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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* | *Elective* |
|  |  |
|  |  |
| **Course Code**  | *TRM 455* |
| **Course Name** | *Designing Tourism Experience* |
| **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** | **N/A** |
| **Co-requisites** | **N/A** |
| **Registration Restriction** | **N/A** |
| **Educational Objective** | *The aim is to teach students about what tourist expects, how tourist can be attracted and motivated for travel, how tourists can be satisfied and how atmosphere and service quality can affect tourists.*  |
| **Course Description** | *This course provides to explain the factors for creating a satisfactory tourist’s experience. Students taking the course will learn the necessary principles to be successful in planning of memorable tourism experiences. Topics covered are tourist attractions, motivation factors, parameters for creating tourist experience, satisfaction in tourism, service quality etc.* |
|  | **LO1** | *Recognize the effect of motivational factors on tourist attraction* |
| **LO2** | *Summarize dynamic and reflective process of tourism experience*  |
| **LO3** | *Interpret tourists’ desired and tolerable expectations about the service* |
| **LO4** | *Interpret tourists’ behavioural and purchasing intention related to perceived value of tourism product* |
| **LO5** | *Critique on reasons about tourists’ dissatisfaction while interacting with the tourism product*  |
| **LO6** | *Generate a tourism experience which will be positively remembered and recalled* |
| **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 |  |  |  | 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….** |  |  |  |  |  |  |  |
| **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 | *Meaning of Experience in Tourism* |  | A1,A7 |  |  |  |  |
| **S2** | 2 | *Tourist Attraction* |  | A1,A7 |  |  |  |  |
| **S3** | 3 | *Motivation Factors of the Tourist, Travel Motivation* | A1,A7 | A1,A7 |  | A1,A7 |  |  |
| **S4** | 4 | *Analysis of Case Studies About the Subjects of 1., 2. and 3. Weeks* | A6, A7 | A6, A7 | A6,A7  |  |  |  |
| **S5** | 5 | *Tourist Expectations* |  |  | A1,A7 |  |  |  |
| **S6** | 6 | *Tourism Experience Creation* |  |  | A1,A7 |  |  | A1 |
| **S7** | 7 | *Overall Evaluation of Previous Subjects and Midterm Examination* | A1, | A1 | A1 | A1 |  | A1 |
| **S8** | 8 | *Analysis of Case Studies About the Subjects of 5. and 6. Weeks* |  |  | A6, A7 |  |  | A6, A7 |
| **S9** | 9 | *Memorable Tourism Experience* |  |  |  |  |  | A1,A7 |
| **S10** | 10 | *Satisfaction in Tourism* |  |  |  |  | A1,A7 |  |
| **S11** | 11 | *Analysis of Case Studies About the Subjects of 9. and 10. Weeks* |  |  |  |  | A6, A7 | A6, A7 |
| **S12** | 12 | *Service Quality* |  |  |  | A1 | A1 |  |
| **S13** | 13 | *The Service Experiencescape* |  |  |  | A1 | A1 |  |
| **S14** | 14 | *Analysis of Case Studies About the Subjects of 11. and 12. Weeks* |  |  |  | A6, A7 | A6, A7 |  |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules**  | **No.** | **Type** | **Weight** | **Implementation Rule** | **Make-Up Rule** |
| **A1** | **Exam** | *20%**40%* | *Midterm**Final* | - |
| **A2** | **Quiz** | *-* | *-* | - |
| **A3** | **Homework** | *-* | - | - |
| **A4** | **Project** | - | - | - |
| **A5** | **Report** | - | - | - |
| **A6** | **Presentation** | *25%* | - | - |
| **A7** | **Attendance/ Interaction** | 15% | - | - |
| **A8** | **Class/Lab./****Field Work** | - | - | - |
| **A9** | **Other** | - | - | - |
| **TOTAL** | **100%** |
| **Evidence of Achievement of Learning Outcomes** | Via discussions throughout the lectures (students’ ability to develop an argument and use evidence to support it), exams, student presentations, student term paper |
| **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 |

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| **Teaching Methods, Student Work Load** | **No** | **Method** | **Explanation** | **Hours** |
| ***Time applied by instructor*** |
| **1** | **Lecture** | Preparation for the lecture notes, slides etc | 7x6=42 |
| **2** | **Interactive Lecture** | Delivering presentations for the lectures | 7x3=21 |
| **3** | **Recitation** | - | - |
| **4** | **Laboratory** | - | - |
| **5** | **Practical** | - | - |
| **6** | **Field Work** | - | - |
| ***Time expected to be allocated by student*** |
| **7** | **Project** | - | - |
| **8** | **Homework** | Writing a term paper and preparing a presentation | 1x10=10 |
| **9** | **Pre-class Learning of Course Material**  | - | 7x4=28 |
| **10** | **Review of Course Material** | - | 7x6=42 |
| **11** | **Studio** | - |  |
| **12** | **Office Hour** | - | 2x1=2 |
| **TOTAL** | 145 |
| **IV. PART** |
| **Instructor** | **Name** |  |
| **E-mail** |  |
| **Phone Number** |  |
| **Office Number** |  |
| **Office Hours** |  |
| **Course Materials** | **Mandatory** |  |
| **Recommended** |  |
| **Other** | **Scholastic Honesty** | Any form of academic dishonesty, cheating, copying or plagiarizing, is prohibited. |
| **Students with Disabilities** |  |
| **Safety Issues**  |  |
| **Flexibility** |  |