



ESOGÜ Turizm Fakültesi Ders Bilgi Formu

TERM	Fall
------	------

COURSE CODE	271115023	COURSE NAME	Ethics in Tourism
-------------	-----------	-------------	-------------------

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
V	2	0	0	2	4	CORE () ELECTIVE (X)	English
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		The Concept of Ethics, Managerial Ethics Perspective, Institutionalization of Business Ethics					
COURSE OBJECTIVES		This course aims to introduce the concept of business ethics in tourism and corporate social responsibility to give information about the concepts.					
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
COURSE OUTCOMES		<ul style="list-style-type: none">• Understanding the concepts of morality and ethics in tourism• Understanding the relationship between ethics and other disciplines,• Understanding the relationship between ethics and governance,• Understanding the relationship between business ethics and corporate social responsibility,• Learning the institutionalization of business ethics					
TEXTBOOK(S)		Kozak, M. A., Güçlü H. (2006). Turizmde Etik Kavramlar, İlkeler, Standartlar. Ankara: Detay Yayıncılık.					
SUPPORTIVE RESOURCES							
EQUIPMENTS REQUIRED							

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Tourism and Ethics
2	Work ethics
3	The concept of ethics
4	The Concept of ethics
5	Basic ethic principles
6	Types of ethics
7	Ethical factors
8	Ethical standards
9	Ethical standards
10	Ethical issues
11	Ethics and Customer Complaints
12	Ethics and Customer Complaints
13	Case Study
14	Review
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 evaluate the concepts, ideas and data by using scientific methods.		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: Never 2: Few 3: Many				

Instructor Name :