

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 Tel: 0 224 757 6163 Mail: betuldemir@uludag.edu.tr 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. |
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| 21 | Course Content: | |
| | Course Content: | |
| 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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| 24 | ECTS / WORK LOAD TABLE |
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| 25 | CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS | | | | | | | | | | | | | | | |
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| | 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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| LO: Learning Objectives PQ: Program Qualifications | | | | | | | | | | | | | | | | |
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| Contribution Level: | 1 very low | 2 low | | 3 Medium | | 4 High | | 5 Very High | |
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