



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Governance in Tourism Industry							
Course Code		TUR607		Course Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	126 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Understanding what governance really is, to know actors of tourism industry in governance, principles of performing well governance in tourism							
Course Content		Studying on concept of governance. Explaining interactions between governance and management, communication, politics, democracy etc . Listing actors of tourism industry in governance. Comparing and analyzing national and international sample applications in tourism governance.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)		Prof. Osman Eralp ÇOLAKOĞLU							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	Güneş M., Beyazıt E., Yerel Gündem 21'den Kent Konseylerine, Detay Yayıncılık, Ankara, 2012.
2	Güneş M., Yükselen C., Sivil Toplum ve Yönetişim Tartışmaları Sürecinde Kent ve Kadın, Detay Yayıncılık, Ankara, 2003.
3	Çukurçayır M.A., Uğuz E.H., Eroğlu H.t., Yönetişim&Kura- Boyutlar- Uygulama, Çizgi Kitabevi, 2010.
4	Toksöz F., İyi Yönetişim El Kitabı, TESEV Yayınları, 2008.
5	Yıldırım, İ., Demokrasi Sivil Toplum Kuruluşları ve Yönetişim, Seçkin Yayınları, 2004.
6	Özer A.K., Gerçekçi Yönetişim, Varlık Yayınları, 1997.
7	Ulusal ve uluslararası akademik dergiler(Anatolia, Soid, Stad, Journal of Tourism Researches , Tourism Management v.d.)
8	Bayramoğlu S., Yönetişim Zihniyeti, İletişim Yayınları, 2005.

Week	Weekly Detailed Course Contents	
1	Theoretical	Relations between governance and management, communication, participatory management, democracy etc.
	Preparation Work	Researching
2	Preparation Work	Researching
3	Theoretical	Interaction between globalization and governance
	Preparation Work	Researching
4	Theoretical	Principles of governance
	Preparation Work	Researching
5	Theoretical	Actors in governance tourism industry
	Preparation Work	Researching
6	Theoretical	Good governance conditions in tourism industry
	Preparation Work	Researching
7	Theoretical	Relation between professional organization in tourism and corporate governance
	Preparation Work	Researching
8	Theoretical	Governance in destinations
	Preparation Work	Researching
9	Intermediate Exam	Midterm Exam
10	Preparation Work	Researching
11	Theoretical	Governance in tourism establishments
	Preparation Work	Researching
12	Theoretical	Samples of other countries to governance in tourism
	Preparation Work	Researching
13	Theoretical	Samples of Turkey to governance in tourism



13	Preparation Work	Researching
14	Theoretical	City Councils as an actor in governance
	Preparation Work	Researching
15	Theoretical	Ministry of Tourism and Governance
	Preparation Work	Researching
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	2	5	1	12
Project	2	12	1	26
Midterm Examination	1	10	1	11
Final Examination	1	20	1	21
Total Workload (Hours)				126
[Total Workload (Hours) / 25*] = <b>ECTS</b>				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Knowing that governance really needs democratic approaches.
2	Ability to get benefits from and respect different opinions of other people.
3	Having ability to analyze effects of globalization on governance
4	Taking responsibility on corporate governance
5	Ability to get benefits from and respect different opinions of groups.

### 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	4	4	4	4
P2	5	4	3	5	4
P3	5	4	2	5	4
P4	4	3	2	4	5



P5	5	4	3	5	5
P6	5	5	4	5	5
P7	3	3	4	4	3
P8	4	3	4	5	4
P9	5	5	4	5	5
P10	5	5	3	5	3
P11	3	3	4	3	4
P12	2	3	2	4	5
P13	5	5	4	5	4
P14	5	5	4	5	5

