

TRT503 - TOURISM - Turizm Araştırmaları Enstitüsü - Turizm Rehberliği Ana Bilim Dalı

General Info

Objectives of the Course

The aim of this course is to provide students with an understanding of the fundamental concepts of tourism, tourist and tourist typologies, the economic, social, and environmental dimensions of tourism, the tourism sector and enterprises, supply and demand dynamics, the development of tourism in Turkey, and current trends in the industry.

Course Contents

This course covers the definition of tourism and tourist, tourist typologies, the relationship between tourism and other disciplines, types of tourism, factors influencing its development, the tourism sector, tourism supply, tourism product, tourism enterprises, tourism demand and its determinants, the economic, social and environmental impacts of tourism, the development of tourism in Turkey, tourism movements, and new trends.

Recommended or Required Reading

1. Kozak, N., Akoğlu Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing. 2. UNWTO Statistics. 3. Ministry of Culture and Tourism Statistics. 4. Articles and news to be examined within the scope of the course.

Planned Learning Activities and Teaching Methods

Lecture, Question-Answer, Discussion

Recommended Optional Programme Components

It is recommended that students follow current tourism news and industry reports outside of class, establish practical connections through case studies and example analyses during the course, and review current articles, statistics, and international tourism reports as course materials.

Instructor's Assistants

There is no teaching assistant assigned for this course.

Presentation Of Course

The course will be conducted through face-to-face instruction using lecture, question-and-answer, and discussion methods, and visual and digital materials will also be utilized during the lectures.

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Ömer Çoban Assoc. Prof. Dr. Meral Dursun Küçükkoğlu

Program Outcomes

1. Can explain the basic concepts related to tourism.
2. Can explain and interpret the general structure of the tourism sector.
3. Can comment on tourism movements in Turkey and worldwide.
4. Can explain the social, cultural, economic, and environmental impacts of tourism on the host country.

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	It is recommended that students come to class after reading the course content from the education catalog.		Lecture Method	Introduction of the Course and Explanation of Its Aim and Objectives	
2	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing. s. 1-19.		Lecture, Question-Answer, Discussion	Concepts of Tourism and Tourist, Tourist Typologies, and the Relationship Between Tourism and Other Disciplines	
3	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing. s. 21-47.		Lecture, Question-Answer, Discussion	Types of Tourism	
4	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing. s. 49-64.		Lecture, Question-Answer, Discussion	Factors Influencing the Development of Tourism	
5	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing. s. 65-86. Ministry of Culture and Tourism Statistics		Lecture, Question-Answer, Discussion	The Tourism Sector and Tourism Supply	
6	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing. s. 86-91.		Lecture, Question-Answer, Discussion	Tourism Supply	
7	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Yayıncılık. s. 92-107. UNWTO Statistics.		Lecture, Question-Answer, Discussion	Tourism Demand	
8				Midterm Exam	
9	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing. s. 109-125.		Lecture, Question-Answer, Discussion	Economic, Social, and Environmental Impacts of Tourism	
10	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing. s. 127-144.		Lecture, Question-Answer, Discussion	Economic, Social, and Environmental Impacts of Tourism	
11	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing. s. 145-174.		Lecture, Question-Answer, Discussion	The Development of Tourism in Turkey	
12	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing. s. 175-188.		Lecture, Question-Answer, Discussion	The Development of Tourism in Turkey	
13	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing. s. 189-203.		Lecture, Question-Answer, Discussion	Tourism Movements and Emerging Trends	
14	Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2024). Genel turizm ilkeler ve kavramlar. Ankara: Detay Publishing.. s. 204-211.		Lecture, Question-Answer, Discussion	Tourism Movements and Emerging Trends	
15	A list of national and international tourism organizations to be reviewed will be shared before the course.		Lecture, Question-Answer, Discussion	National and International Tourism Organizations	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Derse Katılım	14	3,00
Ders Sonrası Bireysel Çalışma	6	3,00
Ara Sınav Hazırlık	1	14,00
Final Sınavı Hazırlık	1	14,00
Vize	1	1,00
Final	1	1,00
Ödev	10	3,00
Tartışmalı Ders	10	3,00

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- P.O. 1 :** Develops and deepens the knowledge acquired in the field of tourist guiding and related disciplines at the level of expertise.
- P.O. 2 :** Has knowledge of the structure and functioning of the tourism industry and its significance for national development.
- P.O. 3 :** Develops creative and practical solutions to current issues and problems in the tourism industry.
- P.O. 4 :** Understands service delivery processes related to the tourist guiding profession and carries them out in a manner that ensures visitor satisfaction.
- P.O. 5 :** Understands and applies contemporary management theories and practices necessary for the effective management of a travel business.
- P.O. 6 :** Has detailed knowledge of the cultures, histories, religions, and arts of civilizations that have lived in Türkiye, and analyzes and interprets them.
- P.O. 7 :** Identifies, analyzes, synthesizes, interprets, and evaluates professional information and data.
- P.O. 8 :** Plans, conducts, evaluates, and reports research related to the field using scientific research methods.
- P.O. 9 :** Effectively conducts studies requiring expertise in the field, both independently and in collaboration with others.
- P.O. 10 :** Develops the behaviors and competences required for lifelong learning.
- P.O. 11 :** Analyzes, critically interprets, and evaluates the knowledge and skills acquired.
- P.O. 12 :** Understands and critically evaluates social and professional ethical values and acts accordingly.
- P.O. 13 :** Demonstrates awareness of social justice, cultural values, and environmental responsibility.
- P.O. 14 :** Understands and applies legal regulations and professional standards related to tourism and tourist guiding.
- P.O. 15 :** Communicates effectively both orally and in writing in a foreign language at a minimum B2 level of the Common European Framework of Reference for Languages (CEFR).
- L.O. 1 :** Can explain the basic concepts related to tourism.
- L.O. 2 :** Can explain and interpret the general structure of the tourism sector.
- L.O. 3 :** Can comment on tourism movements in Turkey and worldwide.
- L.O. 4 :** Can explain the social, cultural, economic, and environmental impacts of tourism on the host country.

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Table :

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- P.O. 1 :** Develops and deepens the knowledge acquired in the field of tourist guiding and related disciplines at the level of expertise.
- P.O. 2 :** Has knowledge of the structure and functioning of the tourism industry and its significance for national development.
- P.O. 3 :** Develops creative and practical solutions to current issues and problems in the tourism industry.
- P.O. 4 :** Understands service delivery processes related to the tourist guiding profession and carries them out in a manner that ensures visitor satisfaction.
- P.O. 5 :** Has detailed knowledge of the geography of Türkiye and the world.
- P.O. 6 :** Has detailed knowledge of the cultures, histories, religions, and arts of civilizations that have lived in Türkiye, and analyzes and interprets them.
- P.O. 7 :** Identifies, analyzes, synthesizes, interprets, and evaluates professional information and data.
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