



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tourism Policy and Planning							
Course Code		TUR508		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	131 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Creating consciousness about the tourism policies that are applied whit the goal of development of tourism in our country.							
Course Content		Basic public tourism policies about internal and external tourism in our country, the policies of touristical products' diversification, tourism policies that are applied in the Development Plans (for 5 years) about tourism and the assessment of these policies' results, the strategies and policies intended for the future at Turkish tourism.							
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. (1990). Turizm Politikası ve Planlaması, İstanbul Üniversitesi İşletme Fakültesi Yayın No:228, İstanbul.
2	İçöz, O., Var T., İlhan İ., (2007). Turizm Planlaması, Turhan Kitabevi, Ankara.
3	Bozok D., Şahin S., (2009). "Türkiye'de Uygulanan Turizm Politikaları", Türk Turizm Tarihi: Yapısal ve Sektörel Gelişim, (Ed: Çavuş, Ege, Çolakoğlu) Detay Yayıncılık, Ankara.

Week	Weekly Detailed Course Contents	
1	Theoretical	Tourism policy
	Preparation Work	Research, presentation
2	Theoretical	Tourism policies that are applied in Turkey
	Preparation Work	Research, presentation
3	Theoretical	Analysis of national and international tourism demand
	Preparation Work	Research, presentation
4	Theoretical	Touristic product of touristic product policy
	Preparation Work	Research, presentation
5	Theoretical	Diversification of touristic product and the policies of diversification of touristic product
	Preparation Work	Research, presentation
6	Theoretical	Tourism personnel education and employment policies
	Preparation Work	Research, presentation
7	Theoretical	Tourism finance and tourism investment policies
	Preparation Work	Research, presentation
8	Theoretical	Promotion and sales development policies in tourism
	Preparation Work	Research, presentation
9	Theoretical	Planning of tourism
	Preparation Work	Research, presentation
10	Theoretical	Regional tourism planning
	Preparation Work	Research, presentation
11	Theoretical	Examples of regional tourism planning in Turkey
12	Theoretical	Carrying capacity in tourism
13	Theoretical	Presentation of term papers
	Preparation Work	Research, presentation
14	Theoretical	Presentation of term papers



15	Theoretical	Presentation of term papers
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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 have information about encouragement policies related to tourism and general encouragement policies.
2	To become conscious about product diversification needs which can meet the need for consumers and have information about that subject which is applied in Turkey.
3	To have information about the policies and strategies, developing areas where are stipulated for tourism sector at the Development Plans (for 5 years)
4	Can suggest policies and strategies that can be applied, in order to develop tourism for the future.
5	To have information about tourism planning.

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	5	5	5	5	5
P4	5	5	5	5	5
P5	5	5	5	5	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	4	4	4	4	4
P13	5	5	5	5	5
P14	5	5	5	5	5

