



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		International Hotel Management							
Course Code		TUR619		Couse Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	128 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To train students who could be able to produce, synthesize, evaluate, manage new ideas and solutions and make rapid decision for the hotels operating in a international environment based on competition advantage.							
Course Content		International hotel systems, the use of human resources strategy for the competitive advantage, organizational renewal and reverse the cycle of failure, evolution towards business ecology, international hotel industry, cooperation and competition in changing tourism distribution system							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, 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	Frank M. Go and Ray Pine, (1995) Globalization Strategy in the Hotel Industry
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Week	Weekly Detailed Course Contents	
1	Preparation Work	Individual presentation and/or group presentation
2	Preparation Work	Individual presentation and/or group presentation
3	Preparation Work	Individual presentation and/or group presentation
4	Preparation Work	Individual presentation and/or group presentation
5	Preparation Work	Individual presentation and/or group presentation
6	Preparation Work	Paper study
7	Preparation Work	Individual presentation and/or group presentation
8	Theoretical	General Review
9	Intermediate Exam	Midterm Exam
10	Preparation Work	Individual presentation and/or group presentation
11	Preparation Work	Individual presentation and/or group presentation
12	Preparation Work	Individual presentation and/or group presentation
13	Preparation Work	Individual presentation and/or group presentation
14	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	14	2	3	70
Assignment	14	2	1	42
Midterm Examination	1	4	1	5



Final Examination	1	10	1	11
Total Workload (Hours)				128
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Ability to know the effects of international hotel systems in terms of competition.
2	Ability to know how to take advantage of human resources strategies for competitive advantage.
3	Ability to reverse the cycle of failure with organizational renewal.
4	Ability to recognize and manage globalization strategies.
5	Ability to know the types of service of international hotels.

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	5	4	4	5	5
P2	3	4	3	5	5
P3	2	2	1	2	2
P4	1	2	1	1	1
P5	4	5	4	5	5
P6	1	2	1	2	2
P7	2	1	2	2	2
P8	4	5	3	4	4
P9	3	4	5	4	4
P10	4	5	4	5	5
P11	2	2	1	2	2
P12	2	1	2	2	2
P13	5	5	5	5	5
P14	5	5	5	5	5

