



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|----------------------|--|---|--------------------------------|---|------------|---|
| Course Title | | Travel and Tourism Market Research | | | | | | | |
| Course Code | | TUR527 | | 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 aims to prompt the students to understand better the travel and tourism markets. It focuses on some of the key issues basic research areas of tourism, travel, recreation and leisure. It also focuses on the evaluation of market research using the key concepts of data collection and analysis. The qualitative and quantitative methods will be thought in general. | | | | | | | |
| Course Content | | The course offerings focus on the methods and practice of the basic research areas of tourism and leisure. The following topics will mainly be examined: 1) Tourism markets and their characteristics 2) The basics of research in travel and tourism 3) The importance of identifying tourism markets and characteristics of markets 4) Basic research areas and instruments in tourism markets 5) Techniques for tourism market research 6) Designing, planning and execution a travel market research 7) Reporting and disseminating the findings to the related parties. | | | | | | | |
| Work Placement | | Not Applicable | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Individual Study | | | | | |
| Name of Lecturer(s) | | | | | | | | | |

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 |
| Assignment Examination | 1 | 10 |

Recommended or Required Reading

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| 1 | M.Finn, M.Elliot-White and M.Walton Tourism and leisure Research Methods – Data Collection, analysis and interpretation, 2005. Pearson Education, Longman. Harlow, Essex, U.K. |
| 2 | A.J.Weal, Research Methods for Tourism and Leisure, Financial Times Press. 2011. |
| 3 | L.Dwyer, A.Gill and N.Seetaram, Handbook on research Methods on Tourism, Edward Elgar Publishing Limited, UK, 2012. |
| 4 | M.Kozak, Bilimsel Araştırma: Tasarım, Yayım ve Yazım Teknikleri, Ankara: Detay Yayıncılık, 2017. |
| 5 | M.Sarioğlu, Güncel Turizm Araştırmaları, Akademisyen Kitabevi, 2020. Araçlar Sayı |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Nature of Tourism and Travel Markets |
| 2 | Theoretical | Analysing the travel reasons and destination selection |
| 3 | Theoretical | Motivations for Travel and Tourism |
| 4 | Theoretical | Approaches to travel and tourism market research |
| 5 | Theoretical | Methodology and Research Design in Tourism |
| 6 | Theoretical | Tourism demand modeling and forecasting the demand |
| 7 | Intermediate Exam | Mid-Term exam |
| 8 | Theoretical | International and domestic tourism market surveys |
| 9 | Theoretical | Data collection, primary and secondary sources for market research |
| 10 | Theoretical | Case studies for tourism market research |
| 11 | Theoretical | Ethnographic and Cross Cultural approaches |
| 12 | Theoretical | Focus groups and interviews with visitors |



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| 13 | Theoretical | Meta- analyses of tourism research |
| 14 | Theoretical | Preparing and submission of a market research report |
| 15 | Final Exam | FINAL |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 0 | 3 | 42 |
| Assignment | 3 | 0 | 8 | 24 |
| Term Project | 1 | 0 | 10 | 10 |
| Individual Work | 3 | 0 | 8 | 24 |
| Quiz | 2 | 0 | 5 | 10 |
| Midterm Examination | 1 | 0 | 7 | 7 |
| 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

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| 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)

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| 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. |



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

