

COURSE RECORD

Code	BA 352
Name	Sustainable Tourism
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/2,3,4
Semester	Fall/Spring
Type	Elective
Prerequisites	
Description	The tourism industry leaves an enormous footprint on the environment, society, and wealth of nations. In addition to these benefits, tourism can damage the climate, natural environment, and life quality of local people. The main aim of the course is to train students on the economic, environmental, and social impact of the modern sustainable tourism discipline. Since tourism plays a significant role in delivering sustainable solutions for people, the planet, prosperity, and peace; students shall discuss the sustainable tourism in the context of SDG Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption, and production and the sustainable use of oceans and marine resources, respectively.
Objectives	Introducing key concepts in sustainable tourism. Providing knowledge about how sustainable tourism affects the local culture, society and nature and economy. Explaining government policies on ecological tourism.
Learning Outcomes	<i>By the end of the course, the students will be able to</i> LO1. Indicate the main framework of sustainable tourism concepts. LO2. Classify the dimensions of sustainable tourism. LO3. Formulate the effects of sustainable tourism on environment, economy, and local life. LO4. Assess the positive and negative aspects of sustainable tourism in the context of governmental policies.

CONTRIBUTION TO PROGRAMME OUTCOMES*

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

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

COURSE CONTENT DETAILS

Topic	Outcomes
Comparison of traditional tourism with the modern ecological tourism in Turkey and the world	L01
The role and function of sustainable tourism in the economic growth and development	L02, L03
Making tourism services sustainable and marketable	L02, L03
The effect of government policies in sustainable tourism	L03, L04