AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Intercultural Researchs						
Course Code		TUR634		Couse Level		Third Cycle (Doctorate Degree)		
ECTS Credit	5	Workload	128 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Given the inherently multicultural structure, comparison of the cultural dimensions of the discipline of Tourism is expanding the traditional point of view.						
Course Content		The fact that culture is an important variable in the social sciences have been neglected in recent years to work. Draw and measure the contextual definition of culture can be extremely complex. This course aims to examine culture and its influences.						
Work Placement		N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion					
Name of Lecturer(s)								

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Said, E. W., Şarkiyatçılık, Metis Yayınları, İstanbul 2017.
2	Moore, J.D, (2015). Kültür Teorileri: Antropoloji'deki Başlıca Teori ve Teorisyenler, Atıf Yayınları, İstanbul.
3	Avşar, L., (2021). Sanat Tarihi Kapsamında Kültürel Etkileşim Problemi, Uluslararası Anadolu Sosyal Bilimler Dergisi, C.5, S:2, 436-449
4	Yeşilbaş, E., Acat Akgül, F., (2020). Artuklu Yapıları Örnekleminde Sanatta Kültürel Etkileşim, Kadim Akademi Sosyal bilimler Dergisi, , 4 (2) s. 64-99.
5	Şaman Doğan, N. (2006). Kültürel Etkileşim Üzerine: Karamanoğulları - Memluklu Sanatı, Hacettepe Üniversitesi Edebiyat Fakültesi Dergisi 2006 / Cilt: 23 / Say›: 1 / ss. 131-149.
6	Apaydın, T.D (2020), Müze Sergilemelerinde Kültürlerarası Etkileşime Örnek: İznik Seramikleri, STD,S: ARALIK- S:355-371.
7	Çakmakçı, Z. (2012), Kültürlerarası İletişim Ve Etkileşim Açısından Ortaçağ Bizans Camcılığına Bakış, Dokuz Eylül Üniversitesi Edebiyat Fakültesi Dergisi Cilt: 1 Sayı: 2, s: 107-132.

Week	Weekly Detailed Course Contents	
1	Theoretical	Meet with students, giving information about the purpose of teaching methods
2	Theoretical	Reading the definition of culture
3	Theoretical	Place of culture in the context of art
4	Theoretical	Understanding multiculturalism
5	Theoretical	Methods used in studies of intercultural researches
6	Theoretical	The importance of cross-cultural studies in tourism
7	Theoretical	Visual culture
8	Intermediate Exam	Midterm Exam
9	Theoretical	Methods used in studies of intercultural
10	Theoretical	Methods used in studies of intercultural
11	Theoretical	Methods used in studies of intercultural
12	Theoretical	Read the presentation and discussion of students' research
13	Theoretical	Read the presentation and discussion of students' research
14	Theoretical	Overall evaluation of the course
15	Theoretical	General Review
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	3	42
Assignment	10	2	0	20

Reading	9	3	3	54
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
			Total Workload (Hours)	128
			[Total Workload (Hours) / 25*] = **ECTS**	5

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Defines culture.
2	Marketing in the context of culture knows its location.
3	Understands the importance of cross-cultural studies in marketing.
4	Tourism marketing, knows the importance of intercultural studies.
5	Travel industry, examines cross-cultural studies

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
P1	5	5	5	5
P2	4	5	5	5
P3	3	4	4	5
P4	4	4	4	5
P5	1	1	1	1
P6	3	3	3	4
P7	4	4	4	4
P8	4	5	5	5
P9	3	3	3	3
P10	3	3	3	3
P11	1	3	3	4
P12	1	1	1	1
P13	3	3	3	1
P14	2	3	3	4