ESOGÜ Turizm Fakültesi Ders Bilgi Formu

TERM	Spring

COURSE CODE	271118052	COURSE NAME	Destination Management

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VIII	2	0	0	2	4	CORE ( ) ELECTIVE (X)	Turkish

COURSE CATEGORY				
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills
	X			

ASSESSMENT CRITERIAS

	Activity	Number	Percentage (%)
DURING TERM	I. Mid-Term		40
	II. Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Other (………)		
FINAL EXAM			60

COURSE CONTENT	Destination management and resource planning, Destination and Sustainability
COURSE OBJECTIVES	This course is intended for implementation in management and marketing of destination marketing and management techniques
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	
COURSE OUTCOMES	• Destination management and marketing of basic concepts, • Destination management aspects of the learning to the fore, • Destination marketing aspects of the learning to the fore, • The relationship between destination management and marketing, • Sustainability in destination marketing, • Can be inform related to the subject and do not need those destination management and marketing issues, • Destinations in terms of supply and demand conditions to evaluate the management and marketing,

	TEXTBOOK(S)	Türkay, O. (2014). Destinasyon Yönetimi: Yönetimbilim Bakış Açısıyla İşlevler, Yaklaşımlar ve Araçlar. Türkay, O. (2014). Destinasyon Yönetimi: Yönetimbilim Bakış Açısıyla İşlevler, Yaklaşımlar ve Araçlar.
	SUPPORTIVE RESOURCES	

COURSE OUTLINE

WEEK	SUBJECTS / TOPICS
1	Touristic region – destination: conceptual background
2	What is destination management?
3	Destination management functions I : destination planning
4	Destination management functions II : orginising
5	Destination management functions III : coordination
6	Destination management functions IV : execution
7	Destination management functions V : control
8	Touristic region management framework: national tourism policies
9	Destination competitiveness
10	Networks and clusterings
11	Total quality management in destinations
12	Destination marketing
13	Social and intellectual capital in destinations
14	Destination management framework: sustainable tourism
15,16	Final Exam

No.	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.	X		
2	To be able to plan the process of investment of a new established tourism company.		X	
3	To be able to manage companies to be established in the areas of tourism.	X		
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To evaluate the concepts, ideas and data by using scientific methods.			X
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectorel conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.		X	
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.)and hotel management		X	
9	To be able to research scientific knowledge about tourism and hotel management.			X
10	To be able to understand and comment the new trends about tourism industry.	X		
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.			X

1:Never. **2**:Few. **3**:Many.

Instructor Name：