Course Syllabus

Code - Course Title	**TRZ353 - International Tourism Management**
Course Type	V. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. DR. UFUK ÇEVİK

Mode of Delivery	Face to face education
Prerequisites	-
Courses Recomended	General Management
Recommended Resources	Pırnar İge, Uluslararası Turizm İşletmeciliği, NObel Yayın, 2011
Work Placement	-

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		International tourism in general	
Week - 2		International tourism trends and expectations in the future	
Week - 3		International Hotel classification Departments and relations in international hotels	
Week - 4		Crisis management and Public Relations in Hotel Enterprises	
Week - 5		Management approaches and applications in hotels	
Week - 6		Management Information Systems in Hotel Enterprises	
Week - 7		Sub-sectors in international tourism: restaurant management	
Week - 8		Sub-sectors in international tourism: travel agencies and tour operators	
Week - 9		Supply chain management in international tourism	
Week - 10		Cruise marketing in international tourism	
Week - 11		Airline transport and tourism	
Week - 12		Alternative tourism	
Week - 13		Current approaches in international tourism	
Week - 14		Overall view of the semester	

Learning Outcomes

#	Learning Outcome
1	
2	.
3	.
4	.
5	.
6	.
7	.
8	.

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
Homework	1	40
	Sum (%)	**100**