



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Sectoral Analysis in Tourism Industry							
Course Code		TUR605		Couese Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	131 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Be able to analyse tourism sector in terms of market varieties, to develop solutions related to solve the problems that are seen at Turkish tourism sector and to develop strategies.							
Course Content		Market varieties at tourism sector, competition market whit monopoly, investigation of the establishments that are active at oligopoly market whit general balance analysis, to determine the problems originated from the characteristics of sector and the strategies oriented towards these problems.							
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	10	40
Term Assignment	1	60

Recommended or Required Reading

1	Dinler Z., (2011). İktisada Giriş, Ekin Kitabevi, İstanbul.
2	İçöz O., (2005). Turizm Ekonomisi, Turhan Kitabevi, 3. Baskı, Ankara.
3	Olalı H., Timur A., (1988). Turizm Ekonomisi, Ofis Ticaret Matbaacılık, İzmir.
4	Yağcı, Ö., (2003). Turizm Ekonomisi, Datay Yayınevi, Ankara.

Week	Weekly Detailed Course Contents	
1	Theoretical	Structure and mechanism of tourism sector
	Preparation Work	Research, presentation
2	Theoretical	Market and tourism market
	Preparation Work	Research, presentation
3	Theoretical	Long and short term analysis of general balance at the markets
	Preparation Work	Research, presentation
4	Theoretical	Firm balance: At short and long run, firm equilibrium analysis in perfect competition market.
	Preparation Work	Research, presentation
5	Theoretical	At short and long run, firm equilibrium analysis in monopoly competition market
	Preparation Work	Research, presentation
6	Theoretical	At short and long run, firm equilibrium analysis in oligopole market
	Preparation Work	Research, presentation
7	Theoretical	Problems which are derived from the characteristics of Turkish economy
	Preparation Work	Research, presentation
8	Theoretical	Problems which are derived from the characteristics of tourism sector
	Preparation Work	Research, presentation
9	Theoretical	Problems which are derived from the touristic companies.
	Preparation Work	Research, presentation
10	Theoretical	Problems which are derived from the structure of tourism demand and supply
	Preparation Work	Research, presentation
11	Theoretical	Analysis of international tourism demand
	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 have information about structure and mechanism of tourism sector
2	Can the analysis of market conditions at tourism sector where the firms compete.
3	Be able to designate about the problems related to the sector
4	Be able to propose solutions to problems of the sector.
5	Be able to develop politics and strategies

Programme Outcomes (Tourism Management Doctorate)

1	In the context of interdisciplinary structure of tourism management, s/he has scientific knowledge and knowledge about sectoral structure and truths which are constituted with the glance of various disciplines.
2	At her/his judgements, applications and behaviors; via using her/his knowledge regarding to the field of tourism; s/he is able to interpret, analyse, define the problems and solve them.
3	S/he is able to transfer the knowledge that're regarding to the field of tourism, to employees and team workers.
4	Within the scope of a study at the field of tourism management; s/he reaches scientific knowledge by proceeding with an independent manner at scientific research process.
5	Fulfill her/his duties and responsibilities at the projects that're performing on the field of tourism management.
6	S/he determines vision, aim and targets for tourism establishments or the institutes which're producing knowledge like universities, schools etc.
7	S/he follows the scientific literature at the field of tourism management.
8	Within the scope of learning to learn, s/he reaches the best applications by benefiting scientific data and the samples at her/his field, as well.
9	S/he transfers her/his knowledge, views and suggestions in written and oral forms to the business managers, relevant sections of the society by academic channels, professional and non-governmental organizations and public opinion.
10	S/he contacts with academicians and research centers operating in the field of tourism management, take part in research projects, and by sharing her/his experiences, transform them to output.
11	S/he is able to use at least a foreign language at academic level.
12	S/he uses computer software, informatics and communication technologies at least in the level of data entering and analyses regarding to her/his working areas.
13	S/he makes original recommendations for the issues arising from the unique nature of tourism.
14	S/he has sufficient awareness about universalities of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety; besides behaving accordingly to organizational/corporate, business and social ethical values. S/he contributes to the sector at producing solutions on these issues.

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	3	3	3	3	3
P7	5	5	5	5	5
P8	5	5	5	5	5
P9	5	5	5	5	5



P10	5	5	5	5	5
P11	3	3	3	3	3
P12	3	3	3	3	3
P13	5	5	5	5	5
P14	5	5	5	5	5

