



ESOGU Tourism Faculty Course Information Form

TERM	Spring
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COURSE CODE		COURSE NAME	Tourism Economy
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
1	3	0	0	3	5	CORE (x) ELECTIVE ()	Turkish
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							
Economy concept, tourism supply, tourism demand concepts							
COURSE OBJECTIVES							
The aim of this course is to ensure that personnel who will work at middle and senior management levels in tourism enterprises; The aim is to convey information that will enable the evaluation of basic economic issues used in economic analysis from a tourism perspective.							
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
COURSE OUTCOMES							
They can discuss the tourism sector from an economic perspective. • They learn the types of markets by considering the tourism market and the markets of businesses serving tourism one by one. • They know the economic benefits that tourism brings to the country and the business. • They can address the economic problems of tourism and produce rational solutions							
TEXTBOOK(S)							
Yağcı, Ö. (2003), Turizm Ekonomisi, Ankara: Detay Yayınları. Bahar, O. ve Kozak M. (2006), Turizm Ekonomisi, Ankara: Detay Yayınları.							
SUPPORTIVE RESOURCES							
İçöz, O. ve Kozak M. (2002), Turizm Ekonomisi, Ankara: Turhan Kitapevi, Gürbüz, A. K. (1998), Turizmin Ekonomik Analizi, Balıkesir: Âlem Basım Yayım..							
EQUIPMENTS REQUIRED							
Computer and projector							

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Conceptual framework regarding economy and tourism in general
2	Demand in tourism, demand formation, demand curve, demand elasticity
3	Supply in tourism, supply formation, supply curve, supply elasticity
4	Tourism market and price formation in the tourism market
5	Consumer behavior in tourism
6	Production and firm behavior in tourism
7	Midterm
8	Markets in tourism
9	The place and importance of the tourism sector in the economy
10	Measuring the economic impacts of tourism
11	Monetary economic impacts of tourism
12	Real economic impacts of tourism
13	A look at economic planning and policies in tourism
14	A look at economic planning and policies in tourism II
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 : Prof.Dr. Yaşar SARI