Course Syllabus

Code - Course Title	**TRZ628 - Online Tourism Activities (Business and Income Models)**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. RIDVAN KOZAK

Mode of Delivery	face to face delivery is present
Prerequisites	There is no prerequisite or co-requisite for this course
Courses Recomended	There is no recommended optional programme
Recommended Resources	It depends on the topic
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Internet marketing and its changing nature;	
Week - 2		Internet as a means of communication;	
Week - 3		Internet as the means of transaction;	
Week - 4		; Internet as a means of competitiveness;	
Week - 5		Internet and tourism;	
Week - 6		Website in search engines;	
Week - 7		Web 2.0 and Travel 2.0;	
Week - 8		Online social networks	
Week - 9		Tourism websites;	
Week - 10		Potential costs of internet marketing;	
Week - 11		Potential benefits of internet marketing;	
Week - 12		The importance of online content ;	
Week - 13		A multitude of online platforms for tourism;	
Week - 14		Assessing the value of online content.	

Learning Outcomes

#	Learning Outcome
1	Understanding importance of Internet in all aspects, Understanding of online developments in terms of tourism and understanding of success conditions, Understanding new policies and strategies for success in global competition

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.