

**COURSE RECORD**

Code	<b>BA 430</b>
Name	<b>Tourism Management</b>
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate/3-4
Semester	Spring
Type	Elective
Prerequisites	-
Description	This course explores tourism management by considering factors influence tourism industry. The course intends to cultivate knowledge and skills of students about tourism management. Moreover, the course introduces the theoretical and practical aspects of tourism economics.
Objectives	Understand tourism management in a different perspective Cultivate knowledge and skills about tourism economics Learn theoretical and practical aspects of tourism management Understand economic and political impacts of tourism
Learning Outcomes	<i>By the end of the course, the student will be able to</i>  L01. Identify the major participants and forces shaping the tourism industry L02. Explain the importance of segmenting the tourism market L03. Explain the importance of intermediaries in the distribution of tourism services L04. Identify and explain the economic and political impacts of tourism

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
L01	5	3	5	4	3	2	2	4	3	4
L02	5	3	5	4	3	2	2	4	3	4
L03	5	3	5	4	3	2	2	4	3	4
L04	5	3	5	4	3	2	2	4	3	4

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

**COURSE CONTENT DETAILS**

<b>Topics</b>	<b>Outcomes</b>
Marketing to the Traveling Public, Delivering Quality Tourism Services	L02, L03
Delivering Quality Tourism Services	L03
Transportation, Accommodations, Food and Beverage,	L01, L02, L04
Attractions and Entertainment, Destinations	L01, L02, L03, L04
Economics and Political Impacts of Tourism	L04
Environmental, Social and Cultural Aspects of Tourism	L01, L04
Sustainability and Future of Tourism	L01, L02, L04

**DERS BİLGİLERİ**

Kodu	<b>BA 430</b>
İsmi	<b>Turizm Yönetimi</b>
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/3-4
Dönem	Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	-
İçerik	Bu ders turizm endüstrisini etkileyen faktörleri göz önünde bulundurarak turizm yönetimini araştırmaktadır. Ders, öğrencilere turizm yönetimi hakkında bilgi ve beceri kazandırmayı amaçlamaktadır. Ayrıca, bu ders turizm ekonomisinin teorik ve pratik yönlerini tanıtmaktadır.