Course Syllabus

Code - Course Title	**TRZ543 - New Policies and Strategies in Tourism**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. RIDVAN KOZAK

Mode of Delivery	Face to face
Prerequisites	No
Courses Recomended	No
Recommended Resources	Recommended: O.İçöz, T. Var, ve İ.İlhan, 2009 Turizm planlaması ve Politikası Turhan Kitabevi, Ankara.Tourism Strategies of Turkey-2023, Mıinistry of Culture and Tourism, 2007, Ankara.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Conceptual approach to politics and planning	
Week - 2		Means and targets of tourism politics	
Week - 3		Tourism movements in the world and turkey	
Week - 4		Target diverters in tourism politics	
Week - 5		Outstanding Tourism types in the world and Europe	
Week - 6		The problems in tourism education	
Week - 7		Negative effects of tourism and sustainable politics	
Week - 8		Foreign politics and tourism	
Week - 9		Foreign capital in tourism	
Week - 10		2023 strategies of Turkey	
Week - 11		The importance of alternative tourism within diversification of tourism	
Week - 12		Planning of tourism products and services	
Week - 13		Planning of tourism transportation systems	
Week - 14		The problems in implementation of tourism politics	

Learning Outcomes

#	Learning Outcome
1	Grasping the importance of tourism In all its parts, evaluating the Turkish politics from tourism point of view and grasping the achievement conditions, new politics and strategies for success in global competition
2	To be able to explain the general structure and characteristics of the tourism sector, To be able to explain the development and main trends of tourism in the historical process, To be able to explain the international competition levels of the countries, To explain the general trend of tourism activities in Turkey and in the world, To be able to explain the relationship of tourism with the social, economic and physical environment with its positive and negative aspects, To be able to explain the importance of tourism in country and regional development plans.

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.

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