

AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	le International Hotel Management							
Course Code	REH437		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 the course is to be able to give information about hotel management at an international level and to identify the management of international hotel chains in different countries and regions								
Course Content Getting information about organizational structure, general and regional strategies of international hotel chains that are active in different countries and regions								
Work Placement	N/A							
Planned Learning Activities	Explanatio	n (Presenta	tion), Discussion	on, Individua	al 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 Gee, Chuck Y.(1994), International Hotel Management, AH&MA, Michigan.

Week	Weekly Detailed Course Contents					
1	Theoretical	International Hotels/ Determining the presentations of students				
2	Theoretical	Organization and strategies of international Hotels				
3	Theoretical	Students' Presentations / Discussion				
4	Theoretical	Students' Presentations / Discussion				
5	Theoretical	Students' Presentations / Discussion				
6	Theoretical	Students' Presentations / Discussion				
7	Theoretical	Students' Presentations / Discussion				
8	Theoretical	Students' Presentations / Discussion				
9	Intermediate Exam	Mid-Term Exam				
10	Theoretical	Students' Presentations / Discussion				
11	Theoretical	Students' Presentations / Discussion				
12	Theoretical	Students' Presentations / Discussion				
13	Theoretical	Students' Presentations / Discussion				
14	Theoretical	Students' Presentations / Discussion				
15	Theoretical	Students' Presentations / Discussion				
16	Final Exam	Final Exam				

Workload Calculation						
Activity	Quantity	Preparation		Duration		Total Workload
Lecture - Theory	14		2	2		56
Midterm Examination	1		8	1		9
Final Examination	1		9	1		10
Total Workload (Hours)						
[Total Workload (Hours) / 25*] = ECTS						3
*25 hour workload is accepted as 1 ECTS						

Learning Outcomes

- To be able to recognize International Hotel Chains,
- To be able to identify the structure of International Hotel Management and Organization,



To be able to evaluate the regional structuring of International Hotels,

To be able to recognize the competition strategies of International Hotels

Gets information about the sales promotion activities of International Hotels.

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

