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| **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* | | | | | | | | | |
|  | | | | | | | | | | | | |  | | | | | | | | | |
|  | | | | | | | | | | | | |  | | | | | | | | | |
| **Course Code** | *TRM 302* | | | | | | | | | | | | | | | | | | | | | | |
| **Course Name** | *Tourism Economy* | | | | | | | | | | | | | | | | | | | | | | |
| **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** |  | | | | | | | | | | | | | | | | | | | | | | |
| **Co-requisites** |  | | | | | | | | | | | | | | | | | | | | | | |
| **Registration Restriction** |  | | | | | | | | | | | | | | | | | | | | | | |
| **Educational Objective** | *To enable the students to apply general economic theory into the hospitality and tourism industry* | | | | | | | | | | | | | | | | | | | | | | |
| **Course Description** | *In this course, students will apply general economic theory into the hospitality and tourism industry. Using SPSS statistical package and Microsoft Excel software, students will analyze the real data and present the findings. The topics include, but not limited to, diverse techniques to forecast tourism demand, and estimating economic impact of tourism.* | | | | | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes** | **LO1** | | | | *Discuss about the important role of demand forecasting in developing tourist destinations* | | | | | | | | | | | | | | | | | | |
| **LO2** | | | | *Analyze the tourism demand for the development of tourist destination using demand forecasting methods* | | | | | | | | | | | | | | | | | | |
| **LO3** | | | | *Describe the structure of Input-Output model* | | | | | | | | | | | | | | | | | | |
| **LO4** | | | | *Analyze the economic impact of the hospitality and tourism industry by using Input-Output model* | | | | | | | | | | | | | | | | | | |
| **LO5** | | | | *Improve the application skills of economic theory into the hospitality and tourism industry* | | | | | | | | | | | | | | | | | | |
| **LO6** | | | | *Display effective written and oral communication skills* | | | | | | | | | | | | | | | | | | |
| **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* | |  | *X* | |  | | |  | *X* | |
| **PO2** | | | | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. | | | | | | | |  | | *X* |  | | *X* | | |  | *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* | |  |  | |  | | | *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* |  | | *X* | | |  | *X* | |
| **PO6** | | | | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. | | | | | | | |  | | *X* |  | | *X* | | | *X* | *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 | | Overview of Course Work | | | | | | A1 | |  |  | |  | | |  |  | |
| **S2** | | 2 | | Types of Forecasting Models | | | | | | A1 | |  |  | |  | | | A1 |  | |
| **S3** | | 3,4,5,6 | | Quantitative Forecasting Models | | | | | |  | | A2 |  | |  | | | A2 |  | |
| **S4** | | 7 | | Choice of the Optimal Forecasting Model | | | | | |  | | A2 |  | |  | | | A2 |  | |
| **S5** | | 8,9 | | Review and Application of Demand forecasting in the Industry | | | | | | A3 | | A3 |  | |  | | | A3 | A3 | |
| **S6** | | 10 | | Estimating Economic Impact | | | | | |  | |  | A1 | |  | | | A1 |  | |
| **S7** | | 10 | | Matrix Algebra | | | | | |  | |  | A1 | |  | | | A1 |  | |
| **S8** | | 11,12 | | Input-Output Model | | | | | |  | |  |  | | A2 | | | A2 |  | |
| **S9** | | 13,14 | | Review and Application of Economic Impact Estimation in the Industry | | | | | |  | |  | A3 | | A3 | | | A3 | A3 | |
| **S10** | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **S11** | |  | |  | | | | | |  | |  |  | |  | | |  |  | |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules** | | | **No.** | | **Type** | | | | | **Weight** | | **Implementation Rule** | | | | **Make-Up Rule** | | | | | | | |
| **A1** | | **Exam** | | | | | *20%* | | There will be one exam for this course. Exam dates will be shown on the tentative schedule and it can be changed according to the course schedule. | | | | No make-up exam is allowed unless the student reports the inevitable event in advance and submit a legitimate document no later than one week after the event. | | | | | | | |
| **A2** | | **Homework** | | | | | *31%* | | Each student should prepare his/her homework by himself/herself. | | | | Points will be deduced for late submissions; late submission later than one week will not be accepted. | | | | | | | |
| **A3** | | **Team Project** | | | | | *41%* | | Team project papers and the presentations related to demand forecasting and economic impact estimation will be assigned. | | | | Points will be deduced for the research paper late submissions no later than one week; there will be no make-up for presentation. | | | | | | | |
| **A4** | | **Attendance/ Interaction** | | | | | *8%* | | - | | | | - | | | | | | | |
| **TOTAL** | | | | | | | **100%** | |  | | | |  | | | | | | | |
| **Evidence of Achievement of Learning Outcomes** | | | Students will demonstrate learning outcomes through in-class activities, assignments, team project papers and presentations, and an exam. | | | | | | | | | | | | | | | | | | | | |
| **Method for Determining Letter Grade** | | | Students will earn the points by your performance on the following:   |  |  |  | | --- | --- | --- | | Exam |  | 100 points | | In-class Activities | (5~7 x 20 points) | 100~140 points | | Team Projects | (2 x 100 points) | 200 points | | Student Card and Picture |  | 10 points | | Attendance |  | 40 points | | Participation & Contributions |  | Bonus points | | Total |  | Approx. 450~490 points |   The instructor reserves the right to award bonus points to students that make excellent contribution to the success of this class. These points will be awarded to person who frequently engage in the class discussion and who frequently participates in class Q&A sessions.  Grade will be determined by your total points earned under the criteria below:   |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Total Points | 100 | 99-90 | 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** | | | | | Sample questions and answers to strengthen leaning, In class exams and presentations. | | | | | | | | | | | 7x3 = 21 | | | |
| **2** | **Interactive Lecture** | | | | | Multiple analytic/writing in-class activities require much interactions among all class members. | | | | | | | | | | | 8x3 = 24 | | | |
| **3** | **Recitation** | | | | |  | | | | | | | | | | | 0 | | | |
| **4** | **Laboratory** | | | | |  | | | | | | | | | | | 0 | | | |
| **5** | **Practical** | | | | |  | | | | | | | | | | | 0 | | | |
| **6** | **Field Work** | | | | |  | | | | | | | | | | | 0 | | | |
| ***Time expected to be allocated by student*** | | | | | | | | | | | | | | | | | | | | |
| **7** | **Project** | | | | | Students present one’s team project findings. | | | | | | | | | | | 2x25 = 50 | | | |
| **8** | **Homework** | | | | | Students require to practice and submit the report after analytic classes related to demand forecasting and economic impact estimation. Some in-class activities may turn into homework. | | | | | | | | | | | 7x5 = 35 | | | |
| **9** | **Pre-class Learning of Course Material** | | | | | Students require to read the relevant chapters and academic papers before the class. | | | | | | | | | | | 10x1 = 10 | | | |
| **10** | **Review of Course Material** | | | | | Students require to read the relevant chapters and academic papers after the class. | | | | | | | | | | | 10x1 = 10 | | | |
| **11** | **Studio** | | | | |  | | | | | | | | | | | 0 | | | |
| **12** | **Office Hour** | | | | | Each student requires to meet the instructor for their team project. | | | | | | | | | | | 2x1 = 2 | | | |
| **TOTAL** | | | | | | | | | | | | | | | | | *152* | | | |
| **IV. PART** | | | | | | | | | | | | | | | | | | | | | | | |
| **Instructor** | | **Name** | | | | | |  | | | | | | | | | | | | | | |
| **E-mail** | | | | | |  | | | | | | | | | | | | | | |
| **Phone Number** | | | | | |  | | | | | | | | | | | | | | |
| **Office Number** | | | | | |  | | | | | | | | | | | | | | |
| **Office Hours** | | | | | | *TBA* | | | | | | | | | | | | | | |
| **Course Materials** | | **Mandatory** | | | | | | *- Lecture notes provided by the instructor*  *- SPSS Statistics GradPack (Premium model), which includes forecasting analysis.* | | | | | | | | | | | | | | |
| **Recommended** | | | | | | *- Hanke, J.E. & Wichern, D. (2013). Business Forecasting: Pearson New International Edition (9th ed.). Pearson. ISBN: 9781292023007*  *- Reece, W.S. (2009). The Economics of Tourism. Pearson. ISBN: 9780131715400* | | | | | | | | | | | | | | |
| **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** | | | | | |  | | | | | | | | | | | | | | |
| **Safety Issues** | | | | | |  | | | | | | | | | | | | | | |
| **Flexibility** | | | | | | The instructor reserves the right to change any aspect of the course in response to the needs of the class. | | | | | | | | | | | | | | |