

TOURISTIC PRODUCTS

1	Course Title:	TOURISTIC PRODUCTS	
2	Course Code:	TOTS017	
3	Type of Course:	Optional	
4	Level of Course:	Short Cycle	
5	Year of Study:	1	
6	Semester:	2	
7	ECTS Credits Allocated:	3.00	
8	Theoretical (hour/week):	2.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr. Gör. BİLGE GÖKIRMAK	
15	Course Lecturers:		
16	Contact information of the Course Coordinator:	gbilge@uludag.edu.tr	
17	Website:		
18	Objective of the Course:	To enable the students to upskill about the variations of tourist products	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	To be able to define to variations of tourist products
		2	To be able to define alternative tourism concept
		3	To be able to define Special interest tourism
		4	To be able to determine types of alternative tourism
		5	To be able to determine The variations, specifications and importance of tourist product ,
		6	To be able to present the development of the variation of tourist products
		7	To be able to present the problems of tourist products in Türkiye
		8	To be able to bring forward a proposal for solving problems of touristic products
		9	
		10	
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Touristic product concept , Special interest tourism concept		
2	Third age tourism		
3	Youth tourism		
4	Rural tourism , national parks and tourism		

5	Ecoturizm	
6	Tableland tourism , botanical tourism	
7	Culture tourism	
8	Midterm exam course review	
9	Religious tourism	
10	Congress tourism	
11	Health tourism , speleological tourism	
12	Winter tourism	
13	Hunting tourism ,camp and caravan tourism	
14	Yacht tourism ,golf tourism	

22	Textbooks, References and/or Other Materials:	Necdet Hacıoğlu ve Cevdet Avcıkurt (Ed.), Turistik Ürün Çeşitleri Analizi, Nobel Yayın Dağıtım, Ankara, 2008
23	Assesment	

TERM LEARNING ACTIVITIES	NUMBER	WEIGHT
Midterm Exam	1	40.00
Quiz	0	0.00
Home work-project	0	0.00
Final Exam	1	60.00
Total	2	100.00

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	10	2.00	28.00
Practicals/Labs	0	0.00	0.00
Self study and preparation	14	1.00	14.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm exams	1	13.00	13.00
Others	3	5.00	15.00
Final Exams	1	20.00	20.00
Total Work Load			103.00
Total work load/ 30 hr			3.00
ECTS Credit of the Course			3.00

[illegible]

ÖK5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK6	0	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	0	0	0	0	0
ÖK8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contrib ution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			