Course Syllabus

Code - Course Title	**TRZ616 - Destination Development**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. EMRE OZAN AKSÖZ

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	There is no recommended optional programme component for this course.
Recommended Resources	Destinasyon Yönetimi ve Destinasyon Geliştirme alanında yayınlanmış Y.Lisans ve Doktora Tezleri; Aynı konudaki Makaleler; Turizm Özel İhtisas Komisyonu Raporları
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Defination of destination	
Week - 2		Managing the tourist destinations	
Week - 3		Destination Management Organizations	
Week - 4		Managing tourism stakeholders	
Week - 5		Sustainable tourism	
Week - 6		Sustainable destination management	
Week - 7		Destination planning	
Week - 8		Tourism and planning	
Week - 9		Developing tourism partnerships	
Week - 10		Tourism in tha public sector	
Week - 11		Developing visitor management plans	
Week - 12		Marketing tourism destinations	
Week - 13		Destination image in tourism	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Tourism strategies and destination branding	

Learning Outcomes

#	Learning Outcome
1	identify and appraise the main components of a destination development plan.
2	Efforts to increase tourist/visitor satisfaction at the destination

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.