



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Analysis of Tourism Market							
Course Code		TUR503		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	131 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Improving the abilities of analysis and synthesis related to the tourism market and the tourism supply and demand which forms that market.							
Course Content		The concept and characteristics of tourism market, tourism supply, characteristics and analysis methods, tourism demand, characteristics and the factors that affect the demand, prediction methods about demand, structural analysis of demand.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Assignment	7	40
Term Assignment	1	60

Recommended or Required Reading

1	Olalı, H. ve Timur, A. (1988). Turizm Ekonomisi. İzmir: Ofis Ticaret ve Matbaacılık.
2	Ünlüöner, K., Tayfun, A. ve Kılıçlar, A. (2007). Turizm Ekonomisi. Ankara:Nobel Yayın Dağıtım.
3	Yağcı, Ö, (2007). Turizm Ekonomisi, İstanbul, Detay Yayıncılık

Week	Weekly Detailed Course Contents	
1	Theoretical	Tourism market
	Preparation Work	Research, presentation
2	Theoretical	Tourism supply and analysis of tourism supply
	Preparation Work	Research, presentation
3	Theoretical	Tourism demand
	Preparation Work	Research, presentation
4	Theoretical	Analysis of International Tourism Demand
	Preparation Work	Research, presentation
5	Theoretical	Structural analysis of touristical demand toward Türkiye
	Preparation Work	Research, presentation
6	Theoretical	Analysis of National Tourism Demand
	Preparation Work	Research, presentation
7	Theoretical	Estimation methods of touristical demand (Regression analysis)
	Preparation Work	Research, presentation
8	Theoretical	Estimation methods of touristical demand (Coorrelation analysisi)
	Preparation Work	Research, presentation
9	Theoretical	Estimation methods of touristical demand (trend analysisi)
	Preparation Work	Research, presentation
10	Theoretical	Dimension of establishment of tourism sector and scale economies.
	Preparation Work	Research, presentation
11	Theoretical	Tourism and international competition
	Preparation Work	Research, presentation
12	Theoretical	Presentation of term papers
	Preparation Work	Research, presentation
13	Theoretical	Presentation of term papers
	Preparation Work	Research, presentation
14	Theoretical	Making corrections about term papers



15	Theoretical	Evaluation of term papers
16	Final Exam	Final

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	3	60
Assignment	10	4	1	50
Term Project	1	20	1	21
Total Workload (Hours)				131
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To analyse tourism supply, to have knowledge about the determination of potential tourism sources.
2	To analyse tourism demand and to compose conscious about obligation to develop products suitable to demand.
3	While using the synthesis abilities, to find solution against the problems that can occur.
4	To find solution and be able to analyse the events developing at tourism sector.
5	To produce strategies according to changing market conditions.

Programme Outcomes (Tourism Management Master)

1	To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management.
2	To be able to analyze the socio-economic and the managerial problems both interactionally and separately
3	To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.
4	To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.
5	To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.
6	To be able to make strategic and implementation plans for particular issues in tourism administration and evaluate the outcomes of the plans and to determine the vision, goals and aims of the company.
7	To be able to evaluate knowledge and skills acquired in tourism management by having a sceptic standpoint and investigate the problems by implying analytical approaches with miscellaneous methods.
8	To be able to regenerate and develop constantly concerning the field participated in tourism businesses.
9	To be able to teach and inspect the scientific, social and ethical values at the degree of collecting, interpreting and announcing the data.
10	To be able to use at least one foreign language to follow the international tourism literature.
11	To be able to share the developments related to departments of tourism establishment.
12	To be able to learn about information technologies used in tourism enterprises and mastering in these technologies.
13	To be able to use the current data in the field of tourism management, develop the knowledge by using scientific methods with scientific, social and ethical responsibilities.
14	To be able to Implement the knowledge and the abilities at problem solving that absorbed in the field of tourism at interdisciplinary studies.

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	5	5	5	5	5
P2	5	5	5	5	5
P3	4	4	4	4	4
P4	5	5	5	5	5
P5	4	4	4	4	5
P6	5	5	5	5	5
P7	5	5	5	5	5
P8	5	5	5	5	5
P9	5	5	5	5	5
P10	3	3	3	3	3
P11	5	5	5	5	5
P12	2	2	2	2	2



P13	5	5	5	5	5
P14	5	5	5	5	5

