



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Management in Tourism Industry							
Course Code		REH408		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	100 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of the lesson is,analysing and studying the strategic management approaches in terms of the touristic enterprises.							
Course Content		Strategy and similar concepts,features of strategical management,process,components,business and industrial environment analysis,senior management's strategies,institutional strategies,competitive strategies,functional strategies,techniques of strategical management.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Ülker ÇOLAKOĞLU							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Hayri Ülgen ve S.Kadri Mirze (2006). İşletmelerde Stratejik Yönetim, Literatür Yayıncılık, İstanbul.
2	http://www.canaktan.org/yonetim/stratejik-yonetim/anasayfa-strateji.htm
3	http://www.danismend.com/konular/stratejiyon/STR-STRATEJIK%20YONETIM%20NEDIR.htm
4	http://www.bilgiyonetimi.org/cm/pages/mkl_gos.php?nt=89

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction of Strategical Management and the Method
2	Theoretical	Strategy and its Relation with the Related Concepts
3	Theoretical	Strategical Management and Its Features
4	Theoretical	Process of Strategical Management and Components
5	Theoretical	Analysis of Industrial and Business Environment
6	Theoretical	Evaluation of Environmental Components and Strategic Analysis
7	Theoretical	Strategical Guidance
8	Theoretical	Basic Strategies and Sub-groups
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Strategies of Senior Management and Institutional Strategies
11	Theoretical	Competitive Strategies
12	Theoretical	Functional Strategies
13	Theoretical	Techniques Used at the Application of Management Strategies
14	Theoretical	Application of Strategies
15	Theoretical	General Review
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	3	8	1	27
Midterm Examination	1	5	1	6



Final Examination	1	10	1	11
Total Workload (Hours)				100
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To be able to evaluate the concept of strategy and to be able to distinguish the concept of strategy from other similar concepts,
2	To be able to explain the features of strategical management, the process and components of strategic management,
3	To be able to operate external and internal environmental analysis during the process of strategical management,
4	To be able to identify the evaluation methods of environmental components which are measured during the strategical management process
5	Knows and applies competition strategies

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

