Course Syllabus

Code - Course Title	**TRZ812 - Smart Tourism Systems**
Course Type	III. SEMESTER
Laboratory + Practice	2+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	ÖĞR. GÖR. NAGEHAN SÖNMEZ GÖK

Mode of Delivery	Face to face
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	General Tourism, Sustainable Tourism Management, Travel Agency Management, Food and Beverage Services Management, Accommodation Establishments Management
Recommended Resources	A Model Proposal for Smart Tourism Applications and Accommodation Enterprises, Res. Asst. Dr. Onur Öztürk; A Model Proposal for Creating a Smart Tourism Destination SmartURFA, Dr. Ahmet Erdem, Prof. Dr. Kamil Unur; The Magical Dance of the Digital Age: The Evolution of Artificial Intelligence in Tourism and Marketing in the Metaverse Era, Serkan Kündem; Artificial Intelligence in Hotel Enterprises, V. Rüya Ehtiyar; Smart Tourism, Ahmet Erdem.
Work Placement	There is no application.
Aims of the Course	The objective is to enable students of the Tourism program to explain the necessity of smart technologies as solutions for sustainable tourism and to take an active role in their implementation within their professional careers after graduation.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1	**LO-1**	Smart Tourism Components: Smart experience	Lecture, Question & Answer, Research and Inquiry
Week - 2	**LO-1**	Smart Tourism Components: Smart business ecosystem	Lecture, Question & Answer, Research and Inquiry
Week - 3	**LO-1**	Smart Tourism Components: Smart destination	Lecture, Question & Answer, Research and Inquiry
Week - 4	**LO-2** **LO-3** **LO-4**	Smart Tourism Systems Used in Hospitality Businesses	Lecture, Question & Answer, Brain Storming, Research and Inquiry

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 5	**LO-2** **LO-3** **LO-4**	Smart Tourism Systems used in Travel Agencies	Lecture, Question & Answer, Brain Storming, Research and Inquiry
Week - 6	**LO-2** **LO-3** **LO-4**	Smart Tourism Systems Used in Food and Beverage Businesses	Lecture, Question & Answer, Brain Storming, Research and Inquiry
Week - 7	**LO-2** **LO-3** **LO-4**	Smart Tourism Systems Used in Entertainment Businesses	Lecture, Question & Answer, Brain Storming, Research and Inquiry
Week - 8	**LO-2** **LO-3** **LO-4**	Smart Tourism Systems Used in Restaurants	Lecture, Question & Answer, Brain Storming, Research and Inquiry
Week - 9	**LO-1** **LO-2** **LO-3** **LO-4**	Smart Tourism Applications in Turkey	Lecture, Question & Answer, Problem Solving, Brain Storming, Research and Inquiry
Week - 10	**LO-1**	Factors Barring the Application of Smart Technologies in the Tourism Sector	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 11	**LO-1** **LO-5**	The necessity of smart systems for sustainable tourism	Lecture, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 12	**LO-1** **LO-2** **LO-3** **LO-4** **LO-5**	Organizational and economic Oriented Benefits of Smart Systems.	Lecture, Observation, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry
Week - 13	**LO-1** **LO-2** **LO-3** **LO-4** **LO-5**	Customer and Service Output Oriented Benefits of Smart Systems	Lecture, Observation, Question & Answer, Discussion, Case Study, Problem Solving, Brain Storming, Research and Inquiry

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14	LO-1 LO-5	Smart Tourism Applications in the World	Lecture, Question & Answer, Research and Inquiry

Learning Outcomes

#	Learning Outcome
1	Will be able to comprehend smart tourism components.
2	Students will be able to gain knowledge regarding the technologies used in the tourism sector.
3	Students will be able to explain smart tourism applications.
4	They will be able to use smart tourism systems found in accommodation establishments, travel agencies, food and beverage establishments, and restaurants.
5	Will be able to explain the necessity of smart technologies as a solution for sustainable tourism.

Sustainable Development Goals

✓ Clean Water and Sanitation ✓ Accessible and Clean Energy ✓ Sustainable Cities and Communities ✓ Responsible Production and Consumption

Course Theme

✓ Sustainability and Green Energy ✓ Urban Planning, Transport and Smart Buildings ✓ Artificial Intelligence ✓ Software, Cloud and Blockchain

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	2.00	14	28
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	2.00	14	28
Ödevler	0.00	0	0
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	4.00	2	8
Final Sınavı Hazırlığı (sınav süresi dahil)	6.00	2	12
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0.00	0	0
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**3.0**

Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Short-Answer Test ✓ Fill-in-the-Blank Test

Assessment Method and Passing Requirements	Quamtity	Percentage (%)

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**