



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tourism Economics							
Course Code		ECO422		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	6	Workload	150 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The main purpose of this course is to provide students having a general knowledge and prediction on tourism market and explaining the economic structure and impacts of tourism sector and making interpretations on the general situation.							
Course Content		The Relation between Economics and Tourism, The Positive Economic Effects of Tourism, The Negative Economic Effects of Tourism, The Importance of Tourism in Turkish Economy, Tourism and International Competition.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Prerequisites & Co-requisites

ECTS Requisite	120
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Assessment Methods and Criteria

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

Recommended or Required Reading

1	Ozan BAHAR-Metin KOZAK, Turizm Ekonomisi, Detay Yayıncılık, Ankara, 2012.
2	Ozan BAHAR- Metin KOZAK, Uluslararası Turizm ve Rekabet Edebilirlik, Detay Yayıncılık, Ankara, 2005.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to Economics and Basic Concepts
2	Theoretical	The Basic Concepts on Tourism and Specifications
3	Theoretical	The Relation between Economics and Tourism
4	Theoretical	The Methods to Measure the Secondary Effects of Tourism
5	Theoretical	The Features of Tourism Supply and Elasticity of Supply
6	Theoretical	The Features of Tourism Demand and Elasticity of Demand
7	Theoretical	Demand Curve and Price Equilibrium
8	Intermediate Exam	Midterm Examination
9	Theoretical	The Positive Economic Effects of Tourism
10	Theoretical	The Negative Economic Effects of Tourism
11	Theoretical	Tourism and International Competition
12	Theoretical	International Tourism and Competition Power of Turkey
13	Theoretical	The Importance of Tourism in Turkish Economy
14	Theoretical	The Importance of Tourism in Turkish Economy
15	Theoretical	General Assessments
16	Final Exam	Final Examination
17	Final Exam	Final Examination

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Reading	14	0	2	28
Individual Work	14	0	3	42
Midterm Examination	1	15	1	16



Final Examination	1	21	1	22
Total Workload (Hours)				150
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Explains the main concepts of tourism economics.
2	Makes contributions on the relation between tourism and economics.
3	Specifies the tourism market.
4	Specifies and makes interpretations on the definitions of competition in tourism sector.
5	Evaluate the candidate leadership in tourism sector.

Programme Outcomes (Economics)

1	It defines and evaluates the basic economic concepts, theories, and methods.
2	It offers a basic level of policy proposals towards current economic problems.
3	It analyzes in the context of economic and social events in a historical perspective.
4	It explains the role of economic actors (such as government, company, or household) in the economy.
5	It follows national and international economic indicators and developments and it uses economic knowledge and methods in different areas.
6	It provides methods, tools and techniques necessary for the modelling and analysis of economic data and evaluates outcomes accordingly.
7	It defines economic systems, decision-making, policies and problems and it provides feedback about them.
8	It benefits from other disciplines that contribute to economic basis and holds a basic knowledge of these disciplines.
9	It explains and comments on economic growth, development and productivity problems on basic grounds.
10	It provides sufficient know-how in sub-branches such as public economics, industry, agriculture, environment and natural resources, labor, knowledge and ownership of the economy, international finance, money, in political economy and econometrics.
11	It defines and evaluates the concept of business on basic grounds.
12	It provides a sufficient level of legal know-how that may be demanded from high skill labor in both public and private sectors.
13	It defines the role of innovation, creativity and technology in the dynamic global economy.
14	It shows skills that will be useful for future employment opportunities and the working environment.
15	It considers science as a rational individual with professional and ethical responsibility.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4
P1	3	3	3	3
P2	4	3	4	3
P4	2	3	2	3
P5	3	2	3	2
P8	2	3	2	3

