



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Strategic Management in Tourism Industry							
Course Code		TUR612		Couse Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Understanding concept of strategy and strategic management. Being able to apply different types of strategic management in tourism establishments.							
Course Content		Strategy and similar concepts, component in strategic management process, studying strategic management methods and application of these methods in tourism establishment by samples.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Project Based Study, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Ülker ÇOLAKOĞLU							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	60
Assignment	4	15
Project	2	25

Recommended or Required Reading

1	Çolakoglu, Ü. ve O.E. Çolakoğlu, Stratejik Yönetim ve Turizmde Uygulamaları, Detay Yayıncılık, Ankara, 2010.
2	Ülgen H. ve K. Mirze, İşletmelerde Stratejik Yönetim, Arıkan Yayıncılık, İstanbul, 2007.
3	Ulusal ve uluslararası akademik dergiler (Anatolia, Soid, Stad, Journal of Tourism Researches , Tourism Management v.d.)

Week	Weekly Detailed Course Contents	
1	Theoretical	Concepts of management and strategy, relations between strategy and similar concepts.
	Preparation Work	Researching
2	Theoretical	The importance of strategical management, management levels, advantage of strategical management
	Preparation Work	Researching
3	Theoretical	Process of strategical management and it's components
	Preparation Work	Researching
4	Theoretical	Crisis management
	Preparation Work	Researching
5	Theoretical	Outsourcings in tourism
	Preparation Work	Researching
6	Theoretical	Benchmarking in tourism
	Preparation Work	Researching
7	Theoretical	Learning organization
	Preparation Work	Researching
8	Theoretical	Personnel strengthening
	Preparation Work	Researching
9	Theoretical	Six Sigma
	Preparation Work	Researching
10	Theoretical	Changing engineering
	Preparation Work	Researching
11	Theoretical	Business ethics
	Preparation Work	Researching
12	Theoretical	Strategical learning process
	Preparation Work	Researching
13	Theoretical	Strategical management tolls



13	Preparation Work	Researching
14	Theoretical	Most used strategies at tourism establishments
	Preparation Work	Researching
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	2	10	0	20
Project	2	15	0	30
Final Examination	1	20	1	21
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Being able to distinguish strategical management from similar concepts
2	To know strategic management methods in detail
3	To apply strategic management methods in tourism establishments
4	Contributing to the determination of vision of tourism enterprises in strategy development activities
5	Contributing to the determination of missions of tourism enterprises in strategy development activities

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	3	5	5	4
P2	5	4	5	5	4
P3	4	3	4	3	4
P4	4	4	3	3	5
P5	5	4	4	5	5
P6	4	5	4	5	5
P7	5	4	4	5	4



P8	5	4	5	4	5
P9	3	4	3	5	4
P10	3	3	5	4	5
P11	3	3	3	3	4
P12	2	2	3	3	4
P13	5	5	5	5	5
P14	4	5	5	5	5

