



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Introduction to Tourism							
Course Code		REH101		Couse 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 this class is to gain ability to define tourism, relations of tourism with other science branches, groving process of tourism, future trends of tourism, effects of national economic, politic and planning.							
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), 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	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 İlgi Turizmi, Ekin Basım Yayın Dağıtım: Bursa.

Week	Weekly Detailed Course Contents	
1	Theoretical	(Explanation of the course's purpose, scope, method, resources and weekly lesson plan)
2	Theoretical	Tourism as concept and tourist
3	Theoretical	The importance of tourism and its relationship with other sciences
4	Theoretical	Historical development of tourism and future expectations
5	Theoretical	Types of tourism
6	Theoretical	Factors affecting tourism and introduction to tourism industry (transportation)
7	Theoretical	Tourism industry (accommodation)
8	Theoretical	Tourism industry (travel businesses, food and beverage businesses, recreation businesses, utility service businesses)
9	Intermediate Exam	Mid- term Exam
10	Theoretical	The place and importance of tourism in the economy I
11	Theoretical	The place and importance of tourism in the economy II
12	Theoretical	Tourism demand
13	Theoretical	Tourism supply/ Touristic product
14	Theoretical	Socio-economic, Socio-cultural and environmental effects of tourism
15	Theoretical	The future of tourism and tourism enterprises in the future
16	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	14	1	15
Final Examination	1	17	1	18
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	to be able to detailed information about the tourism sector and its history.
2	to be able to recognize the types and forms of tourism.
3	to be able to understand the place and importance of tourism in the economy.
4	to be able to have information about tourism supply and demand.
5	to be able to have knowledge about tourism policies and practices.

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

