Course Syllabus

Code - Course Title	**TRZ560 - Product Policy in Tourism**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. OKTAY EMİR

Mode of Delivery	Face-to-Face Education
Prerequisites	There is no precondition for this course.
Courses Recomended	I do not recommend any other source other than the course book.
Recommended Resources	1. Timur, A. (2014). Turistik Ürün Politikası, Edt. Alp Timur, Detay Yayıncılık, Ankara2. David L. Edgell, Sr, Maria DelMastro Allen, Ginger Smith, Jason R. Swanson, (2008). Tourism Policy and Planning (Yesterday, Today and Tomorrow), Butterworth-Heinemann is an imprint of Elsevier Linacre House, Jordan Hill, Oxford OX2 8DP, UK3. John Swarbrooke and Susan Horner (2007). Consumer Behaviour in Tourism Second edition, Butterworth-Heinemann is an imprint of Elsevier Linacre House, Jordan Hill, Oxford OX2 DP, UK4. Peter r. Chang (Editor). (2007). Tourism Management in The 21st Century, Nova Science Publishers, Inc. New York5. Chris Cooper and C Michael Hall (2008). Contemporary Tourism: An InternationalApproach, Butterworth-Heinemann is an imprint of Elsevier Linacre House, Jordan Hill, Oxford OX2 8DP, UK
Work Placement	No internship required

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Policy and Planning of Tourism	
Week - 2		General Approach to Touristic Product Concept	
Week - 3		Planning of Touristic Product Supply	
Week - 4		Planning of Touristic Product Demand	
Week - 5		Touristic Product Diversification Strategy	
Week - 6		Touristic Product Marketing Mix	
Week - 7		Human Relations Policy for Touristic Product	
Week - 8		Innovation-Oriented Touristic Product Policy	
Week - 9		Touristic Product and Health of Tourist	
Week - 10		Touristic Product and Sustainability	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 11		Touristic Product Diversification Conditions	
Week - 12		Touristic Product Policy in Turkey	
Week - 13		Touristic Product Policy in the European Union	
Week - 14		Touristic Product Policy in the World	

Learning Outcomes

#	Learning Outcome
1	1. Ability to explain the issues of Tourism Policy and Planning
2	2. Ability to define the concepts of touristic products
3	3. Ability to discuss the issues of supply and demand for touristic product
4	4. Ability to express the touristic product diversification strategy
5	5. Ability to comprehend the issue of touristic product and health of tourist
6	6. Ability to discuss the touristic product policies applied both in Turkey and the world
7	7. Turizmin geleceğe yönelik yapısal değişmelerini tartışabilecek

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.