



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Ecotourism Planning							
Course Code		ZPM527		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	8	Workload	200 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The concept of ecotourism will be defined and the importance of it will be emphasized as an native type of tourism. Information will be given on ecotourism under some subtopics which are standards, benefits, present conjuncture and classification. Informing about the planning and applications of ecotourism. The target is to serve ecological, economic and cultural benefits to local communities by future studies and applications on ecotourism.							
Course Content		The concept of tourism ve ecotourism, he comparison of ecotourism and mass tourism, historical development of ecotourism, the effects, benefits and criteria of ecotourism, ecotourism planning, ecotourism in Turkey and the World, the classification of ecotourism activities							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	30
Final Examination	1	40
Term Assignment	1	30

Recommended or Required Reading

1	Polat, A.T., Ecotourism, S.Ü. Technical Sciences Vocational School Design and Printing Publishing Workshop, 2008, Konya, 222 p.
2	Demir, C. ve Çeviren, A., Ecotourism Management, Nobel Publication, 2006.
3	Erdoğan, Nazmiye (2003). Environment and Ecotourism, Erk Publications, Ankara

Week	Weekly Detailed Course Contents	
1	Theoretical	The concept of tourism
2	Theoretical	The concept of eco-tourism
3	Theoretical	The comparison of ecotourism and mass tourism
4	Theoretical	Ecotourist profile
5	Theoretical	The historical development of eco-tourism
6	Theoretical	The benefits of ecotourism
7	Theoretical	Ecotourism and protected areas
8	Theoretical	Midterm exam
9	Theoretical	The effects of ecotourism
10	Theoretical	The criteria of ecotourism
11	Theoretical	Local community participation in ecotourism
12	Theoretical	Ecotourism planning
13	Theoretical	Ecotourism in Turkey
14	Theoretical	Ecotourism in the World
15	Theoretical	The classification of ecotourism activities
16	Theoretical	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	10	2	168
Term Project	1	6	1	7
Midterm Examination	1	10	1	11



Final Examination	1	13	1	14
Total Workload (Hours)				200
[Total Workload (Hours) / 25*] = ECTS				8
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To know the concepts related to ecotourism
2	To learn properties of ecotourism
3	To learn the relationship between ecotourism and protected areas
4	Having information about ecotourism planning
5	Having information about ecotourism activities

Programme Outcomes (*Landscape Architecture Master*)

1	e
2	e
3	e
4	e
5	e

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	3	3	3	3	3
P2	1	1	1	2	2
P3	1	4	3	5	2
P4	5	5	5	5	1
P5	1	1	1	2	1

