



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|----------------------|--|---|---------------------------------|---|------------|---|
| Course Title | | Tourism Economy | | | | | | | |
| Course Code | | İKT361 | | Course Level | | First Cycle (Bachelor's Degree) | | | |
| ECTS Credit | 5 | Workload | 125 (<i>Hours</i>) | Theory | 3 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | To introduce main concepts in tourism economics and to give information about economic impact of tourism. | | | | | | | |
| Course Content | | Main concepts on tourism and travels. Dynamics of tourism economics. Supply of tourism. Demand of tourism. The economic impact of tourism. Tourism policy. Tourism planning | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Individual Study | | | | | |
| Name of Lecturer(s) | | | | | | | | | |

Assessment Methods and Criteria

| Method | Quantity | Percentage (%) |
|---------------------|----------|----------------|
| Midterm Examination | 1 | 40 |
| Final Examination | 1 | 70 |

Recommended or Required Reading

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| 1 | M. Zeki Dinçer, Turizm Ekonomisi ve Türkiye Ekonomisinde Turizm, Filiz Kitabevi, 1994 |
| 2 | Ç. Öner, Seyahat Ticareti, İstanbul Literatür Yayınları: 1997 |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | Main concepts on tourism and travels |
| 2 | Theoretical | What is the tourism economics ? |
| 3 | Theoretical | Factors that led to the emergence of the tourism economy |
| 4 | Theoretical | Supply concept in tourism |
| 5 | Theoretical | Demand Concept in Tourism |
| 6 | Theoretical | Demand flexibility in tourism |
| 7 | Theoretical | The factors that impacts on tourism demad |
| 8 | Intermediate Exam | Mid-Term Exam |
| 9 | Theoretical | Economic effects of tourism |
| 10 | Theoretical | The impacts of tourism on balance of payments |
| 11 | Theoretical | Multiplier mechanism Tourism |
| 12 | Theoretical | The Impact of tourism on employment |
| 13 | Theoretical | Tourism policy |
| 14 | Theoretical | Tourism policy |
| 15 | Theoretical | General evaluation of tourism in Turkey |
| 16 | Final Exam | Final Exam |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 2 | 3 | 70 |
| Individual Work | 4 | 2 | 5 | 28 |
| Midterm Examination | 1 | 10 | 1 | 11 |



| | | | | |
|--|---|----|---|-----|
| Final Examination | 1 | 15 | 1 | 16 |
| Total Workload (Hours) | | | | 125 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 5 |
| *25 hour workload is accepted as 1 ECTS | | | | |

Learning Outcomes

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|---|---|
| 1 | Ability of problem solving in the tourism. |
| 2 | Knowledge of the persons related with the tourists. |
| 3 | Knowledge of tourism sector in general. |
| 4 | Knowledge of basic concepts. |
| 5 | Knowledge of tourism . |

Programme Outcomes (Economics)

| | |
|---|--|
| 1 | To be able to understand and interpret the concepts, theories and methods of basic economics |
| 2 | To be able to apply mathematical, statistical and econometric analysis tools to economic problems |
| 3 | To be able to interpret the structure and characteristics of the markets in the economy by understanding the current economic events |
| 4 | To be able to define the role of innovation, creativity and technology concepts in the dynamic global economy. |
| 5 | To be able to prepare projects and to gain creativity skills |
| 6 | To be able to analyze macro and micro economic activities. |
| 7 | To be able to adapt the philosophy of lifelong learning |

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 | 5 | 4 | 3 | 5 |
| P2 | 4 | 3 | 4 | 5 | 5 |
| P3 | 3 | 5 | 3 | 4 | 5 |
| P4 | 3 | 4 | 4 | 5 | 4 |
| P5 | 5 | 3 | 5 | 3 | 5 |
| P6 | 5 | 5 | 3 | 4 | 4 |
| P7 | 3 | 3 | 4 | 3 | 4 |

