Course Syllabus

Code - Course Title	**TRZ653 - Autonomous Governance and Algorithmic Decision-Making Models in Tourism**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. MUNE MOĞOL SEVER

Mode of Delivery	Face to face
Prerequisites	-
Courses Recomended	TRZ 436 AI in Tourism
Recommended Resources	While there is no mandatory course material, all materials change each year and are shared with students in class.
Work Placement	-

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Autonomization in Tourism: The transition from management to governance and the definition of autonomous systems.	
Week - 2		Actor-Network Theory (ANT): Bruno Latour and Callon; The role of non-human agents (algorithms) in the system.	
Week - 3		Algorithmic Management Theory Lee et al. (2015) - Control, monitoring and incentive mechanisms of algorithms.	
Week - 4		Data-Driven Decision Making in Tourism: The mathematical foundations of big data analytics and optimization models.	
Week - 5		Agentic AI and Service Design: The impact of autonomous artificial intelligence agents (Recommender Systems) on tourist behavior.	
Week - 6		Algorithmic Pricing and Revenue Management: The ethical and competition law aspects of dynamic pricing algorithms.	
Week - 7		Workforce and Algorithms	
Week - 8		Midterm Exam	
Week - 9		Service Robots and HCI	
Week - 10		Algorithmic Bias and Ethics: The Risk of Personalization Turning into Discrimination (Bias) in Tourism.	
Week - 11		Transparency and Accountability: "Black Box" Algorithms in Risk Management in Tourism Businesses.	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 12		Smart Destination Governance: Autonomous vehicles and crowd management in destination governance.	
Week - 13		Mixed Methods Research Design: Integration of qualitative and quantitative data in algorithmic management research.	
Week - 14		Future Scenarios: Post-humanist tourism management and fully autonomous business models.	

Learning Outcomes

#	Learning Outcome
1	Ability to identify autonomous systems
2	Ability to explain the control, monitoring, and incentive mechanisms of algorithms.
3	Socio-Technical System Governance
4	Architecture of Algorithmic Decision Models
5	Data Governance and Ilot Strategies
6	Autonomous Service Robots
7	Regenerative Systems
8	Algorithmic Transparency and Accountability
9	Industry 5.0 and Participatory Governance; Algorithmic Ethics and Social Responsibility

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
Final Exam	1	60
Practical Work	1	40
	Sum (%)	**100**