



ESOGU Tourism Faculty Course Information Form

TERM	Spring
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COURSE CODE		COURSE NAME	Academic Perspectives in Tourism
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VIII	2	0	0	2	4	CORE () ELECTIVE (x)	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		The necessity, features and design of research in tourism are emphasized.					
COURSE OBJECTIVES		It is aimed to inform young researchers in tourism about the academic processes in tourism and the rules (standards) they must follow when presenting their homework, theses or projects they have prepared for courses.					
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING		Understanding the development of tourism from past to present.					
COURSE OUTCOMES		Learning academic studies and processes in the tourism sector.					
TEXTBOOK(S)		Published academic articles on the subject					
SUPPORTIVE RESOURCES		Saldamlı, A. ve Can, İ.İ. (2019) Bilimsel Araştırma ve Sunum Teknikleri Detay Yayın, Ankara					
EQUIPMENTS REQUIRED							

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	What is science? What are the basic features required for a field to be accepted as a science?
2	Tourism science relationship
3	Scientific research in tourism
4	Topic selection in research
5	Literature writing in research
6	Writing the method part in the research
7	Writing the findings in the research
8	Writing the results and suggestions in the research
9	How to reference academic texts
10	What are the presentation techniques? How to make preparations
11	Student Presentations
12	Student Presentations
13	Student Presentations
14	Student Presentations
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 :