Course Syllabus

Code - Course Title	**TRZ332 - Tourism Policy and Planning**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.0**
Language of Instruction	İngilizce
Course Type	Required Courses
Course Instructor(s)	

Mode of Delivery	Face to face
Prerequisites	N.A.
Courses Recomended	N.A.
Work Placement	N.A.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		The concept of tourism policy and planning;	
Week - 2		Require for policy and planning;	
Week - 3		Sustainable tourism development and planning;	
Week - 4		Analysis of domestic and international tourism development;	
Week - 5		Tourism policy and planning of EU and some developed countries	
Week - 6		The place and importance of tourism policy and planning in regional policies;	
Week - 7		Historically tourism policy and planning of Turkey;	
Week - 8		Sustainable environment and physical planning;	
Week - 9		Educational and employment policy for Tourism;	
Week - 10		Tourism advertising policy;	
Week - 11		Product, price and distribution policy;	
Week - 12		consumer protection policy;	
Week - 13		2023 vision of Turkey	
Week - 14		New strategies in Tourism	

Learning Outcomes

#	Learning Outcome
1	Analyzes the historical development and theoretical frameworks of tourism policy.
2	Understands the role of environmental, social, and economic factors in tourism planning processes.
3	Evaluates the relationship among governance, destination management, and crisis planning in developing sustainable tourism policies.
4	Discusses current trends and strategic future approaches within the scope of tourism policy and planning.

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.