

İndirilme Tarihi

21.09.2026 16:16:33

TR111 - TOURISM - Turizm Fakültesi - Turizm Rehberliği Bölümü

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

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	2,00
Ders Sonrası Bireysel Çalışma	6	2,00
Ara Sınav Hazırlık	1	9,00
Final Sınavı Hazırlık	1	9,00
Vize	1	1,00
Final	1	1,00

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

Turizm Rehberliği Bölümü / Turizm Rehberliği X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22	P.O. 23	P.O. 24
L.O. 4 1								3	2															
L.O. 5 2								4	3	2		3	2		3					2				
L.O. 4 3									2															
L.O. 3 4												3							2					3

Table :

- P.O. 1 :** Students who successfully complete this program have knowledge of the structure and functioning of the tourism sector and its importance in national development.
- P.O. 2 :** Demonstrates reading, comprehension, speaking and writing skills in English at the B2 level of the Common European Framework of Reference for Languages (CEFR).
- P.O. 3 :** Demonstrates reading, comprehension, speaking and writing skills in a second foreign language at least at the B1 level of the Common European Framework of Reference for Languages (CEFR).
- P.O. 4 :** Communicates effectively in written, verbal and non-verbal forms and demonstrates presentation skills.
- P.O. 5 :** Knows and applies the principles of group management.
- P.O. 6 :** Knows social and professional ethical values, evaluates them from a critical perspective, and develops appropriate behaviours.
- P.O. 7 :** Uses information and communication technologies and software related to both general and professional fields at an advanced level.
- P.O. 8 :** Has knowledge of the fundamental concepts, theories, principles and phenomena in the fields of business administration, economics and social psychology.
- P.O. 9 :** Knows the service delivery processes related to the tourist guiding profession and performs them in a manner that ensures visitor satisfaction.
- P.O. 10 :** Knows and applies contemporary management theories and practices in order to manage a travel enterprise effectively.
- P.O. 11 :** Has detailed knowledge of the culture, history, religions and arts of civilizations that have existed in Türkiye, and analyzes and interprets them.
- P.O. 12 :** Has detailed knowledge of world geography and the geography of Türkiye.
- P.O. 13 :** Plans, conducts and supervises a tour.
- P.O. 14 :** Has basic knowledge of first aid and applies it when necessary.
- P.O. 15 :** Knows and applies legal regulations and professional standards related to tourism and tourist guiding.
- P.O. 16 :** Defines, analyzes, synthesizes, interprets and evaluates information and data in a professional context.
- P.O. 17 :** Works effectively both with others and independently.
- P.O. 18 :** Continuously develops oneself personally and professionally, takes responsibility for self-directed learning, and demonstrates this competence.
- P.O. 19 :** Recognizes and understands different cultures and communicates effectively in different cultural contexts.
- P.O. 20 :** Pays due attention to personal care, hygiene, attire and appearance as required by the tourist guiding profession.
- P.O. 21 :** Recognizes and uses the physical environment, equipment, tools and technologies related to the service field and maintains them appropriately.

P.O. 22 : Has knowledge of Atatürk's Principles and Reforms and embraces the fundamental values of the Republic.

P.O. 23 : Develops individual abilities related to artistic and sporting activities.

P.O. 24 : Explains at least one of the United Nations Sustainable Development Goals (UN SDGs).

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.