ESOGU Tourism Faculty Course Information Form

TERM	Fall

COURSE CODE		COURSE NAME	Alternative Tourism

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	**Practice**	**Laboratory**	**CRED ITS**	**ECTS**	**TYPE**	**LANGUAGE**
V	2	0	0	2	4	CORE () ELECTIVE (x)	Turkish

COURSE CATEGORY				
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills
	X			

ASSESSMENT CRITERIAS			
	Activity	**Number**	**Percentage (%)**
DURING TERM	I. Mid-Term	1	40
	II. Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Other (………)		
FINAL EXAM		1	60
PREREQUISITE(S) (IF ANY)			
COURSE CONTENT			
COURSE OBJECTIVES	The aim of this course is to understand the concepts of alternative tourism, sustainable tourism, special interest tourism and to have information about alternative tourism types.		
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING			
COURSE OUTCOMES	To have an idea about various alternative tourism types, applications and examples from Turkey and the world		
TEXTBOOK(S)	Aydın, Ş. ve Eren, D. (Ed.) (2019). Alternatif Turizm. Ankara: Detay Yayıncılık.		
SUPPORTIVE RESOURCES	Bakır Sert, H. (2021). Türkiye'den Rotalarla Alternatif Turizm. Ankara: Nobel Yayıncılık. Kozak, M. ve Bahçe, S. (2009). Özel İlgi Turizmi. Ankara: Detay Yayıncılık. Albayrak, A. (2013). Alternatif Turizm. Ankara: Detay Yayıncılık. Articles on the subject		
EQUIPMENTS REQUIRED			

<table>
<tr><td colspan="2">COURSE OUTLINE</td></tr>
<tr><td>WEEK</td><td>SUBJECTS / TOPICS</td></tr>
<tr><td>1</td><td>Historical Development of Tourism</td></tr>
<tr><td>2</td><td>Alternative Tourism Concept, Emergence and Development</td></tr>
<tr><td>3</td><td>Discussions About Alternative Tourism</td></tr>
<tr><td>4</td><td>Alternative Tourism Types (Health Tourism, Gastronomy Tourism etc.)</td></tr>
<tr><td>5</td><td>Alternative Tourism Types (Nature Based Alternative Tourism Types)</td></tr>
<tr><td>6</td><td>Alternative Tourism Types (Culture Based Alternative Tourism Types)</td></tr>
<tr><td>7</td><td>New Trends in Alternative Tourism</td></tr>
<tr><td>8</td><td>Alternative Tourism Policies and Planning</td></tr>
<tr><td>9</td><td>Homework Presentations and Discussions</td></tr>
<tr><td>10</td><td>Homework Presentations and Discussions</td></tr>
<tr><td>11</td><td>Homework Presentations and Discussions</td></tr>
<tr><td>12</td><td>Homework Presentations and Discussions</td></tr>
<tr><td>13</td><td>Homework Presentations and Discussions</td></tr>
<tr><td>14</td><td>Homework Presentations and Discussions</td></tr>
<tr><td>15,16</td><td>Final Exam</td></tr>
</table>

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 :