

# TOURISM ECONOMY

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|------|---|---|
| 1    | Course Title:   | TOURISM ECONOMY   |
| 2    | Course Code:  | TOTS014   |
| 3    | Type of Course:   | Optional  |
| 4    | Level of Course:  | Short Cycle   |
| 5    | Year of Study:  | 2   |
| 6    | Semester:   | 3   |
| 7    | ECTS Credits Allocated:                                 | 3.00  |
| 8    | Theoretical (hour/week):                                | 1.00  |
| 9    | Practice (hour/week):                                   | 2.00  |
| 10   | Laboratory (hour/week):                                 | 0   |
| 11   | Prerequisites:  |   |
| 12   | Language:   | Turkish   |
| 13   | Mode of Delivery:                                       | Face to face  |
| 14   | Course Coordinator:                                     | Öğr.Gör. BETÜL DEMİR AKGÜL  |
| 15   | Course Lecturers:                                       | Meslek Yüksekokulları yönetim kurullarının görevlendirdiği öğretim elemanları   |
| 16   | Contact information of the Course Coordinator:          | Öğr. Gör. Betül DEMİR AKGÜL<br>Tel: 0 224 757 6163<br>Mail: betuldemir@uludag.edu.tr<br>İzmit Meslek Yüksekokulu                                    |
| 17   | Website:  |   |
| 18   | Objective of the Course:                                | To gain the teaching of calculating the effects of tourism supply and demand on national income, employment and foreign currency input.             |
| 19   | Contribution of the Course to Professional Development: | Understanding the effect of Tourist Guides, who are a representative of the tourism sector, on the growth and development of the country's economy. |
| 20   | Learning Outcomes:                                      |   |
|      | 1   | They have the ability to handle tourism in terms of economic knowledge.   |
|      | 2   | They learn the tourism market structure.  |
|      | 3   | They learn the benefits of tourism.   |
|      | 4   | They determine economic problems in the tourism sector.   |
|      | 5   |   |
|      | 6   |   |
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| 21   | Course Content:   |   |
|      | <b>Course Content:</b>                                  |   |
| Week | Theoretical   | Practice  |
| 1    | Introduction to Economics                               | Supporting the application of the subject with presentations  |

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|--|--|--|-----------------|------------------------|
| 2  | Economic systems                             | Supporting the application of the subject with presentations |                 |                        |
| 3  | Basic concepts of tourism                    | Supporting the application of the subject with presentations |                 |                        |
| 4  | Economy and tourism relationship             | Supporting the application of the subject with presentations |                 |                        |
| 5  | Tourism supply and characteristics           | Supporting the application of the subject with presentations |                 |                        |
| 6  | Elasticity of supply in tourism              | Supporting the application of the subject with presentations |                 |                        |
| 7  | Tourism demand                               | Supporting the application of the subject with presentations |                 |                        |
| 8  | Equilibrium price in the tourism market      | Supporting the application of the subject with presentations |                 |                        |
| 9  | Tourism supply meeting the tourism potential | Supporting the application of the subject with presentations |                 |                        |
| 10   | Elasticity of demand in tourism              | Supporting the application of the subject with presentations |                 |                        |
| Activites  |  | Number   | Duration (hour) | Total Work Load (hour) |
| 12   | Economic effects of tourism                  | Supporting the application of the subject with presentations | 1.00            | 14.00                  |
| Theoretical  |  | 14   | 2.00            | 28.00                  |
| Practicals/Labs  |  | 14   | 2.00            | 28.00                  |
| 13   | Tourism and international competition        | Supporting the application of the subject with presentations | 3.00            | 36.00                  |
| Self study and preperation                                       |  | 1  | 5.00            | 5.00                   |
| Homeworks  |  | 1  | 5.00            | 5.00                   |
| 14   | Models for destination competition           | Supporting the application of the subject with presentations | 0.00            | 0.00                   |
| Projects   |  | 0  | 0.00            | 0.00                   |
| Field Studies  |  | 0  | 0.00            | 0.00                   |
| Midterm exams  |  | 1  | 1.00            | 1.00                   |
| 23   | Textbooks, References and/or Other           | Prof. Dr. Orhan İCÖZ, Turizm Ekonomisi, Turhan Kitabevi      | 0.00            | 0.00                   |
| Others   |  | 0  | 0.00            | 0.00                   |
| Final Exams  |  | Lecture notes  | 1.00            | 1.00                   |
| Total Work Load  |  |  |                 | 86.00                  |
| Total work load/ 30 hr   |  |  |                 | 2.83                   |
| TERM LEARNING ACTIVITIES   |  | NUMBE  | WEIGHT          |                        |
| ECTS Credit of the Course  |  |  |                 | 3.00                   |
| Midterm Exam   |  | 1  | 40.00           |                        |
| Quiz   |  | 0  | 0.00            |                        |
| Home work-project  |  | 0  | 0.00            |                        |
| Final Exam   |  | 1  | 60.00           |                        |
| Total  |  | 2  | 100.00          |                        |
| Contribution of Term (Year) Learning Activities to Success Grade |  | 40.00  |                 |                        |
| Contribution of Final Exam to Success Grade                      |  | 60.00  |                 |                        |
| Total  |  | 100.00   |                 |                        |

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| Measurement and Evaluation Techniques Used in the Course | For the assessment and evaluation of the course, 1 midterm and 1 final exam are held. The effect of midterm exam on the raw success grade of the semester / year is 40% in total, and the effect of the semester / year-end exam on the raw success grade is 60%. |
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| <b>24</b> | <b>ECTS / WORK LOAD TABLE</b> |
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|-----------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| <b>25</b> | <b>CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS</b> |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|-----------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

|     | PQ1 | PQ2 | PQ3 | PQ4 | PQ5 | PQ6 | PQ7 | PQ8 | PQ9 | PQ10 | PQ11 | PQ12 | PQ13 | PQ14 | PQ15 | PQ16 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
| ÖK1 | 5   | 1   | 1   | 5   | 1   | 1   | 1   | 1   | 1   | 1    | 1    | 1    | 1    | 1    | 1    | 1    |
| ÖK2 | 5   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2   | 2    | 2    | 2    | 2    | 2    | 2    | 2    |
| ÖK3 | 5   | 2   | 2   | 5   | 2   | 2   | 2   | 2   | 2   | 2    | 2    | 2    | 2    | 2    | 2    | 2    |
| ÖK4 | 5   | 2   | 2   | 5   | 2   | 2   | 2   | 2   | 2   | 2    | 2    | 2    | 2    | 2    | 2    | 2    |

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| <b>LO: Learning Objectives    PQ: Program Qualifications</b> |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|----------------------------|-------------------|--------------|-----------------|---------------|--------------------|
| <b>Contribution Level:</b> | <b>1 very low</b> | <b>2 low</b> | <b>3 Medium</b> | <b>4 High</b> | <b>5 Very High</b> |
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