AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		Analysis of Tourism Market						
Course Code		TUR503		Couse Level		Second Cycle (Master's Degree)		
ECTS Credit	5	Workload	131 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		İmproving the abilities of analysis and synthesis related to the tourism market and the tourism supply and demand which forms that market.						
Course Content		The concept and characteristics of tourism market, tourism supply, characteristics and analysis methods, tourism demand, characteristics and the factors that affect the demand, prediction methods about demand, structural analysis of demand.						
Work Placement		N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)								

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Assignment	7	40
Term Assignment	1	60

Recommended or Required Reading

1	Olalı, H. ve Timur, A. (1988). Turizm Ekonomisi. İzmir: Ofis Ticaret ve Matbaacılık.
2	Ünlüönen, K., Tayfun, A. ve Kılıçlar, A. (2007). Turizm Ekonomisi. Ankara:Nobel Yayın Dağıtım.
3	Yağcı, Ö, (2007). Turizm Ekonomisi, İstanbul, Detay Yayıncılık

Week	Weekly Detailed Course Contents	
1	Theoretical	Tourism market
	Preparation Work	Research, presentation
2	Theoretical	Tourism supply and analysis of tourism supply
	Preparation Work	Research, presentation
3	Theoretical	Tourism demand
	Preparation Work	Research, presentation
4	Theoretical	Analysis of International Tourism Demand
	Preparation Work	Research, presentation
5	Theoretical	Structural analysis of touristical demand toward Türkiye
	Preparation Work	Research, presentation
6	Theoretical	Analysis of National Tourism Demand
	Preparation Work	Research, presentation
7	Theoretical	Estimation methods of touristical demand (Regression analysis)
	Preparation Work	Research, presentation
8	Theoretical	Estimation methods of touristical demand (Coorrelation analysisi)
	Preparation Work	Research, presentation
9	Theoretical	Estimation methods of touristical demand (trend analysisi)
	Preparation Work	Research, presentation
10	Theoretical	Dimension of establishment of tourism sector and scale economies.
	Preparation Work	Research, presentation
11	Theoretical	Tourism and ınternational competition
	Preparation Work	Research, presentation
12	Theoretical	Presentation of term papers
	Preparation Work	Research, presentation
13	Theoretical	Presentation of term papers
	Preparation Work	Research, presentation
14	Theoretical	Making corrections about term papers

15	Theoretical	Evaluation of term papers
16	Final Exam	Final

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	3	60
Assignment	10	4	1	50
Term Project	1	20	1	21
			Total Workload (Hours)	131
			[Total Workload (Hours) / 25*] = **ECTS**	5

25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To analyse tourism supply, to have knowledge about the determination of potential tourism sources.
2	To analyse tourism demand and to compose conscious about obligation to develop products suitable to demand.
3	While using the synthesis abilities, to find solution against the problems that can occur.
4	To find solution and be able to analyse the events developing at tourism sector.
5	To produce strategies according to changing market conditions.

Programme Outcomes *(Tourism Management Master's Without Thesis)*

1	To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management.
2	To be able to analyze the socio-economic and the managerial problems both interactionaly and separately
3	To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.
4	To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.
5	To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.

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	4	4	4
P2	3	4	3	3	3
P3	4	3	4	4	4
P4	3	4	3	3	3
P5	4	3	4	4	4