Course Syllabus

Code - Course Title	**TRZ465 - Product Development in Tourism**
Course Type	VII. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DOÇ. DR. ECE DOĞANTAN

Mode of Delivery	Face to face education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	It is suggested for students to take Strategic Management and Tourism Marketing courses.
Recommended Resources	Production Management, Product Development resources
Work Placement	There is no work placement for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The Concept of Product in Tourism	
Week - 2		The Concept of Product in Tourism	
Week - 3		Features of Tourism Products	
Week - 4		Products in Tourism and Related Concepts	
Week - 5		Products in Tourism and Related Concepts	
Week - 6		Midterm Exam	
Week - 7		Principal Dynamics of the Tourism Product	
Week - 8		Destinations as a Tourism Product	
Week - 9		Destinations as a Tourism Product	
Week - 10		New Product Development in Tourism	
Week - 11		New Product Development in Tourism	
Week - 12		Marketing Strategy of Tourism Product	
Week - 13		Product in Tourism with Examples	
Week - 14		Overall View of the Semester	

Learning Outcomes

#	Learning Outcome
1	Associate the concept of product with tourism
2	Define the product and related concepts in tourism
3	Explain the features of the tourism product
4	Explain the principal dynamics of tourism product
5	Develop strategies related to tourism product
6	Explain the development process of tourism product
7	Will be able to give examples of new product development in tourism.

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 (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**