



ESOGU Tourism Faculty Course Information Form

TERM	Fall
------	------

COURSE CODE	271115025	COURSE NAME	Travel Writing and Digital Content Preparation
-------------	-----------	-------------	------------------------------------------------

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
V	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		
	II. Mid-Term		
	Quiz		
	Homework	1	40
	Project		
	Report		
	Other (.....)		
FINAL EXAM		1	60
PREREQUISITE(S) (IF ANY)			
COURSE CONTENT	Sharing information and holding discussions about travel writing and digital content preparation		
COURSE OBJECTIVES	In the course, students will gain knowledge by comparing the marketing techniques of social media influencers, learn how to prepare digital content, learn how to ask questions to artificial intelligence with prompt reading, and learn how to prepare a website.		
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING			
COURSE OUTCOMES	To compare the marketing strategies implemented by comparing the accounts on social media platforms, thus gaining more knowledge about digital marketing, preparing a website and using artificial intelligence applications more effectively.		
TEXTBOOK(S)			
SUPPORTIVE RESOURCES			
EQUIPMENTS REQUIRED			

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Introduction to the course
2	Examination of basic topics related to the course
3	Comparison of social media phenomena by the faculty member
4	Student presentations and discussion
5	Student presentations and discussion
6	Student presentations and discussion
7	Student presentations and discussion
8	Student presentations and discussion
9	Student presentations and discussion
10	Student presentations and discussion
11	Student presentations and discussion
12	Artificial intelligence and prompt reading
13	Website preparation techniques
14	General evaluation
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 have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment		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 sectoral 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: Few 2: Partially 3: Many

Instructor Name : Assoc. Prof. Dr. O. Can YILMAZDOĞAN