ESOGÜ Turizm Fakültesi Ders Bilgi Formu

TERM	Spring

COURSE CODE	271116024	COURSE NAME	Tourism Management

SEMESTER	WEEKLY COURSE HOURS			CREDITS	ECTS	COURSE		
	Theoretical	Practice	Laboratory			TYPE	LANGUAGE	
VI	2	0	0	2	4	CORE ( ) ELECTIVE (x)	Turkish	

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

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	Market, merketing, touristic products.
COURSE OBJECTIVES	The aim of this lecture is to give the students necessary informations about the marketing which provides feedback for customer's needs and wants
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	
COURSE OUTCOMES	• Making student to understand very well importance of marketing • To make student learn basic concept of marketing • To give basic information about service marketing • To teach basic concept about tourism marketing • To make students learn marketing strategies • To make students have ability of applying marketing strategies in tourism industry • To make students understand importance of customer orientation
TEXTBOOK(S)	Uygur, S. M. (2007). Turizm Pazarlaması. Ankara: Nobel Yayıncılık. Kozak, N. (2010). Turizm Pazarlaması. Ankara: Detay Yayıncılık.
SUPPORTIVE RESOURCES	Hacıoğlu, N. (2010). Turizm Pazarlaması. Ankara: Nobel Yayıncılık.
EQUIPMENTS REQUIRED	

	COURSE OUTLINE	
WEEK	**SUBJECTS / TOPICS**	
1	Definition of marketing, extent and development	
2	Service marketing	
3	Tourism marketing, tourism marketing environment	
4	Strategic planning in the tourism enterprises and marketing planning	
5	Tourism marketing information system and marketing research	
6	Tourist consumer purchasing behavior	
7	Tourist consumer purchasing behavior	
8	Market segmentation, target market selection and positioning in tourism enterprises	
9	Marketing mix in tourism enterprises: product	
10	Marketing mix in tourism enterprises: price	
11	Marketing mix in tourism enterprises: place	
12	Marketing mix in tourism enterprises: promotion	
13	The physical environment, participants, and process management in tourism enterprises	
14	Direct marketing, e-marketing	
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 :