Course Syllabus

Code - Course Title	**TRZ310 - Destination Management**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	

Mode of Delivery	face to face
Recommended Resources	Turizm Destinasyonları, Gökçe Yüksek, Detay Yayınevi, Ankara

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Definition and Specifications of Destination	
Week - 2		The elements of a destination region	
Week - 3		Sources, types and characteristics of destination	
Week - 4		Destinations Life Cycle	
Week - 5		Destination Management organizations	
Week - 6		Carrying Capacity of Destinations	
Week - 7		Tourism Impacts	
Week - 8		Destination Planning	
Week - 9		Destination Choice, Traveller Motivation	
Week - 10		Destination Marketing	
Week - 11		Destination welcome and customer care	
Week - 12		Experiential Marketing in Destinations	
Week - 13		Measuring Success, Monitoring, research and evaluation in destinations	
Week - 14		Future Destinations	

Learning Outcomes

#	Learning Outcome
1	Plans a suitable destinationn his/her field

Learning Outcomes

#	Learning Outcome
2	Conducts literature review agreeable to the topic of the research project.
3	write the research project according to the research methodology.
4	Presents the summary of the project researched and put into report form.

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.