

COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

<b>Offered by:</b> Tourism Management			
<b>Course Title:</b> CURRENT ISSUES IN TOURISM AND RECREATION		<b>Course Org. Title:</b> CURRENT ISSUES IN TOURISM AND RECREATION	
<b>Course Level:</b> Bachelor's Degree		<b>Course Code:</b> TMT 3022	
<b>Language of Instruction:</b> English		<b>Form Submitting/Renewal Date</b> 21/09/2020	
<b>Weekly Course Hours:</b> 3		<b>Course Coordinator:</b> DOÇ.DR. ÖZGÜR DEVRİM YILMAZ	
<b>Theory</b>	<b>Application</b>	<b>Laboratory</b>	<b>National Credit:</b> 3
3	0	0	<b>ECTS Credit:</b> 4



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
Tourism Management	Elective Course



DOKUZ EYLUL UNIVERSITY



FACULTY OF BUSINESS ADMINISTRATION OFFICE OF THE DEAN

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Instructor/s:

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**Course Objective:**

This course aims to help students analyse current trends and developments of the tourism and recreation sectors, and embraces various subjects investigating the recent issues and factors affecting the concerned sectors.

**Learning Outcomes:**

- 1 Examine the current trends and developments shaping the tourism sector world-wide in order to predict their impacts on local and national scales.
- 2 Demonstrate an understanding of the contemporary management techniques used by tourism and recreation establishments to practice their use in real-life/scenario-based case studies from the concerned sectors.
- 3 Discuss the factors influencing the current visitor markets to predict solutions for demand-based problems faced by tourism and recreation establishments
- 4 Assess the new forms of tourism and recreation to suggest appropriate tourism and recreation products for different destination types.

**Learning and Teaching Strategies:**

1. Lectures: The course consists of a series of lectures on the current trends to be found in the tourism and recreation sectors. The lecture topics may vary according to the current issues in that specific year.
2. Assignments: Each week, students will be given assignments on lecture topics to be prepared individually, which will help them get prepared for lectures, and apply their theoretical knowledge into real-life or scenario-based case studies.
3. Case studies: There will also be case study practices to be employed in the class.

**Assessment Methods:**

Name	Code	Calculation formula
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**Further Notes about Assessment Methods:**

Midterm: 40%

Assignment: 60% (This section covers both the term project and weekly homework)

**Assessment Criteria:**

1. The appropriate answers to mid-term essay questions should use both theoretical and practical knowledge on the related subjects. Students need to follow current



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tourism-related publications to be able to answer questions correctly.

2. Weekly assignments will be graded according to their context and the appropriate use of real-life cases on the assignment topics. Students' ability to discuss the topics from different perspectives and in detail will also be taken into account.
3. Student participation in class discussions and case studies will be encouraged. Their participation, and involvement in case study sessions will be assessed accordingly.

Textbook(s)/References/Materials:

There is no one specific text book to be followed. Students should use a mixture of academic books and journals, statistics, industry reports, newspaper articles, online sources and all other related material to be prepared for lectures, assignments and exams.

Course Policies and Rules:

1. Attending at least 70 percent of lectures is mandatory.
2. Plagiarism of any type will result in disciplinary action.
3. Students need to submit their weekly assignments in time.
4. Students need to work with different teams for each case study session.
5. The lecture topics of the course may differ each academic year according to the trends and issues shaping the tourism and recreation sectors in that year. The following course outline is prepared according to the factors identified by the network of tourism academics in 2017.

Contact Details for the Instructor:

E-mail: devrim.yilmaz@deu.edu.tr

Office Hours:

To be announced in the class.



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Course Outline:		
Week	Topics:	Notes:
1	General Overview of the Course	
2	Driving Forces for Change in Tourism	
3	Current Issues in Tourism: Socio-demographic trends	
4	Current Issues in Tourism: Technological trends	
5	Current Issues in Tourism: Environmental trends	
6	Current Issues in Tourism: Economic trends	
7	Current Issues in Tourism: Political trends	
8	Crisis Management in Tourism Industry	
9	Class Discussions / Term Paper Presentations	
10	Class Discussions / Term Paper Presentations	
11	Class Discussions / Term Paper Presentations	
12	Class Discussions / Term Paper Presentations	



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## ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	12	3	36

## Exams

Midterm	1	1,5	2
Final	1	1,5	2

## Out of Class activities

Preparation for midterm exam	1	7	7
Preparing assignments	1	16	16
Preparations before/after weekly lectures	12	2	24
Preparing presentations	1	13	13
Total Work Load (hour)			100
ECTS Credits of the Course= Total Work Load (hour) / 25			4