Course Syllabus

Code - Course Title	**TRZ567 - Tourism Experience and Design**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. DİLEK ACAR

Mode of Delivery	Face to face
Prerequisites	None
Courses Recomended	None
Recommended Resources	Acar, D. (2022). Turizm Deneyimi Tasarımı. Ankara: Detay Yayıncılık. Kim, J. (2015). Design for Experience. Cham: Springer. Tussyadiah, P. (2014). Toward a Therotical Foundation for Experience Design in Tourism, Journal of Travel Research, 53(5): 543-564. Kim, J.(J). ve Fesenmaier, D.R. (2017). Tourism Experience and Tourism Design. İçinde: Fesenmaier, D.R. ve Xiang, Z (Ed.) Design Science in Tourism (ss. 17-30). Springer.
Work Placement	None

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Experience economy and the concept of experience	
Week - 2		The concept and characteristics of tourism experience	
Week - 3		Different approaches to tourism experience: Economic, psychological, and sociological approaches	
Week - 4		Psychological foundations of tourism experience and its formation at the individual level	
Week - 5		Components of tourism experience and dimensions affecting the experience	
Week - 6		Tourism experience and sustainability	
Week - 7		Tourism experience and digitalisation	
Week - 8		Design theory and tourism	
Week - 9		Experience design: Principles and process	
Week - 10		Experience and design research in tourism	
Week - 11		Destination experience and design	
Week - 12		Methods and applications in tourism experience and design research I	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 13		Methods and applications in tourism experience and design research II	
Week - 14		Coursework presentations	

Learning Outcomes

#	Learning Outcome
1	Explain the concept of experience and tourism experience
2	Interpret tourism experience in terms of current developments
3	Explain the concept and importance of design in the tourism experience

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.