Course Syllabus

Code - Course Title	**TRZ116U - Digital Tourism**
Course Type	IV. 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.
Courses Recomended	There are no lessons related with the suggested lesson.
Recommended Resources	Digital Tourism, (Ed. E. Doğantan), Eskişehir: Anadolu University Publications
Work Placement	There is no compulsory internship application in the program.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Digital Tourism Concept	
Week - 2		Digital Tourism Market	
Week - 3		Digital Transformation in Tourism Destinations	
Week - 4		Digital Transformation in Tourism Businesses	
Week - 5		Digital Marketing	
Week - 6		Digital Marketing	
Week - 7		Midterm	
Week - 8		Virtual Reality Applications in Digital Tourism	
Week - 9		Augmented Reality Applications in Digital Tourism	
Week - 10		Digitalization in Tourism Education	
Week - 11		Digitalization in Tourism Education	
Week - 12		The Future of Digital Tourism	
Week - 13		The Future of Digital Tourism	
Week - 14		Final Examination	

Learning Outcomes

#	Learning Outcome
1	Explain the concept of digital tourism.
2	Explain the reflections of digitalization and technological developments on the digital tourism market.
3	Explain the digitalization processes in tourism destinations.
4	List the stages that tourism enterprises go through in the digitalization process.
5	Explain digital marketing and its applications in tourism.
6	Explain the usage areas and benefits of virtual and augmented reality applications in tourism.
7	Explain the basic dynamics of the digitalization process in tourism education.
8	Explain the expected changes in the tourism sector in the Industry 5.0 transformation process.

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**