AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Social Psychologic Al Dynamics of Tourism						
Course Code		TUR613		Couse Level		Third Cycle (Doctorate Degree)		
ECTS Credit	5	Workload	131 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to give PhD students the social psychological conceptions, theories, methods and emprical research findings that are necessary to develop an approach toward tourism as a social, psychological and social psychological phenomenon.						
Course Content		Social psychological approach to tourism, social psychology as a research subject, theories and methods; social cognitive perspective: concepts and expalanations; attitudes: definition and theories; related concepts and attitudes measurement, changing attitudes; tourist motivations; tourist decision making; destination image; tourist-host relations; tourist groups; the psychological, social and cultural effects of tourism.						
Work Placement		N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Project Based Study, Individual Study					
Name of Lecturer(s)								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	30
Attending Lectures	14	20
Assignment	14	30
Project	1	20

Recommended or Required Reading

1	Pearce, P. (1982) The Social Psychology of Tourist Behavior, Pergamon Pres.
2	Dann, G.M.S. (2002) The Tourist As a Metaphor of the Social World, CABI Publishing.
3	Urry, J.(2009) Turist Bakışı, Bilgesu Yayıncılık.
4	Theobald, W.F. (ed.) (1994) Global Tourism: The Next Decade, Butterworth Hinemann.
5	MacCannell D. (1976) The tourist: A New Theory of the Leisure Class, Schocken Books, NY.
6	Doğan, H.Z. (2004) Turizmin Sosyo-Kültürel Temelleri, 2.Baskı, Detay Yayıncılık.
7	Harlak H. (2000) Önyargılar: Psikososyal bir inceleme, Sistem Yay.
8	Kağıtçıbaşı Ç. (Yeni) İnsan ve İnsanlar, Evrim yay.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction: Social psychology of tourism
2	Theoretical	Social psychology subject area; theories and methods
3	Theoretical	Social cognitive perspective: Essential concepts and explanations
4	Theoretical	Attitudes: Definition and approaches
5	Theoretical	Attitudes: Related concepts and measurement of attitudes
6	Theoretical	Changing attitudes
7	Theoretical	Tourist motivations
8	Theoretical	Tourist decision making
9	Intermediate Exam	Midterm Exam
10	Theoretical	Tourist-host relations
11	Theoretical	Turist grupları
12	Theoretical	Attitudes towards tourism and tourists
13	Theoretical	The effects of tourism
14	Theoretical	The studies on social psychological aspects of tourism in Turkey
15	Theoretical	Presentations: Research paper on social psychological aspects of tourism
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	3	60
Seminar	1	5	2	7
Term Project	1	40	2	42
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				131
[Total Workload (Hours) / 25*] = **ECTS**				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Analyze the relationships in touristic settings from social psychological perspective
2	Use social cognitive concepts in analyzing the tourist perceptions
3	Describe the attitude, attitude theories and the measurement techniques of attitudes.
4	Describe and discuss the tourist motivations from social psychological perspective
5	Develop attitude scales for tourism related issues

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 interprate, 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	5	5	5	5	5
P2	5	5	5	5	4
P3	1	1	3	3	5
P4	1	1	5	1	4
P5	1	1	1	1	3
P6	1	1	3	1	3
P7	3	4	5	5	3
P8	1	4	2	2	3
P9	1	1	1	1	3
P10	1	1	1	1	3
P11	4	4	4	3	3

P12	1	1	5	1	3
P13	1	1	1	1	3
P14	1	1	1	1	3