Course Syllabus

Code - Course Title	**TRZ279 - Conference and Activity Services**
Course Type	IV. SEMESTER
Laboratory + Practice	3+0
ECTS	**4.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	PROF. DR. DİLEK ACAR

Mode of Delivery	The class is conducted face to face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Recommended Resources	Özel, Ç. H. ve Sezerel , H. (2016). (Edt). Kongre ve Etkinlik Yönetimi. Eskişehir: A.Ü. Yayınları. Değirmencioğlu, Ö. ve Ilgaz, B. (2021). Kongre Turizmi. Ankara: Detay Yayıncılık.
Work Placement	There is no work placement for this course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to the Congress and Events Management	
Week - 2		Destionation Management	
Week - 3		Events and Stakeholders	
Week - 4		Socio-Cultural Impacts of Events	
Week - 5		Congress and Event Tourism Organizations	
Week - 6		Marketing and Management of International Congresses	
Week - 7		International Congress Management and Marketing	
Week - 8		Special Events	
Week - 9		Exhibition and Fair Services	
Week - 10		Information Technologies in Congress and Event Services	
Week - 11		Meeting Management in Hospitality Businesses	
Week - 12		Human Resource Management in Congress and Events Services	
Week - 13		Congress and Event Tourism in Turkey	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Future of Congress and Event Services	

Learning Outcomes

#	Learning Outcome
1	Examine the components of congress and event tourism as a whole
2	Develop knowledge and skills in the field of congress, fair and special events management in general
3	Explain the congress and event organization

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.