

MOVEMENTS IN INTERNATIONAL TOURISM

1	Course Title:	MOVEMENTS IN INTERNATIONAL TOURISM	
2	Course Code:	TRBS003	
3	Type of Course:	Optional	
4	Level of Course:	Short Cycle	
5	Year of Study:	2	
6	Semester:	4	
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:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Doç. Dr. Ayşen ACUN KÖKSALANLAR	
15	Course Lecturers:	Meslek yüksek okulları yönetim kurullarının görevlendirdiği öğretim görevlileri	
16	Contact information of the Course Coordinator:	aysenacun@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	To enable students to have an idea about how international tourism movements take place in the world and international tourism issues.	
19	Contribution of the Course to Professional Development:	They learn about tourists and tourism mobility.	
20	Learning Outcomes:		
		1	They gain knowledge about developments in world tourism
		2	They learn the proportion and growth rate of countries and regions in terms of tourism
		3	They learn the position of Turkey in world tourism
		4	They gain knowledge and ability of analysing tourism statistics
		5	Determine the location of the international tourism market in Turkey
		6	Identify major economic groups in the world according to the movements of international tourism
		7	To understand the future of international tourism
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		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	International tourism demand and the factors which effect tourism demand	Supporting the application of the subject with presentations	
2	Economic factors	Supporting the application of the subject with presentations	
3	Socio-Demographic factors	Supporting the application of the subject with presentations	

4	Social and political factors	Supporting the application of the subject with presentations
5	Psychological factors	Supporting the application of the subject with presentations
6	General aspects of international tourism movements	Supporting the application of the subject with presentations
7	New trends in world tourism	Supporting the application of the subject with presentations
8	International tourism in regional areas	Supporting the application of the subject with presentations
9	Tourism in Europe, America and East Asia-Pacific	Supporting the application of the subject with presentations
10	Analyses of countries in the regions	Supporting the application of the subject with presentations
11	Tourism in Middle East, Africa and South Asia	Supporting the application of the subject with presentations
12	Analyses of countries in the region	Supporting the application of the subject with presentations
13	International tourism in Mediterranean region	Supporting the application of the subject with presentations
14	Analysing the position of Turkey in international tourism	Supporting the application of the subject with presentations

Activities	Number	Duration (hour)	Total Work Load (hour)
Theoretical	0	0	0
Practicals/Labs	14	2.00	28.00
Self study and preparation	1	60	42.00
Homeworks	0	0.00	0.00
Contribution of Term (Year) Learning Activities to Success Grade	4000	0.00	0.00
Field Studies	0	0.00	0.00
Contribution of Final Exam to Success Grade	60	1.00	1.00
Others	0	0.00	0.00
Measurement and Evaluation Techniques Used in the In order to decide on the success in this course	200	2.00	2.00
Total Work Load			88.00
Total work load/ 30 hr	at the end of the semester with the course passing criteria		2.93
ECTS Credit of the Course			3.00

	University, it is decided that each student is successful or failed.
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24	ECTS / WORK LOAD TABLE
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ÖK4	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
ÖK5	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
ÖK6	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
ÖK7	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			