Course Syllabus

Code - Course Title	**TRZ304 - Tourism Policy and Planning**
Course Type	VI. SEMESTER
Laboratory + Practice	3+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required Courses

Mode of Delivery	face to face
Prerequisites	No
Courses Recomended	no
Recommended Resources	Leisure, Sport and Tourism Politics, Policy and Planning [OP] (Tourism Studies) 3rd Editionby Anthony J. Veal (Author)
Work Placement	no

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	Grasping the importance of politics and planning, evaluating the Turkish politics from tourism point of view and grasping the achievement conditions, new politics and strategies for success in global competition

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.