AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Regional Planning in Tourism					
Course Code		TUR610		Couse Level	Third Cycle (Doctorate Degree)		
ECTS Credit	5	Workload	125 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		In this course, postgraduate students will regional tourism planning.					
Course Content		The course will introduce students to the safeguards against errors in tourism planning and regional tourism plannning. They will find out the most relevant isssues and the terminology.					
Work Placement		N/A					
Planned Learning Activities and Teaching Methods		Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Regional planning in tourism

Week	Weekly Detailed Course Contents	
1	Theoretical	Regional tourism planning, definition
2	Theoretical	Tourism planning and its definition
3	Theoretical	Successful regional tourism planning cases
4	Theoretical	Problems in planning
5	Theoretical	Case study 1
6	Theoretical	Case study 2
7	Theoretical	Case stuy 3
8	Intermediate Exam	Midterm exam
9	Theoretical	Context and approaches in tourism planning
10	Theoretical	Regional planning in Europe
11	Theoretical	Regional planning in Sout Asia
12	Theoretical	Regional planning in USA
13	Theoretical	Case study4
14	Theoretical	Strategic regional planning
15	Theoretical	Revision
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	0	3	45
Assignment	4	3	4	28
Term Project	2	2	0	4
Project	4	6	6	48
			Total Workload (Hours)	125
			[Total Workload (Hours) / 25*] = **ECTS**	5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To build an understanding of tourism planning and its principles.

2	to build skills to prepare regional tourism planning and its principles
3	to build research skills to identify good planning structures
4	To analyse master plans
5	To analyse physical plans

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