

F. Course Description					
Course Name		Tourism Economics			
Course Language		Turkish			
Course Level		Associate Degree ()	First Cycle (x)	Second Cycle (x)	Third Cycle ()
Mode of Delivery					
Formal (x)		Distance Learning ()		Others ()	
Course Type		Course Unit Code		Course Code	
Required ()	Elective (x)			0401423	
Theory (Hours)	Application (Hours)	Total	Semester	National Credits	ECTS
3	0	3	Fall	3	4
Course Objectives		The aim of the course is to help the students get acquainted with the structure and operation of the tourism industry before planning their job career and also help them analyze the industry in terms of the roles attributed onto it in contributing to the general economic policy goals by utilizing their knowledge acquired until the 7th semestre.			
Course Content		Throughout the course, after explaining the structure of tourism industry in general and direction of the tourism flows on global basis, tourism industry is analyzed in terms of micro and macro economic theory, and contemporary regional and global developments are dealt with by foregrounding their implications for the tourism industry as a whole. Representatives of the industry are invited to the courses to share their experience with the students.			
Pre-requisites		None			
Recommended Elective Courses		None			
Course Learning Outcomes		<p>The participant</p> <ol style="list-style-type: none"> 1. knows basic concepts of tourism industry and tourism economics, 2. explains the structure and the competitive environment of the tourism industry, 3. explains development of the tourism incentive system, 4. writes papers on monetary and real effects of tourism industry and presents, 5. discusses reflections of contemporary developments on the tourism industry. 			
Course Coordinator					
Course Lecturer(s)		1. Yrd. Doç. Dr. Sibel Mehter AYKIN			
Course Assistants					
Teaching Methods					
(x) Oral Presentation	() Case Study	() Computer assisted			
(x) Discussion	() Drama	() Laboratory			
() Problem Solving	() Invention	()			
() Experiment	() Project	()			
Course Notes / Textbooks		<ol style="list-style-type: none"> 1. BARUTÇUGİL, İ. S. (1984) <i>Turizm İşletmeciliği</i>. İstanbul 2. KOZAK, N.; AKOĞLAN KOZAK, M.; KOZAK, M. (2008). <i>Genel Turizm: İlkeler, Kavramlar</i>. Detay Yayıncılık, Ankara 3. ERDOĞAN, H. (1996). <i>Ekonomik Sosyal Kültürel Çevresel Yönleriyle Uluslararası Turizm</i>. Uludağ Üniversitesi Basımevi, Bursa. 			

	<p>4. OLALI, H.; TİMUR, A. (1988). <i>Turizm Ekonomisi</i>. Ofis Ticaret Matbaacılık, İzmir</p> <p>5. SOYAK, A. (2009). <i>Türkiye'ye Yönelik Yabancı Turizmin İktisadi Etkileri</i>. Derin Yayınları, İstanbul.</p> <p>6. DPT (2006). <i>Dokuzuncu Kalkınma Planı (2007-2013)</i>. Ankara and DPT (2007). <i>Dokuzuncu Kalkınma Planı Turizm Özel İhtisas Komisyonu Raporu</i>. Ankara</p> <p>7. WTO, UNWTO, WTTC reports, Articles</p> <p>8. TTYD and TUIK statistics</p>
--	---

Evaluation System

() Direct Conversion System	(x) Relative Assessment
------------------------------	-------------------------

Requirements	Number	Percentage of Grade
Attendance	15	
Quizzes		
Midterm Exam(s)		
Homework(s) / Seminar(s)		
Term Assignment(s) / Project		
Application (Laboratory, Atelier , Field Work, Problem Based Learning- PBL Reports)		
Others (.....)		
Final Exam	1	
Total		% 100

Distribution of Topics By Weeks		
Weeks	Topics	Preparatory Work
1	Content and Method of the Course	
2	Basic Concepts, Overview of Tourism Industry	Barutçugil (1984); Kozak, et.al (2008)
3	Tourism Demand and Demand Elasticities	Erdoğan (1996); Olalı and Timur (1988); Soyak (2009)
4	Tourism Supply, Supply Elasticities and Costs	Erdoğan (1996)
5	Pricing Under Different Market Conditions	Erdoğan (1996)
6	Case Studies on Competitive Strategies	WTO, UNWTO, WTTC, Articles, Statistics
7s	Monetary Effects of Tourism: National Income, Inflation	Erdoğan (1996); Olalı and Timur (1988); Soyak (2009); Statistics
8	Monetary Effects of Tourism: Balance of Payments	Erdoğan (1996); Olalı and Timur (1988); Soyak (2009); Statistics
9	Real Effects of Tourism: Employment, Investments and Other Sectors	Erdoğan (1996); Olalı and Timur (1988); Soyak (2009); Statistics
10	Midterm Exam	
11	Development of Turkey's Tourism Industry between 1963-2000	Articles
12	Situation of Turkish Tourism Industry After 2000	Articles
13	Contemporary Developments: EU in the Context of Regionalism; Interactions between Turkish and European Tourism Industries	UNWTO, WTTC, Articles
14	Contemporary Developments: GATS in the Context of Globalization and An Overview of Travel and Tourism Related Services (TTRS)	WTO, UNWTO, WTTC, Articles
15	General Evaluation	

Program Outcomes	Course Learning Outcomes*									
	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10
PO 01	3	2		2						
PO 02	3	4	2	2	2					
PO 03	2	4		2	2					
PO 04		4	5	5	5					
PO 05										
PO 06										
PO 07		5	5	5	5					
PO 08		5	5	5	5					
PO 09	5	4	4	4	4					
PO 10		4	4	4	4					
PO 11										
PO 12										
PO 13										
PO 14										
PO 15		1	1	1	1					
PO 16										
PO 17										
PO 18										

* 1: Low

2: Lowest

3: Average

4: High

5: Highest



ECTS of the Course Based on Learning, Teaching and Evaluation Activities (Average Hours)

Activities	Number	Preparatory Work	Duration	Total Workload
Theory				
Applied Course				
Homework(s) / Seminar(s)				
Term Assignment / Project				
Application (Laboratory, Atelier, Field, Problem Based Learning - PBL)				
Other Learning Activities				
Quizzes				
Midterm Exam(s)				
Final Exam				
Total Workload (Hours)				
Rounding [Total Workload (hours) / Weekly Workload (30)] = ECTS				4