



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sustainable Tourism							
Course Code		TUR526		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		This course aim to teach students the basic strategies and practices implemented by public institutions and private organisations in order for future generations to gain benefits of tourism with regard to the relationship between tourism and environmental issues in recent years. In addition, giving information about the basic principles and philosophies of sustainable tourism to the students is also an objective of this course.							
Course Content		Sustainable tourism is defined as a contemporary approach which is administered by public and private authorities in such a way that the economic, social and aesthetic needs of tourists are satisfied as required, and protecting the environment without changing and destroying whether human is a part of it or not, and also maintaining cultural structures, ecological processes, biodiversity and the systems providing the natural life. This course is basically concentrating on these subjects.							
Work Placement		Not Applicable							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Onur İÇÖZ							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	15
Final Examination	1	60
Quiz	2	5
Attending Lectures	14	5
Assignment	3	5
Term Assignment	1	10

### Recommended or Required Reading

1	R.Harris, T.Griffin & P.Williams (Eds.). Sustainable Tourism – A Global Perspective, Butterworth-Heinemann, Elsevier, Oxford, 2002.
2	R.J.Orsato,Sustainability Strategies, Palgrave Macmillan, 2009.
3	H. Çeken (Ed.), Sürdürülebilir Turizm – Temel Kavramlar ve İlkeler. Detay Yayınevi, Ankara, 2016
4	O.Kuntay, Sürdürülebilir Turizm Planlaması. Alp Yayınevi, 2004.
5	M.Kozak (Ed.), Sürdürülebilir Turizm-Kavramlar ve Uygulamalar, Detay yayınevi, Ankara, 2014.
6	O.Bahar, M.Samırkaş ve N.Çelik, Farklı Boyutları ile Sürdürülebilir Turizm. Süre Yayınevi, Muğla, 2015.

Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of sustainability – Definition and content
2	Theoretical	Tourism and environment relations – Ecological, Cultural and social interactions
3	Theoretical	Tourism development and the effects on the environment
4	Theoretical	Eco Tourism, Eco Labelling and sustainability.
5	Theoretical	Sustainable tourism and destination development
6	Theoretical	The international institutions and sustainable tourism – UNEP ve UNWTO Principles
7	Intermediate Exam	Mid-term exam
8	Theoretical	Overtourism, Carrying capacity and environmental effect assesments
9	Theoretical	Sustainable Tourism and Natural Heritage
10	Theoretical	Sustainable Tourism and Cultural Heritage
11	Theoretical	The principles of Sustainable tourism planning
12	Theoretical	The management of Sustainable tourism
13	Theoretical	Sustainable Tourism and Public institutions



14	Theoretical	Sustainable Tourism and Civil Organisations
15	Final Exam	FINAL

**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	3	0	7	21
Term Project	1	0	10	10
Individual Work	2	0	14	28
Quiz	2	0	5	10
Midterm Examination	1	0	6	6
Final Examination	1	0	8	8
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	As being a specialist s/he develops her/his knowledge and skills based on her/his Bachelor's Degree in Tourism field and s/he can evaluate the sector in the point of view interdisciplinary structure of tourism management.
2	S/He can analysis a problem faced in tourism management in terms of socio- economic and managerial both separately and together.
3	S/He studies original studies in tourism management in order to generate data in specific topics by using primary data sources
4	S/He conveys recent developments related to tourism management and her/his studies to the stakeholders by verbal, written and visual systematically.
5	S/He develops a solving method independently for a problem faced in tourism management, evaluates outcomes of the problem and takes roles in projects related to her/his field as a coordinator or a participant.
6	S/He makes strategic and implementation plans for particular issues in tourism administration and evaluates the outcomes of the plans; S/He also determines the vision, goals and aims of the company.
7	S/He evaluates her/his knowledge and skills acquired in tourism management by having a sceptic standpoint and investigates the problems by implying analytical approaches with miscellaneous methods.
8	Regenerates and develops her/his self constantly concerning the field that s/he participates in tourism businesses.
9	Gains the ability of data gathering, interpreting and noticing within scientific, social and ethical values.
10	To be able to use at least one foreign language to follow the international tourism literature.
11	Shares the developments related to departments of tourism businesses.
12	Has knowledge on information technologies using in tourism enterprises and uses these technologies.
13	By using the current data at the field of tourism management develops the knowledge by using scientific methods with scientific, social and ethical responsibilities.
14	Implements the knowledge and the abilities at problem solving that s/he absorbed on the field of tourism at interdisciplinary studies.

**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
P1	2	2	4	3	4	4
P2	4	4	4	4	3	5
P3	3	3	3	4	2	4
P4	4	3	3	5	2	3
P5	3	3	4	4	2	4
P6	3	3	3	4	3	4
P7	3	3	2	3	2	4
P8	3	3	3	4	2	4
P9	3	3	3	3	3	3
P10	4	3	3	3	5	3
P11	2	3	3	3	3	3
P12	2	2	2	2	2	2
P13	2	2	2	4	2	2
P14	2	2	2	4	2	2

