

BALIKESİR UNIVERSITY
TOURISM FACULTY
UNIVERSITY ELECTIVE COURSE PRESENTATION FORM

Department	Tourism Management						
Course Title	General Tourism Information						
Semester of the Course	Autumn	☒		Spring			
Language of Course	Turkish	☒		English			
Course Credit	Theoric	☒		Practice		Total Credit	2
ECTS	3						
Learning Type of Course	Formal Education						
Course Objective	Understand tourism concept and tourism terminology, analyze national and international relations of tourism at micro and macro level.						
Course Content	The concepts of tourism and tourist and their characteristics, reasons of tourism movements, historical development of tourism, types and forms of tourism, tourism demand and supply, importance of tourism in economy and Turkish economy, concept of tourism product and its characteristics.						
Prerequisites and co-requisites	No						
Name of Lecturers	Prof. Dr. Cevdet AVCIKURT Assoc. Prof. Ahmet KÖROĞLU			mail: avcikurt@balikesir.edu.tr mail: akoroglu@balikesir.edu.tr			
Assistants	No			mail :			
Work Placement(s)	No						
Recommended or Required Reading	KOZAK Nazmi, Meryem A. KOZAK & Metin KOZAK (2017), Genel Turizm, Detay Yayıncılık, Ankara.						
Course Category	Field						
Planned Learning Activities and Teaching Methods	Activities are given in detail in the section of "Assessment Methods and Criteria" and "Workload Calculation".						
Assessment Methods and Criteria				ECTS Allocated Based on Student Workload			
In-Term Studies	Quantity	Percentage (%)	Activities	Quantity	Duration	Total Work Load	
Mid-terms	1	40	Course Duration	14	2	28	
Quizzes	-	-	Assignments	10	4	40	
Assignment	-	-	Mid-terms	1	8	8	
Attendance	-	-	Final Examination	1	12	12	
Practice	-	-	Total Work Load : 88				
Project	-	-	ECTS Credits : 3				
Final Examination	1	60					
Course Learning Outcomes	1. The students analyse concepts and data of tourism by using scientific techniques. 2. They determine complex problems and they discuss on these problems and solutions. They develop evidence-based and research-based recommendations. 3. They inform people about tourism whether they concern or not. They						

		explain their thoughts and solution techniques about tourism oral and written	
		4. Learn the types and forms of tourism.	
		5. Learn the concepts of Tourism Supply and Demand for Tourism.	
Weekly Detailed Course Contents			
Week	Topic	Preliminary	Documents
1	Tourism science, the relation between tourism and the other science branches		
2	The concepts of tourism, tourist and their characteristics		
3	The reasons of tourism movements		
4	The historical development of tourism		
5	The types and forms of tourism		
6	Social Tourism, Health and thermal tourism		
7	Alternative tourism types		
8	The demand and supply of tourism		
9	Exam week		
10	Exam evaluation		
11	The place and importance of tourism in economy and Turkey’s economy		
12	The concept of touristic product and its characteristics		
13	International tourism movements		
14	The evaluation of Turkish tourism		
Contribution of Learning Outcomes to Programme Outcomes			

