



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Behaviour AI Aspects of Tourism							
Course Code		TUR506		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to train students knowing tourism behavior; comprehending the place and importance of tourism behavior in tourism management; knowing the effects of tourism behavior in making decisions in tourism management and showing, applying and using those knowledge of behavior for the benefit of business							
Course Content		By handling the basic concepts in the field of tourism behaviour, internal (psychological) and external foundations (reasons); tourist typologies; behaviours peculiar to touristic lifestyles; touristic purchasing decision processes; bargaining and complaint behaviours of tourists partaking in package and daily tours; tourist-tourist, tourist- local people and tourist-employee relationships; tourist experience and motivation will be discussed within the context of this course.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Individual Study, Problem Solving					
Name of Lecturer(s)		Assoc. Prof. Vedat ACAR							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	70

### Recommended or Required Reading

1	Doğan, H.Z. (2003). Turizmin Sosyokültürel Temelleri (İkinci Baskı), Detay Yayıncılık: Ankara.
2	Kozak, M. & Kozak, N. (Eds.) (2014). Aspects of Tourist Behavior, Cambridge Scholars Publishing: Newcastle: UK.
3	Kozak, M. & Kozak, N. (Eds.) (2018) Tourist Behavior: An Experiential Perspective, Springer.
4	Reisinger, Y. & Turner, L. (2012). Cross Cultural Tourist Behavior in Tourism: Concepts and Analysis, Butterworth Heinemann: Oxford.
5	Rızaoğlu, B. (2004) Turizm ve Toplumsallaşma Detay Yayıncılık, Ankara
6	Rızaoğlu, B. (2012), Turizm Davranışı, Detay Yayıncılık, Ankara

Week	Weekly Detailed Course Contents	
1	Theoretical	Information will be given about tourism behaviour and its foundations (the concept of behaviour, consumer specifics, errors made while explaining consumer behaviour)
	Preparation Work	Reading, Literature review
2	Theoretical	Information will be given about the benefits of understanding the tourism behavior, sciences associated with tourism behavior, those who display tourism behavior and features of tourist culture
	Preparation Work	Reading, Literature review
3	Theoretical	Information will be given about the subject of motivation being one of the internal reasons
	Preparation Work	Reading, Literature review
4	Theoretical	By giving information about tourist typologies (Cohen, Smith, Plog and Pearce), benefits and criticisms towards tourist typologies in the literature will be discussed
	Preparation Work	Reading, Literature review
5	Theoretical	Information will be given about tourists' cognitive structures (tourist expectations stemmed from travel motive, tourists' habits, and trip planning process) and complaint behaviours of tourists taking part in package or daily tours
	Preparation Work	Reading, Literature review
6	Theoretical	Information will be given about the basic features, phases and environment of tourist experience
	Preparation Work	Reading, Literature review
7	Theoretical	Information will be given about the main features of tourist purchasing behaviours, priority order in purchasing behaviours, purchasing decision processes, purchasing types and then shopping tendencies of tourists from different nationalities taking part in daily or package tours will be discussed.
	Preparation Work	Reading, Literature review



8	Theoretical	By giving information about bargaining behaviour, bargaining behaviours of tourists from different nationalities taking part in daily and package tours will be discussed
	Preparation Work	Reading, Literature review
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	By giving information about how the concept of "timing" perceived by different cultures, timing behaviours of tourists will be discussed in daily and package tours
	Preparation Work	Reading, Literature review
11	Theoretical	Information will be given about behaviours peculiar to touristic lifestyles (individual and social behaviours)
	Preparation Work	Reading, Literature review
12	Theoretical	Tourist-tourist relationships will be discussed in daily and package tours
	Preparation Work	Reading, Literature review
13	Theoretical	Tourist-local people relationships will be discussed in daily and package tours
14	Theoretical	Tourist-employee relationships will be discussed in daily and package tours
15	Theoretical	Students will present their term papers
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	3	60
Term Project	1	42	0	42
Midterm Examination	1	9	1	10
Final Examination	1	12	1	13
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = <b>ECTS</b>				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	He/ she learns the basic concepts about tourism behaviour
2	He/ she gets knowledge about internal reasons of tourism behaviour
3	He/ she obtains information about the purchasing behaviours of tourists
4	He/ she comprehends the subject of tourist experiences
5	He/she gets information about the behaviours peculiar to touristic life styles
6	He/ she gets information about tourist-tourist relationships
7	He/ she gets information about tourist- local people relationships
8	He/ she gets information about tourist-employee relationships
9	He/ she learns how the concept of timing is perceived by different cultures
10	He/ she gets information about complaint behaviours of tourists taking part in package and daily tours
11	He/she gets information about bargaining behaviours of tourists partaking in package and daily tours

### 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	L6	L7	L8	L9	L10	L11
P1	5	5	5	5	5	5	5	5	5	5	5
P2	3	3	3	3	3	3	3	3	3	3	3
P3	5	5	5	5	5	5	5	5	5	5	5
P4	5	5	5	5	5	5	5	5	5	5	5
P5	3	3	3	3	3	3	3	3	3	3	3
P7	4	4	4	4	4	4	4	4	4	4	4
P8	5	5	5	5	5	5	5	5	5	5	5
P9	4	4	4	4	4	4	4	4	4	4	4
P13	3	3	3	3	3	3	3	3	3	3	3
P14	5	5	5	5	5	5	5	5	5	5	5

