Türkiye Turizmi, İstanbul: Değişim Yayınları.
6	Yurtseven, R., vd., (2010). Yavaş Hareketi, Ankara: Detay Yayıncılık.
7	http://resortdergisi.com
8	http://www.tursab.org.tr

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction: Lesson's aim, content, method, sources and explanation of the syllabus.
2	Theoretical	The historical development of tourism
3	Theoretical	Globalization and integrations, the role of international and regional tourism organisations
4	Theoretical	The place of tourism at World's economy b) International tourism demand and regional analysis
5	Theoretical	Turkish tourism industry's' integration to e-trade, On-line travel market
6	Theoretical	Tourism industry at EU, Effects of EU at Turkey's tourism movements
7	Theoretical	Quantitative factors that influence the competitive power at international tourism, Qualitative factors that influence the competitive power at international tourism
8	Theoretical	The effects of global economic crisis at World's and Turkey's tourism industry, Fast food and slow food(returning to the traditional values) / slow city
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Evaluating EXPO's potential at tourism, Tourism and changes at climate
11	Theoretical	Destination marketing and brand cities at tourism
12	Theoretical	Sectoral changing tendencies and future expectations
13	Theoretical	Turkey's package tour market researches and incoming reports
14	Theoretical	Turkey's tourism at international tourism movements
15	Theoretical	General Evaluation
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42



Midterm Examination	1	12	1	13
Final Examination	1	19	1	20
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	He/ she analyzes the place and importance of tourism in terms of the economy of the world,
2	He/ she analyzes the international tourism demands and the regions,
3	He/ she interprets the changes at tourism industry
4	He/ she gets information about the Quantitative factors influencing the competitive power at international tourism.
5	He/ she gets information about destination marketing and brand cities at tourism.
6	He/she gets information about the historical development of tourism.

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

