



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Ecotourism							
Course Code		TAP120		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	69 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Introduce all aspects of ecological tourism (Ecotourism). To see the benefits of medicinal and aromatic plants in ecotourism. To understand that eco tourism is a good alternative for sustainable tourism as tourism which protects the environment, maintains the welfare of the local people, gives responsibility to natural areas and provides an environmentalist alternative to mass tourism.							
Course Content		Connection of tourism and ecotourism. Tourism and environment. Ecotourism: concepts, definitions and issues. Ecotourism: consumers of nature and the environment. Ecotourism industry, the effect of ecotourism, development and planning of ecotourism. Ecotourism management. Marketing of ecotourism. Predictions and future issues for ecotourism.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Değirmencioğlu, Özdağ; Ahipaşaoğlu, Suavi (2003). Anadolu'da Turizm Rehberliği, Gazi Kitabevi, Ankara.
2	Erdoğan, Nazmiye (2003). Çevre ve Ekoturizm, Erk Yayınları, Ankara.

Week	Weekly Detailed Course Contents	
1	Theoretical	What is Sustainable Tourism and Nature-Based Tourism?
2	Theoretical	The Concept of Ecotourism. Importance of Tourism in Sustainable Development
3	Theoretical	Development Process of Tourism, Factors Effective in the Development of Tourism (Natural and Socio-Economic)
4	Theoretical	Investigation of Characteristics of the Natural Environment in Terms of appeals in Tourist
5	Theoretical	What are the types of ecotourism? (Plateau tourism, Tourism Bird Watching, Photo Safari, Bicycle Tourism)
6	Theoretical	Scuba / dive underwater, Farm Tourism, Botanik Tourism, Caravan Tourism, Cave Tourism, Paragliding, Rafting, Skip Walking, Trekking
7	Theoretical	Economic aspects and effects of ecotourism
8	Intermediate Exam	Mid term exam
9	Theoretical	Environmental aspects and effects of ecotourism
10	Theoretical	Effects of Eco-tourism and the Social Dimension
11	Theoretical	Tourists and the Local People in Eco Tourism
12	Theoretical	Medicinal and aromatic plants used in tourism
13	Theoretical	Environmental, Economic and Social Impacts of Ecotourism
14	Theoretical	Ecotourism and Development in the World and Turkey
15	Theoretical	Legal forces and legal formation in ecotourism, Solutions for Sustainable Ecotourism
16	Final Exam	The exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	11	1	12



Final Examination	1	14	1	15
Total Workload (Hours)				69
[Total Workload (Hours) / 25*] = ECTS				3
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Learns concepts related to sustainable tourism and ecotourism
2	Knows the concepts related to sustainable tourism and eco tourism.
3	Recognize the characteristics of sustainable tourism and eco tourism.
4	Analyze the importance of protected areas in terms of tourism and country development.
5	Recognize the problems of conservation areas and Eco tourism and produce solutions.
6	Knows the place of medicinal and aromatic plants in ecotourism.

Programme Outcomes (Medical and Aromatic Plants)

1	Understands the importance of medicinal and aromatic plants in the World and Turkey
2	Learn about the general characteristics of medicinal and aromatic plants. Learn the important issues in cultivation and can apply.
3	Learn about usage technologies about medicinal and aromatic plants and can apply.
4	Inform of producers of medicinal and aromatic plant species in offering, material supply, production process, marketing matter.
5	Know and follow the laws and regulations pertaining to the profession.
6	Learns morphological and anatomical structures of plants.
7	Learns to identify medicinal and aromatic plants.
8	To be able to behave sensitively towards environmental issues at national and global levels and to be able to interpret solution-oriented information; to be able to be an environmentally conscious and entrepreneurial individual
9	To be able to follow, evaluate and implement new developments and applications in the cultivation of medicinal and aromatic plants independently or as a team.

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	4	4	4	4	4	4
P8	5	5	5	5	5	5
P9						4

