

COURSE RECORD

Code	BA 430
Name	Tourism Management
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Type	Elective
Prerequisites	-
Description	This course provides a comprehensive introduction to tourism management by examining the key economic, political, and organizational factors that influence the tourism industry. Students will develop foundational knowledge and skills related to tourism economics, market segmentation, and service distribution. The course integrates both theoretical insights and practical considerations to equip students with an understanding of the structure, stakeholders, and strategic dynamics of global tourism systems.
Objectives	Understanding tourism management from a multidisciplinary perspective. Building knowledge and skills related to tourism economics and industry operations. Exploring the theoretical and practical foundations of tourism systems. Examining the economic and political impacts of tourism on societies.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Identify key stakeholders and forces shaping the global tourism industry. LO2. Explain the relevance and application of market segmentation in tourism. LO3. Discuss the role of intermediaries in tourism service distribution. LO4. Analyze the economic and political consequences of tourism activity.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	4	2	2	1	2	2	3	2	3	3
LO2	4	3	1	1	2	2	2	2	2	2
LO3	3	2	1	1	1	2	2	1	2	2
LO4	4	3	2	1	2	2	4	2	5	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
LO1	4	3	3	4	2	3	3
LO2	4	3	2	2	2	3	2
LO3	3	2	2	2	2	2	2
LO4	4	3	5	3	3	3	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topic	Outcomes
Marketing to the Traveling Public, Delivering Quality Tourism Services	LO2, LO3
Delivering Quality Tourism Services	LO3
Transportation, Accommodations, Food and Beverage,	LO1, LO2, LO4
Attractions and Entertainment, Destinations	LO1, LO2, LO3
Economics and Political Impacts of Tourism	LO4
Environmental, Social and Cultural Aspects of Tourism	LO1, LO4
Sustainability and Future of Tourism	LO1, LO2, LO4

DERS BİLGİLERİ

Kodu	BA 430
İsmi	Turizm Yönetimi
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders, turizm endüstrisini etkileyen temel ekonomik, politik ve örgütsel faktörleri inceleyerek kapsamlı bir turizm yönetimi bilgisi sunar. Öğrenciler, turizm ekonomisi, pazar bölümlendirme ve hizmet dağıtımı konularında temel bilgi ve beceriler kazanırlar. Ders, teorik çerçeveleri pratik yaklaşımlarla birleştirerek öğrencilere küresel turizm sistemlerinin yapısını, aktörlerini ve stratejik dinamiklerini anlama yetisi kazandırmayı amaçlar.