Course Syllabus

Code - Course Title	**TRZ554 - Tourism in Postmodern Period**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. ÇAĞIL HALE ÖZEL

Mode of Delivery	The mode of delivery of this course is face-to-face
Prerequisites	There is no prerequisite or co-requisite for this course
Courses Recomended	Courses such as Tourism Marketing or Contemporary Tourism can be suggested before that course
Recommended Resources	Brown, S. (1995) Postmodern Marketing. London, UK: Routledge. Odabaşı, Y. (2014). Postmodern pazarlama (4th Edition). İstanbul: Media Cat.Featherstone, M. (2007). Consumer culture & postmodernism. London: Sage Publications.
Work Placement	There is no work placement

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction To Postmodernism: Definition Of Postmodernism	
Week - 2		Comparison Of Pre-Modern, Modern And Postmodern Periods	
Week - 3		Characteristics Of The Postmodern Society	
Week - 4		Conditions Of Postmodernism: Hyper-Reality, Fragmentation, Reversal Of Consumption And Production	
Week - 5		Conditions Of Postmodernism: Decentering Of The Subject, Paradoxical Juxtapositions, End Of Brand Loyalty, Pluralism	
Week - 6		Relationship Between Tourism And Postmodernism	
Week - 7		Change in Tourism Paradigm	
Week - 8		Reflection Of Postmodernism in Tourism Industry	
Week - 9		Examples Of Applications Of Postmodernism in Tourism Industry: Hotels, Theme Parks	
Week - 10		Examples Of Applications Of Postmodernism in Tourism İndustry: Food And Beverage Operations, Package Tours, Transportation Services	
Week - 11		Postmodern Tourist: Tourist in Terms Of Postmodern Consumer Culture	
Week - 12		Postmodern Tourist Behavior	

Learning Outcomes

#	Learning Outcome
1	At the end of this course, the student will be able to; 1. Explain what postmodernism is.
2	2. Evaluates the conditions of postmodernism.
3	3. Explains the relationship between tourism and postmodernism.
4	Defines postmodern tourist.

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.