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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* | *Area Elective* |
| *Business* | *NAE* |
| *Economy* | *NAE* |
| **Course Code**  | *TRM 476* |
| **Course Name** | *European Union and 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** |  |
| **Co-requisites** |  |
| **Registration Restriction** |  |
| **Educational Objective** | *This course is designed to provide in-depth knowledge about the European Union and its tourism sector strategies. By understanding the general principles about various issues such as environment, consumer rights, transport etc., and investigating member countries’ tourism sector, the students will improve their awareness about EU. Sample group project about youth, is going to provide group working discipline and project preparation skills to the students.*  |
| **Course Description** | *This course aims to introduce European Union (EU) and its structure to the students. In the context of tourism and travel sector strategies of EU, the students are going to learn the foundation of EU, member states, tourism policy, priorities, 2020 strategies, general principles, project proposals, and youth projects.*  |
| **Learning Outcomes**  | **LO1** | *Know the EU member counties* |
| **LO2** | *Understand the history and objectives of EU,* |
| **LO3** | *Know tourism policy of EU* |
| **LO4** | *Define cultural routes, accessibility and competitiveness of EU destinations* |
| **LO5** | *Explain funding system* |
| **LO6** | *Develop a youth project* |
| **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* |
| **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* | *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* |  |  |  |
| **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 | *Introduction to EU and EU Institutions* | A1 |  |  |  |  |  |
| **S2** | 2 | *Priorities of EU and 2020 Strategies* |  |  | A1,A3 |  |  |  |
| **S3** | 3 | *General Principles on: Enlargement, Employment, Environment, Food Safety, Culture, Transport, and Consumers* |  | A1 |  | A2 |  |  |
| **S4** | 4 | World Tourism and EU Tourism |  |  | A1 |  | A2 |  |
| **S5** | 5 | *Accessible Tourism* |  |  |  | A2 |  |  |
| **S6** | 6 | *Competitiveness of SMEs* |  |  | A2 |  | A1 |  |
| **S7** | 7 | Tourism in 1980s, and 1990s Members | A1 | A2 |  |  |  |  |
| **S8** | 8 | Low Season Tourism (by CALYPSO Project and others: SenTour Project |  |  | A2 |  |  |  |
| **S9** | 9 | *Destination Competitiveness* |  | A1 |  | A2 |  |  |
|  | 10 | Culture of EU (by Cultural Routes of EU, Creative Europe Programme) |  |  |  | A2 |  |  |
|  | 11 | EU Funding System and Projects |  |  | A1 |  | A2 |  |
|  | 12,13,14 | Students presentation | A1 | A1 | A1 | A2 | A2 | A2 |
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| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules**  | **No.** | **Type** | **Weight** | **Implementation Rule** | **Make-Up Rule** |
| **A1** | **Individual-EU Member Country Presentations** | *30%* | Each student has to search information about one EU member country’s tourism and travel sector. Students are requested to write up a report, and give a lecture in class. Presentation date will be determined later in class.  | - |
| **A2** | **Team Project** | *60%* | Students are requested to design and develop a sample Youth Project that is designed in accordance with EU youth strategies. Projects have to present by all team members and a report should be prepared and given at the end of the presentation.  | - |
| **A3** | **Attendance/ Interaction** | *10%* | Regular attendance of all enrolled classes is required. Students are expected to be on time for each class. Please be considerate of your classmates and the instructor. Late arrivals and early departures are disruptive and prohibited | - |
| **TOTAL** | **100%** |  |  |
| **Evidence of Achievement of Learning Outcomes** | Students will demonstrate learning outcomes through individual and group presentations. |
| **Method for Determining Letter Grade** | Students will earn the points by your performance on the following:

|  |  |  |
| --- | --- | --- |
| Individual presentation | (1 x 30 points) | 30 points |
| Group presentation | (1 x 60 points) | 60 points |
| Attendance |  | 10 points |
| Participation & Contributions |  | Bonus points |
| Total |  | 100 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 |

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| **Teaching Methods, Student Work Load** | **No** | **Method** | **Explanation** | **Hours** |
| ***Time applied by instructor*** |
| **1** | **Lecture** | This course contains a mixture of lectures, students’ presentations and group projects. Since attendance to all lectures, individual presentations, and group project presentations will determine the overall success of the students, it is necessary to follow and attend the lectures.  | 14x3 = 42 |
| **2** | **Interactive Lecture** | Students will take the stage to present their projects | 6x1 = 6 |
| **3** | **Recitation** |  | 0 |
| **4** | **Laboratory** |  | 0 |
| **5** | **Practical** |  | 0 |
| **6** | **Field Work** |  | 0 |
| ***Time expected to be allocated by student*** |
| **7** | **Project** | Students present two projects; individual and group | 2x18=36 |
| **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 | 2x4 = 8 |
| **9** | **Pre-class Learning of Course Material**  | Students require to read the relevant chapters and academic papers before the class. | 14x1 = 14 |
| **10** | **Review of Course Material** | Students require to read the relevant chapters and academic papers after the class. | 14x1 = 14 |
| **11** | **Studio** |  | 0 |
| **12** | **Office Hour** | Each student requires to meet the instructor for their team and individual project. | 14x1 = 14 |
| **TOTAL** | *136* |
| **IV. PART** |
| **Instructor** | **Name** | Prof. Dr. Fatma Bike KOCAOĞLU |
| **E-mail** | fatma.bike@antalya.edu.tr |
| **Phone Number** | *-* |
| **Office Number** | *0 242 245 0000 – 2286* |
| **Office Hours** | *TBA* |
| **Course Materials** | **Mandatory** |  |
| **Recommended** | There is no required textbook, while official documents at EU webpages are going to be followed. Depending on the weeks, the students have to download and read the documents/reports before attending to the lecture. |
| **Other** | **Scholastic Honesty** | Any student with an academically misbehavior will be expelled from the course. Details are explained in the Article 25 of Antalya International 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. |