



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE		COURSE NAME	General Tourism
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
1	2	0	0	2	3	CORE (x) ELECTIVE ()	Turkish
COURSE CATEGORY							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills		Transferable Skills		
	X						
ASSESSMENT CRITERIAS							
DURING TERM	Activity		Number		Percentage (%)		
	I. Mid-Term		1		40		
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
FINAL EXAM			1		60		
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT			General Information About Tourism and the Tourism Sector, Tourism in Turkey and the World, Tourism Economic, Social and Physical Environment Relationship.				
COURSE OBJECTIVES			It is the examination and evaluation of basic information about tourism and the economic, social and physical dimensions of tourism as a whole.				
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
COURSE OUTCOMES			<ul style="list-style-type: none">Ability to define and explain the factors affecting the development of tourism in the world and in TurkeyAbility to explain the effects of tourism on country economiesAbility to evaluate the positive and negative effects of tourism on the physical environmentAbility to analyze the reasons and dimensions of the development of tourism after 1980Ability to make predictions about the types of tourism that will be important in the future				
TEXTBOOK(S)			Kozak, Nazmi vd.(2018), Genel Turizm, Detay Yayınları, Ankara Usta, Öcal (2008), Turizme Giriş, İzmir				
SUPPORTIVE RESOURCES			<ul style="list-style-type: none">AÖF Genel Turizm, Anadolu Üniversitesi Yayınları.Celil Çakıcı (2021). Kavramlar ve Örneklerle GENEL TURİZM Detay Yayıncılık.				

EQUIPMENTS REQUIRED	
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COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Tourism and Tourist Concepts
2	Types of Tourism
3	Types of Tourism 2
4	Factors Affecting the Development of Tourism
5	Tourism Supply
6	Tourism Enterprises
7	Midterm Exam
8	Tourism Demand
9	Tourism And Economic Environment
10	Tourism And Social Environment/Tourism And Physical Environment
11	Tourism and Development in Turkey
12	Problems of the Tourism Sector
13	Tourism Movements and New Trends
14	End of Term Evaluation
15,16	Final Exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.	X		
2	To be able to plan the process of investment of a new established tourism company.		X	
3	To be able to manage companies to be established in the areas of tourism.			X
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment	X		
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.	X		
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.) and hotel management			X
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.	X		
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)	X		
12	To define the source of the problems in the field by using critical thinking.	X		
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.		X	

1: Few 2: Partially 3: Many

Instructor Name : Prof.Dr. Cihan SEÇİLMİŞ