

TOURISM ECONOMICS

1	Course Title:	TOURISM ECONOMICS	
2	Course Code:	TOTZ129	
3	Type of Course:	Compulsory	
4	Level of Course:	Short Cycle	
5	Year of Study:	1	
6	Semester:	1	
7	ECTS Credits Allocated:	5.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	No	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr.Gör. ŞAHİN MELİH SERENGİL	
15	Course Lecturers:	Öğr.Gör.Melih SERENGİL	
16	Contact information of the Course Coordinator:	Öğr. Gör. Melih SERENGİL UÜ.SBMYO mserengil@uludag.edu.tr Tel: 2615540/60541	
17	Website:		
18	Objective of the Course:	The student learns tourism economy and understands the detailed information about tourism economy by comparing it with examples from present life.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	Be able to know tourism and economy concepts
		2	Learn about Tourism Supply and Demand
		3	Learn about relationship between markets and tourism
		4	Learn about of economic processes
		5	Finance-related features and tables
		6	Learn about the Economic figures and tables
		7	Learn about Tourism planning and policies
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		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Tourism's Contribution to the Development of International and National Economy		
2	Economic Functions of Tourism		
3	Tourism Supply and Demand		
4	Economic Activity as a Tourism Product and Features		

5	Balance of Payments Impact of Tourism and Employment	
6	Tourist Expenditure Multiplier Effect	
7	Impact of Tourism on Economic Growth	
8	Mid-term exam and course review	
9	Impact of Tourism-Inflation Relation and Foreign Exchange Rates	
10	Tourism Statistics	
11	Tourism Market Characteristics	
12	Establishment of models for Tourism Industry	
13	Importance of tourism in the Turkish Economy	
14	Importance of tourism in the Turkish Economy	

22	Textbooks, References and/or Other Materials:	Turizm Ekonomisi M.KOZAK-O.BAHAR Detay Ankara 2018 Turizm Ekonomisi Hüseyin ÇEKEN.Ankara 2016
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23	Assesment	
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TERM LEARNING ACTIVITIES	NUMBE R	WEIGHT		
Midterm Exam	1	40.00		
Quiz	0	0.00		
Activites		Number	Duration (hour)	Total Work Load (hour)
Total	2	100.00		
Theoretical	14		3.00	42.00
Contribution of Term (Year) Learning Activities to		40.00		
Practicals/Labs		0	0.00	0.00
Self study and preparation	2		15.00	30.00
Contribution of Final Exam to Success Grade		60.00		
Homeworks		0	0.00	0.00
Total		100.00		
Projects	1		20.00	20.00
Measurement and Evaluation Techniques Used in the				
Field Studies		0	0.00	0.00
Midterm exams		1	25.00	25.00
24 ECTS/ WORK LOAD TABLE				
Others		0	0.00	0.00
Final Exams		1	30.00	30.00
Total Work Load				172.00
Total work load/ 30 hr				4.90
ECTS Credit of the Course				5.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	3	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0
ÖK2	0	0	0	0	3	0	0	0	1	0	0	0	0	0	0	0
ÖK3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK4	0	0	0	0	0	4	0	0	2	0	0	0	0	0	0	0

ÖK5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK6	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			