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| **COURSE CODE** | | THRM111 | **COURSE LEVEL** | | 1st year and 1st semester | |
| **COURSE TITLE** | | Introduction to Tourism Industry | | | | |
| **COURSE TYPE** | | Faculty Core | | | | |
| **LECTURER(S)** | | Ali Özduran | | | | |
| **CREDIT VALUE** | | 3 | | **ECTS VALUE** | | 5 |
| **PREREQUISITES** | |  | | | | |
| **COREQUISITES** | |  | | | | |
| **DURATION OF COURSE** | | 14 weeks | | | | |
| **WEB LINK** | [http://tourism.emu.edu.tr -](https://tourism.emu.edu.tr/) [ali.ozduran@emu.edu.tr](mailto:ali.ozduran@emu.edu.tr) | | | | | |
| **AIM OF THE COURSE:**  THRM 111 course is taught at the first semester of the first year at the Faculty of Tourism. This course is intended for both the two-year and the four-year program students. THRM 111 course seeks to develop an understanding of the terminologies, concepts, procedures and the latest trends used in the tourism industry. Tourism sector will be described in general terms and explanations will be given on how tourism industry relates and inter-relates with other sectors. | | | | | | |
| **GENERAL LEARNING OUTCOMES (COMPETENCES)**  On successful completion of this course, all students will have developed **knowledge** and  **understanding** of:  1. Historical developments in tourism and foundations for understanding tourism motivations.  2. Segmenting the tourism market and classifying tourist destinations.  3. Components and impacts of tourism industry.  On successful completion of this course, all students will have developed **their skills in**:  4. Technology by preparing home works and projects by using various computer programs.  5. Problem solving as there might be some disagreements with other group members for the project.  On successful completion of this course, all students will have developed **competencies in**:  6. Learning how to work as a team for several group assignments.  7. Communication and presentations through project and case studies. | | | | | | |
| **RELATIONSHIP WITH OTHER COURSES**  It is a key concept in the management of tourism business. Therefore, it is a central issue in developing comprehensive industry knowledge. This course introduces the basics of tourism, hospitality and leisure disciplines to the students. This course also provides an excellent ground for other courses that will be studied in subsequent years. | | | | | | |
| **LEARNING / TEACHING METHOD**  Class lectures / presentations will be delivered to explain the topics. An active learning environment will be provided by encouraging the students to attend and participate in workshops designed. Educational trips will be organized to local destinations in order to complete the team work assignments. | | | | | | |

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| **ASSIGNMENTS**  Team activities and home works covering the chapter topics will be assigned for students.  Students will work as an individual and in groups of five people.  Educational trips to local tourist destinations will be organised as a class. Teams will be formed during these trips and reports of each team will be evaluated.  Team project will be given to groups of 5 students to investigate the components of tourism industry in different countries of the world and make a presentation in the classroom. The  project will require the use of outside newspapers, magazines, Internet and other resources.  There will be closed-book quizzes and final exam in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test understanding of the course material and ability to apply the concepts learned. |
| **METHOD OF ASSESSMENT**  The quality of students` work will be assessed against specific expectations, which will be clear to you before you submit your work for assessment by the instructor. Students have to undertake the following forms of assessment:  Exercise 10%  Activity based studies 10%  Project and Presentation 25%  Attendance and Participation 5%  Reflections 20%  Final Examination 30% |
| **ATTENDANCE**  Regular attendance of all enrolled classes is expected. If you miss a class, it is your responsibility to “make up” all work, including items discussed in class. Participation will be measured in terms of quality not the quantity of your contribution to the class.  Do not be late to the class. If you need to leave early for whatever reason, you should exercise politeness and notify your lecturer at the commencement of the session. Attendance is compulsory  and absenteeism of more than 20% of classes will be graded as “F”. Students with poor interest, poor attendance and lack of data are graded NG. |
| **TEXTBOOK/S**  Cook, Hsu & Marqua (2014),*The Business of Hospitality and Travel*, 5th Ed. New York: Prentice Hall. |
| **LEARNING RESOURCES**  There are many texts that can provide you with information relevant to this course. You should gather information from different resources and share it with classmates. You should do research at the library, talk with others in the field, and visit other faculty members within this department to enhance your knowledge in this area. |
| **PLAGIARISM**  This is intentionally failing to give credit to sources used in writing regardless of whether they are published or unpublished. Plagiarism (which also includes any kind of cheating in exams) is a disciplinary offence and will be dealt with accordingly. |

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| **GRADING CRITERIA**  The following grading criteria is used university wide: | | | |
| Grade | Marks | Value |  |
| A | 85-100 | 4.0 |
| A- | 80-84 | 3.7 |
| B+ | 75-79 | 3.3 |
| B | 70-74 | 3.0 |
| B- | 66-69 | 2.7 |
| C+ | 63-65 | 2.3 |
| C | 60-62 | 2.0 |
| C- | 57-59 | 1.7 |
| D+ | 54-56 | 1.3 |
| D | 50-53 | 1.0 |
| D- | 45-49 | 0.7 |
| F | 0-44 | 0.0 |
| **SEMESTER OFFERED**  2016-2017 Spring Semester | | | |
| **CONTENT & SCHEDULE**  The lecture topics within the semester are in the following schedule:  **DATE TOPICS READING**  Week 1 Introducing the World’s Largest Industry, Tourism Textbook: Chapter 1  Week 2 Marketing to the Traveling Public Textbook: Chapter 2  Week 3 Delivering Quality Tourism Services Textbook: Chapter 3  Week 4 Bringing Travelers and Tourism Service Suppliers Textbook: Together Chapter 4  Week 5 Capturing Technology's Competitive Advantage Textbook: Chapter 5  Week 6 Transportation Textbook: Accommodations Chapter 6  Textbook: Chapter 7  Week 7 REVISION  Week 8 **Reflections**  Week 9 Food and Beverage Textbook: Chapter 8  Week 10 Attractions and Entertainment Textbook: Chapter 9  Destinations Textbook: Chapter 10  Week 11 Economic and Political Impacts of Tourism Textbook: Chapter 11  Week 12 Environmental and Social/Cultural Impacts of Tourism Textbook: Chapter 12  Week 13 Sustaining Tourism’s Benefits Textbook: Exploring the Future of Tourism Chapter 13  REVISION and Presentation of Projects Textbook: Chapter 14  Week 14 **FINAL EXAM PERIOD**  This is a tentative course of study; it may require adjustment, according to progress, supplies and  student’s ability. | | | |

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| **Course Code: THRM 111**  **Number of ECTS credits: 5**  **ECTS**  **(student work load: 150)** | | | **Course Name: Introduction to Tourism**  **Industry** | **Instructor Name: Ali Özduran** | | | **Date:** |
|  | Student Work Load | | | Weight  of Asses. (%) |
| Week | Course  LOS | Program LOS | Educational Activities | Lecture  s | Independe  nt Work | Assessment  Hours |
| 1 | 1 | 1,2 | Introducing the World’s Largest Industry,  Tourism | 3 | 1 |  |  |
| 2 | 1,2 | 1,2 | Marketing to the Traveling Public | 3 | 1 |  |  |
| 3 | 1,2 | 1,2 | Delivering Quality Tourism Services | 3 | 2 |  |  |
| 4 | 1,2 | 1,2 | Bringing Travelers and Tourism Service  Suppliers Together | 3 | 1 |  |  |
| 5 | 1,2 | 1,2,5 | Capturing Technology's Competitive  Advantage | 3 | 1 |  |  |
| 6 | 2,3 | 1,2,5 | Transportation  Accommodations | 3 | 2 | **Exercise – 7hrs** | **10** |
| 7 | 1,2,3 | 11 | Revision | 3 | 1 |  |  |
| 8 |  |  | **Reflections** |  |  | **Reflections –**  **18hrs** | **20** |
| 9 | 2,3 | 1,2,8 | Food and Beverage | 3 | 1 |  |  |
| 10 | 2,3 | 1,2,5,6,8,12 | Attractions and Entertainment  Destinations | 3 | 2 | **Activity based**  **study – 8hrs** | **10** |
| 11 | 2,3 | 1,2,5,6,8 | Economic and Political Impacts of Tourism | 3 | 2 |  |  |
| 12 | 2,3 | 1,2,5,6,8, | Environmental and Social/Cultural Impacts of  Tourism | 3 | 1 |  |  |
| 13 | 2,3 | 1,2,5,6,8 | Sustaining Tourism’s Benefits  Exploring the Future of Tourism | 3 | 2 |  |  |
| 14 | 5,6,7,8 | 5,7,8,10,11,1  3 | Revision and presentation of projects | 3 | 1 | **Project- 25 hrs.** | **25** |
| 15 |  |  | **Final Exam** |  |  | **Exam – 35 hrs.** | **30** |
|  |  |  |  |  |  | **Participation** | **5** |
| **Subotal** | |  |  | **39** | **18** | **93** | **100 %** |
| **Total** | |  |  | **150** | | |  |

*NOTE*: According to the university by-laws the weight of the final exam should not be more than 50%, and the decision of the Faculty

Executive Board, the total weight of written exams (final and quizzes) should not be more than 60%.

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| **THRM111**  **Introduction to Tourism Industry** | **Program outcomes in terms of Knowledge** | | **Program outcomes in terms of Skills** | | | | | **Program outcomes**  **in terms of Competencies** | | | | | |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 1 | P | F |  |  | P |  |  |  |  |  |  |  |  |
| 2 | P | F |  |  | P |  |  | F |  | F | F |  |  |
| 3 | F | F |  |  | P |  |  | F |  | F | F | P | P |
| 4 |  |  |  |  | F |  |  | F |  | F | F |  | F |
| 5 |  |  |  |  |  |  | F | F |  | P | F |  |  |
| 6 |  |  |  |  |  |  |  | F |  |  | F |  |  |
| 7 |  |  |  |  | P |  |  | P |  |  | F |  |  |