



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Tourism Marketing in Tourism							
Course Code		TUR615		Course Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	124 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Postgraduate students will learn the most relevant aspects of international marketing for travel and tourism, both at private company and tourism destination levels.							
Course Content		The students will understand the meaning and importance of international marketing in tourism, at a tactical and strategic level; key trends in international tourism demand and buyer behaviour.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Assoc. Prof. Onur İÇÖZ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	All books about marketing, tourism marketing and international tourism marketing.
2	World tourism organization indexes

Week	Weekly Detailed Course Contents	
1	Theoretical	marketing system
2	Theoretical	marketing evolutions philosophies
3	Theoretical	Contemporary marketing principles
4	Theoretical	System approach and marketing system in marketing
5	Theoretical	International marketing - differences and common points
6	Theoretical	Historical development of international tourism, leading countries
7	Theoretical	Marketing in terms of international destinations
8	Intermediate Exam	Midterm exam
9	Theoretical	Countries with tourist markets in international tourism
10	Theoretical	Basic comparison criteria in international tourism
11	Theoretical	International tourism competition index and analysis
12	Theoretical	International tourism organizations and their functions
13	Theoretical	Case Studies on Promotion and Marketing of Countries
14	Theoretical	The Role and Importance of Tourism Fairs in International Marketing
15	Theoretical	General Review
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	10	2	2	40
Individual Work	13	2	2	52
Midterm Examination	1	1	1	2



Final Examination	1	1	1	2
Total Workload (Hours)				124
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	The students will understand the importance of international marketing in tourism
2	They are expected to comprehend the marketing mix for international travel and tourism and recognize factors which affect tourism destinations' image and its key importance when competing in international tourism markets.
3	They are expected to understand the applications in international tourism marketing
4	analysis of marketing activities of international destinations
5	analyze the point of marketing of the country's tourism from the point of view of marketing

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	4	4	4	4
P2	3	3	3	3	3
P3	2	2	3	3	3
P4	2	2	2	2	2
P5	3	3	3	3	3
P6	2	2	2	2	2
P7	4	4	4	4	4
P8	3	3	4	4	4
P9	4	3	3	3	
P10	2	3	4	4	4
P11	3	4	4	3	4
P12	2	2	3	3	3
P13	1	2	4	4	4
P14	1	1	4	4	4

