



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Third Age Tourism							
Course Code		STU508		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	6	Workload	146 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Main subjects of the course are; Age and Aging terms, Cognitive and Chronologic age terms, Types of disabilities of age groups, Types of the elders , Travel behaviours and motivations of the elders, travel options for the elders, Relationship between the elders and the accessible tourism, Importance of the elders in health tourism, Situation of the third age tourism in Turkey and the wolrd, Sustainability in the third age tourism							
Course Content		Teaching relationship that exist between the elders and the tourism sector and also gainining better ability for servicing to the elders.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Problem Solving					
Name of Lecturer(s)		Assoc. Prof. Funda ODUNCUOĞLU, Assoc. Prof. Hakan ATAY							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Woog L., Analysis of the Best Ager Market for the Tourism Industry, Grin Verlag, 2007. Germany
2	2. MCGUIRE, F.A., BOYD, R.K. ve TEDRICK, R.E., Leisure and Aging: Ulyssean Living in Later Life, 3rd edn.2004, Illinois.
3	3. COHEN, G.D., The Creative Age: Awakening Human Potential in the Second Half of Life, HarperCollins Edt.,2000, New York.

Week	Weekly Detailed Course Contents	
1	Theoretical	Course aims and goals
2	Theoretical	Definition and classification of elderliness
3	Theoretical	Issues of the elders
4	Theoretical	Chronological and cognitive age terms&Third age tourism trend in the world
5	Theoretical	interdisciplinary approach to third age tourism
6	Theoretical	Elder people and their relationship with tourism sector
7	Theoretical	Segmentation of the elder people depent on tourism types
8	Theoretical	Main Features of Third Age Tourism
9	Theoretical	Travel motivation of the elder people
10	Theoretical	Importance of the third age tourism into the health tourism
11	Theoretical	Relationship between the Accessible tourism and the Third age tourism
12	Theoretical	Relationship between the Accessible tourism and the Sustainable tourism
13	Theoretical	Situation of the third age tourism in Turkey and the world.
14	Theoretical	Legislations, rules and social policies related with the third age tourism

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	3	98
Midterm Examination	1	13	11	24
Final Examination	1	13	11	24
Total Workload (Hours)				146
[Total Workload (Hours) / 25*] = ECTS				6
*25 hour workload is accepted as 1 ECTS				



Learning Outcomes

1	Recognize the elder people and the differences between types of the elders.
2	Be able to understand travel behaviours of the elder tourists.
3	Be able to evaluate general situations of the third age tourism in Turkey
4	Be able to understand motivation of the elder tourists.
5	Be able to evaluate general situations of the third age tourism in the World

Programme Outcomes (*Health Tourism Interdisciplinary Master's Without Thesis*)

1	Having theoretical and practical up-to-date information at the level of expertise in the field of health tourism
2	Being able to have knowledge about using current methods, techniques and devices of technology
3	To be able to take active role in thermal, dental, medical, third age and disabled tourism organization and management,
4	To be able to analyze the problems related to health tourism with scientific methods and to evaluate them with a critical approach
5	To be able to produce new projects for scientific researches, to have executive and finalizing skills
6	To be able to interpret researches by using appropriate statistical methods, to write a report of the research / study they have participated in and publish it in a national / internationally accepted magazine / present at scientific meetings,
7	Health tourism has theoretical and practical knowledge about the historical development and economic dimension of health tourism
8	In organizations providing services in the field of health tourism, they have the knowledge and skills to apply in strategic management, marketing, performance management, quality management and human resources management.
9	Gain the ability to convey intercultural differences, international health legislation and patient rights to knowing, interpreting and practicing.
10	Acquires theoretical and practical knowledge on ethics, politics and planning in health tourism, information systems, professional foreign language, finance and intermediary institutions
11	Has knowledge about basic concepts, terminology and complementary medicine (TAT) in health field

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P3	4	4	4	4	4

