



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE		COURSE NAME	Recreation Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VII	2	0	0	2	4	CORE () ELECTIVE (X)	Türkçe
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		Basic Concepts of Leisure and Recreation, Active Holidays and					
COURSE OBJECTIVES		Development of Purpose Tourism, Examples of Active Holidays, Tourism Animation					
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
COURSE OUTCOMES		<ul style="list-style-type: none">• Learning general information about recreation management• Recreation planning competence• Recreation practice competence• Recreational marketing competence• Learning general information about recreation types and applications.• Time management ability• Process management capability					
TEXTBOOK(S)		Hacıoğlu N., Gökdeniz A., Dinç Y. (2009). Boş Zaman ve Rekreasyon Yönetimi. Ankara: Detay Yayıncılık.					
SUPPORTIVE RESOURCES							
EQUIPMENTS REQUIRED		-					

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	The Concept of Tourism, Structural Characteristics of the Tourism Event
2	Structural Characteristics of Tourists and Tourist Groups, Tendency and Expectations of Tourists
3	Basic Concepts of Leisure and Recreation
4	Classification of Recreational Activities
5	Recreation Tourism Relationship, Reasons for Increasing Demand for Tourism and Recreation Activities
6	Active Holidays and Development of Purpose Tourism, Examples of Active Holidays
7	Animation Concept
8	Functions of Animation and Conditions for Success
9	Role of Tourism Animation and Principles of Tourists
10	Animation Businesses in General Terms, Classification of Active Animation Types
11	Existing Examples of Animation Implemented in Hospitality Businesses
12	The Effect of Animation Activities Applied in Hospitality Businesses on Service Sales
13	Example application
14	Example application
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 :