Course Syllabus

Code - Course Title	**TRZ301U - Current Approaches in Tourism**
Course Type	III. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	ASSOC. PROF. DR. ECE DOĞANTAN

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	There is no recommended optional programme component for this course.
Work Placement	Not Applicable

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Use of New Technologies in Tourism	
Week - 2		Use of New Technologies in Tourism	
Week - 3		Touristic Product Development	
Week - 4		Touristic Product Development	
Week - 5		E-Entrepreneurship in Tourism	
Week - 6		Smart Cities and Tourism	
Week - 7		Midterm	
Week - 8		Slow Tourism	
Week - 9		Slow Tourism	
Week - 10		Responsible Tourism	
Week - 11		Responsible Tourism	
Week - 12		Customer Experience and Experiential Marketing in Tourism	
Week - 13		Blockchain Applications in Tourism	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	To be able to explain the relationship between tourism and technology
2	To be able to define the concept of touristic product and its features
3	To be able to explain e-entrepreneurship and its general characteristics
4	To be able to explain the basic components of smart cities
5	To be able to express the features that distinguish slow tourism from mass tourism
6	To be able to explain the concept of responsible tourism and its general characteristics
7	To be able to express experiential marketing and its applications in tourism
8	Explain the role played by Blockchain technology in the tourism industry

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	30
Final Exam	1	70
	Sum (%)	**100**