



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE		COURSE NAME	Rural Tourism Applications
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VI	2	2	0	3	8	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						
	II. Mid-Term						
	Quiz						
	Homework		1		40		
	Project						
	Report						
Other (.....)							
FINAL EXAM				1		60	
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT		Interest in rural tourism in Turkey and the world, sustainable management of rural tourism, important rural tourism destinations, management and marketing of rural tourism will constitute the content of this course.					
COURSE OBJECTIVES		To understand how the correct and appropriate use of natural and cultural resources and the economic activities that have added value for the local people should be in the future of the world and our country.					
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
COURSE OUTCOMES		Learning the definitions of environment and natural resources Establishing a relationship between tourism and the environment Gaining the ability to compare traditional tourism with alternative tourism Learning the concept of sustainability in detail Obtaining information on how natural and cultural resource values should be used in the world and in our country. Understanding the importance of Alternative Tourism in terms of rural development Structuring Rural Tourism projects					
TEXTBOOK(S)		Sürdürülebilir Tarım ve Kırsal Kalkınma Kavramı İçinde Tarım-Turizm-Kırsal Alan İlişkisi ve Sonuçları KMÜ Sosyal ve Ekonomi-k Araştırmalar Dergi-si 14 (22): 83-92, 2012, Sürdürülebilir Kırsal Turizm, Suavi Ahıpaşaoğlu İrfan Arıkan, Gazi Kitabevi, 2006, Kırsal Turizm ve Kırsal Kalkınma (Fethiye Örneği)					

SUPPORTIVE RESOURCES		Aydın,Pınar, Bursa İli Dağ Yöresinde Ekolojik Turizmi Geliştirme Olanakları, Uludağ Üniversitesi Fen Bilimleri Enstitüsü, Basılmamış Yüksek Lisans Tezi, Bursa.		
EQUIPMENTS REQUIRED				
COURSE OUTLINE				
WEEK	SUBJECTS / TOPICS			
1	General characteristics of the countryside			
2	Concepts close to Rural Tourism			
3	Current situation in Turkey			
4	The place and importance of eco-tourism within the concepts of mass, alternative, nature and sustainable tourism.			
5	Sustainable development and tourism			
6	Rural tourism types			
7	Protection of natural and cultural resources.			
8	Midterm			
9	Ecosystem management and protected areas			
10	Study tour to a designated rural area			
11	Study tour to a designated rural area			
12	Study tour to a designated rural area			
13	Study tour to a designated rural area			
14	Study tour to a designated rural area			
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				

