



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Introduction to the Tourism and Hospitality Industry								
Course Code	REM101	Course Level			First Cycle (Bachelor's Degree)				
ECTS Credit	4	Workload	100 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	The aim of the lesson is to teach the concept of tourism, tourism types, tourism components, tourism supply and demand and to tell its' effects on country's economy.								
Course Content	The content of the lesson includes the knowledge about tourism industry, tourism components, tourism supply and demand and its relationship with other diciplines.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Discussion								
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Usta, Ö., (2008), Turizm Genel ve Yapısal Yaklaşımlar, Detay Yayıncılık:Ankara.
2	Kozak, N. vd., (2009), Genel Turizm- İlkeler Kavramlar, Detay Yayıncılık: Ankara.
3	Evliyaoğlu, S. (1989), Genel Turizm Bilgileri, Ankara.
4	Küçükaslan, N., (2007), Özel İliği Turizmi, Ekin Basım Yayın Dağıtım: Bursa.

Week Weekly Detailed Course Contents & Teaching Methods

1	Theoretical	Students will be informed about the methods, aims and references of the course.
2	Theoretical	Students will comprehend the concept of tourism, the correlation of tourism with other fields of science, definition and characteristics of tourism.
3	Theoretical	Students will learn factors directing people to tourism movement and tourism profile of Turkey.
4	Theoretical	Students will learn types and forms of tourism.
5	Theoretical	Students will learn the definition, the characteristics and the structure of tourism industry.
6	Theoretical	Students will learn the components of tourism industry.
7	Theoretical	Students will learn tourism supply and its characteristics, tourism supply profile of Turkey.
8	Theoretical	Students will obtain the definition of tourism products and the components of tourism products.
9	Intermediate Exam	Mid- term Exam
10	Theoretical	Students will learn tourism demand and its characteristics, tourism demand profile of Turkey.
11	Theoretical	Students will learn economic impacts of tourism.
12	Theoretical	Students will learn environmental impacts of tourism.
13	Theoretical	Students will learn social impacts of tourism.
14	Theoretical	Students will learn tourism policies of Turkey.
15	Theoretical	General evaluation of lesson will be done.
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Reading	4	2	0	8
Midterm Examination	1	10	1	11



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 define tourism broadly,
2	To be able to recognize the tourism industry and list the characteristics of it,
3	To be able to learn the reasons that lead people to take part in tourism,
4	To be able to evaluate the supply and demand relationship in tourism,
5	To be able to interpret the profile of tourism supply and demand in Turkey,
6	To be able to explain the impacts of economical and environmental conditions on tourism,
7	To be able to recognize the tourism policies of Turkey

Programme Outcomes (Food and Beverage Management)

1	Having scientific and professional ethic values
2	To gain the ability of critical and analytical thinking
3	Having the consciousness of necessity of obtaining new abilities and life-long learning
4	To know the principle concepts related to tourism industry
5	Having the consciousness of tourism and natural, cultural and social environment relations
6	Having the knowledge of higher level of a foreign language to communicate and to follow the new researches and daily subjects at his/her own field
7	Being able to use another foreign language at middle level
8	Having the ability of doing teamwork
9	Being competent about information technologies
10	Having the ability of administrative knowledge buildup at his field
11	Being competent about the human behaviours and relations of tourism industry
12	Being able to follow the trends at his/her field
13	Being competent about the subjects of establishment procedures of an enterprise and entrepreneurship on the food and beverage management fields
14	Having the ability and knowledge about the subjects that are necessary at his occupation
15	Being able to use and having knowledge about the equipments and hardware systems used at food and beverage establishments
16	Having the ability of problem diagnosis, and to make decision toward problems at food and beverage establishments

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	L7
P1	1	1	1	1	1	1	1
P2	2	2	2	2	2	2	2
P3	1	1	1	1	1	1	1
P4	5	5	5	5	5	5	5
P5	1	1	1	1	1	1	1
P8	1	1	1	1	1	1	1
P10	1	1	1	1	1	1	1
P11	5	5	5	5	5	5	5
P12	5	5	5	5	5	5	5
P13	2	2	2	2	2	2	2
P14	5	5	5	5	5	5	5
P15	1	1	1	1	1	1	1
P16	3	3	3	3	3	3	3

