Course Syllabus

Code - Course Title	**TRZ633 - Elements Comprising of Tourism**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. OKTAY EMİR

Mode of Delivery	Distance education
Prerequisites	here is no prerequisite or co-requisite for this course.
Courses Recomended	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, UK2. Chris Ryan and Stephen Page (Edited).(2000). Tourism Management (Towards the New Millennium). ELSEVIER SCIENCE Ltd, The Boulevard, Langford Lane Kidlington, Oxford OX5 1GB, UK3. Rob Harris, Tony Griffin and Peter Williams (Edited). Sustainable Tourism: A Global Perspective, Butterworth-Heinemann An imprint of Elsevier Science Limited Linacre House, Jordan Hill, Oxford OX2 8DP 200 Wheeler Road, Burlington MA 018034. Dimitrios Buhalis and Carlos Costa (2006). Tourism management Dynamics Trends, management and tools, Elsevier Butterworth-Heinemann Linacre House, Jordan Hill, Oxford OX2 8DP5. Derman Küçükaltan, Hüseyin Çeken ve Şefik Okan Mercan (Editörler). (2015). Değişik Perspektifleriyle Turizm Politikası ve Planlaması, Detay Yayınclılık, Ankara6. Hasan Olalı, (1990). Turizm politikası ve Planlaması, İstanbul 7. Orhan İçöz, Turgut Var ve İbrahim İlhan. (2009). Turizm Planlaması ve Politikası Turizmde Bölgesel Planlama 2. Basım, Turhan Kitabevi Yayınları, Ankara
Recommended Resources	None
Work Placement	None

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Elements Comprising of Tourism Policy and Strategic Planning	
Week - 2		Tourism Policy and National Tourism Organization Structure	
Week - 3		Tourism Policy and International Civil Tourism Organizations	
Week - 4		Tourism Council Decisions and Turkey’s Tourism Strategy 2023	
Week - 5		Macro and Micro Planning in Tourism Sector	
Week - 6		Tourism Supply and National and International Applications	
Week - 7		Tourism Demand and National and International Applications	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 8		Advertisement and Demand Creation Policies in Tourism	
Week - 9		Pricing Policies in Tourism	
Week - 10		Tourism Policy and Sustainability	
Week - 11		Environmental Effects of Tourism Policy	
Week - 12		National Development Plans and Tourism	
Week - 13		Assessment of Turkey’s Foreign Policy Relations in Terms of Tourism	
Week - 14		International Tourism Tendencies	

Learning Outcomes

#	Learning Outcome
1	Explain the concepts about tourism policy and strategic planning.

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**