



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Policies in Touristic Publicizing							
Course Code		TUR611		Course Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	119 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To train students who know, use, and develop the touristic publicizing approaches, methods, techniques, and tools both from the point of macro dimension at governmental level and from the point of micro dimension at business level and especially manage touristic publicizing at international level.							
Course Content		The concept of publicizing, concepts which are confused with publicizing, characteristics of publicizing, publicizing approaches, touristic publicizing, touristic publicizing research, touristic publicizing rules, touristic publicizing strategies and policies							
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	Rızaoğlu, Bahaddin, (2004), Turizmde Tanıtma, Detay yayıncılık, Ankara.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Publicizing concept
	Preparation Work	Individual presentation and/or group presentation
2	Theoretical	Concepts which are confused with publicizing
	Preparation Work	Individual presentation and/or group presentation
3	Theoretical	Characteristics of publicizing
	Preparation Work	Individual presentation and/or group presentation
4	Theoretical	Publicizing approaches
	Preparation Work	Paper study
5	Theoretical	Touristic publicizing
	Preparation Work	Individual presentation and/or group presentation
6	Theoretical	Touristic publicizing research
	Preparation Work	Individual presentation and/or group presentation
7	Theoretical	Touristic publicizing rules
	Preparation Work	Individual presentation and/or group presentation
8	Theoretical	Touristic publicizing strategies and policies
	Preparation Work	Individual presentation and/or group presentation
9	Intermediate Exam	Midterm Exam
10	Theoretical	Touristic publicizing by advertising
	Preparation Work	Individual presentation and/or group presentation
11	Theoretical	Touristic publicizing by public relations
	Preparation Work	Individual presentation and/or group presentation
12	Theoretical	Touristic publicizing by diplomacy and lobbying
	Preparation Work	Paper study
13	Theoretical	Touristic publicizing by personal contact and publicity
	Preparation Work	Individual presentation and/or group presentation
14	Theoretical	Touristic publicizing by propaganda and information
	Preparation Work	Individual presentation and/or group presentation



15	Theoretical	General review
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	3	60
Assignment	14	2	1	42
Midterm Examination	1	5	1	6
Final Examination	1	10	1	11
Total Workload (Hours)				119
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	He/ she recognizes publicizing in tourism.
2	He/ she differentiate some concepts from publicizing.
3	He/she knows the attributes of touristic publicizing.
4	He/ she knows and applies publicizing strategies in tourism.
5	He/ she knows and applies publicizing policies in tourism.

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	4	5	4	5	4
P2	5	5	5	5	5
P3	5	5	5	5	4
P4	3	2	3	2	5
P5	5	5	5	5	5
P6	5	5	5	5	4
P7	2	2	3	3	4
P8	4	4	5	4	4
P9	5	5	5	5	4



P10	5	5	5	5	4
P11	2	2	2	2	4
P12	2	2	2	2	4
P13	5	5	5	4	4
P14	5	5	5	5	4

