|  |  |
| --- | --- |
| **ABU_KKK_01-15.jpg** | **ECTS Course Description Form** |
| **PART I ( Senate Approval)** |
| **Offering School**  | *Tourism Faculty* |
| **Offering Department** | *Tourism and Hotel Management* |
| **Program(s) Offered to** | *Tourism and Hotel Management* | *Must* |
| *Gastronomy and Culinary Arts* | *Must* |
|  |  |
| **Course Code**  | *TRM 112* |
| **Course Name** | *Introduction  To Tourism* |
| **Language of Instruction** | *English* |
| **Type of Course** | *Lecture* |
| **Level of Course** | *Undergraduate* |
| **Hours per Week** | **Lecture: 3** | **Laboratory:** | **Recitation:**  | **Practical:**  | **Studio:** | **Other:** |
| **ECTS Credit** | *5* |
| **Grading Mode** | *Letter Grade* |
| **Pre-requisites** | *None* |
| **Co-requisites** | *None* |
| **Registration Restriction** | *None* |
| **Educational Objective** | *Hospitality Managers shall have a broad understanding on tourism service chain and service industry in general.* |
| **Course Description** | *An analysis of the socioeconomic planning process involved in developing tourism destinations in global, community, metropolitan, urban, and rural settings. Emphasis will be on policy and product development, regeneration and enhancement of facilities and services to meet the needs of tourists. This course includes the adjustment process involved in integrating tourism into a developing economy, and the project management skills inherent in steering a development from inception to fruition.* |
| **Learning Outcomes**  | **LO1** | *Understand the processes of tourism planning and development and their associated impacts.* |
| **LO2** | *Know how to apply strategic principles to the marketing and management of environmentally sensitive destinations and attractions.* |
| **LO3** | *Understand the issues surrounding sustainable planning and development and sustainable tourism principles and policies* |
| **LO4** | *Understand the techniques available to the tourism industry to minimize environmental impacts from its operations* |
| **LO5** | *Understand the role of public sector tourism and conservation agencies in the management of tourism resources.* |
| **LO6** |  |
| **n..** |  |
| **PART II ( Faculty Board Approval)** |
| **Basic Outcomes (University-wide)** | **No.** | **Program Outcomes** | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **PO1** | **Ability** to communicate effectively and write and present a report in Turkish and English.  | **X** |  |  |  |  |  |
| **PO2** | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. |  | **X** |  |  |  |  |
| **PO3** | **Recognition** of the need for life-long learning and **ability** to access information , follow developments in science and technology, and continually reinvent oneself. |  |  |  | **X** |  |  |
| **PO4** | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. |  |  |  | **X** | **X** |  |
| **PO5** | **Awareness** of sectors and **ability** to prepare a business plan. |  |  | **X** |  |  |  |
| **PO6** | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. |  |  |  | **X** |  |  |
| **Faculty Specific Outcomes** | **PO7** |  |  |  |  |  |  |  |
| **PO8** |  |  |  |  |  |  |  |
| **PO9** |  |  |  |  |  |  |  |
| **PO10** |  |  |  |  |  |  |  |
| **PO11** |  |  |  |  |  |  |  |
| **PO12** |  |  |  |  |  |  |  |
| **Discipline Specific Outcomes (program)** | **PO13** |  |  |  |  |  |  |  |
| **PO14** |  |  |  |  |  |  |  |
| **PO15** |  |  |  |  |  |  |  |
| **PO16** |  |  |  |  |  |  |  |
| **PO17** |  |  |  |  |  |  |  |
| **PO18** |  |  |  |  |  |  |  |
| **Specialization Specific Outcomes** | **PO N….** |  |  |  |  |  |  |  |
| **PART III ( Department Board Approval)** |
| **Course Subjects, Contribution of Course Subjects to Learning Outcomes, and Methods for Assessing Learning of Course Subjects** | **Subjects** | **Week** |  | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **S1** | 1 | *Chapter 1: Introducing the World's Largest Industry* | A1 | A1 | A1 | A1 | A1 |  |
| **S2** | 2 | *Chapter 2: Marketing to the Traveling Public* | A1 | A1 | A1 | A1 | A1 |  |
| **S3** | 3 | *Chapter 3: Delivering Quality Tourism Services* | A1 | A1 | A1 | A1 | A1 |  |
| **S4** | 4 | *Chapter 4: Bringing Travelers and Tourism Service Suppliers Together* | A1 | A1 | A1 | A1 | A1 |  |
| **S5** | 5 | *Chapter 5:Capturing Technology's Competitive Advantages* | A1 | A1 | A1 | A1 | A1 |  |
| **S6** | 6 | *Chapter 6: Transportation* | A1 | A1 | A1 | A1 | A1 |  |
| **S7** | 7 | *Chapter 7: Accommodations* | A1 | A1 | A1 | A1 | A1 |  |
| **S8** | 8 | *MIDTERM EXAM* |  |  |  |  |  |  |
| **S9** | 9 | *Chapter 8: Food and Beverage* | A1 | A1 | A1 | A1 | A1 |  |
| **S10** | 10 | *Chapter 9: Attractions and Entertainment* | A1 | A1 | A1 | A1 | A1 |  |
| **S11** | 11 | *Chapter 10: Destinations*  | A1 | A1 | A1 | A1 | A1 |  |
| **S12** | 12 | *Chapter 11: Economic and Political Impacts of Tourism*  | A1 | A1 | A1 | A1 | A1 |  |
| **S13** | 13 | *Chapter 12: Environmental and Social/Cultural Impacts of Tourism* | A1 | A1 | A1 | A1 | A1 |  |
| **S14** | 14 | *Chapter 13: Sustaining Tourism's Benefits*  | A1 | A1 | A1 | A1 | A1 |  |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules**  | **No.** | **Type** | **Weight** | **Implementation Rule** | **Make-Up Rule** |
| **A1** | **Exam** | *90%* | *Midterm 40%**Final exam 50%* | *unless the student reports the inevitable event in advance and submit a legitimate document no later than one week after the event. The exception is not applied to the second exam.* |
| **A2** | **Quiz** |  | - | - |
| **A3** | **Homework** |  | - | - |
| **A4** | **Project** |  | - | - |
| **A5** | **Report** |  | - | - |
| **A6** | **Presentation** |  | - | - |
| **A7** | **Attendance/ Interaction** | *10%* | *Attendance over 80% earns points* | - |
| **A8** | **Class/Lab./****Field Work** |  | - | - |
| **A9** | **Other** |  | - |  |
| **TOTAL** | **100%** |
| **Evidence of Achievement of Learning Outcomes** | Exams |
| **Method for Determining Letter Grade** | *Total Points* | *100* | *100-90* | *89-87* | *86.-84* | *83-80* | *79-77* | *76-74* | *73-70* | *69.-67* | *66.-64* | *63-60* | *59-0* |
| *Letter Grade* | *A+* | *A* | *A-* | *B+* | *B* | *B-* | *C+* | *C* | *C-* | *D+* | *D* | *F* |
| *Value* | *4.00* | *4.00* | *3.70* | *3.30* | *3.00* | *2.70* | *2.30* | *2.00* | *1.70* | *1.30* | *1.00* | *0.00* |
| **Teaching Methods, Student Work Load** | **No** | **Method** | **Explanation** | **Hours** |
| ***Time applied by instructor*** |
| **1** | **Lecture** | *14 weeks x 2 lessons x 1,5 hour* | 42 |
| **2** | **Interactive Lecture** |  |  |
| **3** | **Recitation** |  | 0 |
| **4** | **Laboratory** |  | 0 |
| **5** | **Practical** | *14 weeks x 2 hours pre class preparation* | 28 |
| **6** | **Field Work** |  | 0 |
| ***Time expected to be allocated by student*** |
| **7** | **Project** |  |  |
| **8** | **Homework** |  |  |
| **9** | **Pre-class Learning of Course Material**  | *14 weeks x 2 lessons x 1 hour pre class preparation* | 28 |
| **10** | **Review of Course Material** | *14 weeks x 2 lessons x 1,5 hour post class work* | 42 |
| **11** | **Studio** |  | 0 |
| **12** | **Office Hour** | *14 weeks x 1 hour* | 14 |
| **TOTAL** | *154* |
| **IV. PART** |
| **Instructor** | **Name** | *Demet Ceylan* |
| **E-mail** | *demet.ceylan@antalya.edu.tr* |
| **Phone Number** | *0533 437 3812* |
| **Office Number** | *0 242 245 00 00-Ext. 2289* |
| **Office Hours** | *TBA* |
| **Course Materials** | **Mandatory** | *https://www.vitalsource.com/products/tourism-roy-a-cook-d-b-a-v9780133139129* |
| **Recommended** |  |
| **Other** | **Scholastic Honesty** | *Any student with an academically misbehavior will be expelled from the course. Details are explained in the Article 25 of Antalya Bilim University Directive Regarding Associate and Undergraduate Degree Programs. Penalties range from failure of the assignment/test to expulsion from the university. Again, the instructor will seek for the maximum possible penalty for any violations in this matter.* |
| **Students with Disabilities** | *No obstacles for orthopedic disabled students,**Hearing impaired and blind students must consult before registration to course.* |
| **Safety Issues**  | *None* |
| **Flexibility** | *The instructor reserves the right to change any aspect of the course in response to the needs of the class.* |