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| **ABU_KKK_01-15.jpg** | **ECTS Course Description Form** |
| **PART I ( Senate Approval)** |
| **Offering School**  | Tourism Faculty |
| **Offering Department** | Tourism and Hospitality Management |
| **Program(s) Offered to** | Tourism and Hospitality Management | Must |
|  |  |
|  |  |
| **Course Code**  | TRM 475 |
| **Course Name** | Destination Management  |
| **Language of Instruction** | English |
| **Type of Course** | Lecture |
| **Level of Course** | Undergraduate |
| **Hours per Week** | **Lecture: 3** | **Laboratory:** | **Recitation:**  | **Practical: 2** | **Studio:** | **Other:** |
| **ECTS Credit** | 4 |
| **Grading Mode** | Letter Grade |
| **Pre-requisites** | **NA**  |
| **Co-requisites** | **NA**  |
| **Registration Restriction** | NA  |
| **Educational Objective** | **The objective of this course is to investigate the complexities of destination marketing and management, and to study integrative and effective marketing strategies for touristic resources**  |
| **Course Description** | This course has been designed to extend students’ knowledge and experience in marketing tourism and hospitality. It aims to provide an understanding of the nature of competition within the tourism industry; understanding of the role of information technology; and developing extensive analytical skills. Main areas to be covered include the development of the internet, E-Marketing, social changes brought by the utilisation of the world wide web for communication, promotion, advertising and distribution. |
| **Learning Outcomes**  | **LO1** | Familiarity with the complexities of destination marketing and management  |
| **LO2** | **Understanding the structure of destination marketing organisations**  |
| **LO3** | **Exploring the motivations of commodification in tourism industry (i.e. destinations)** |
| **LO4** | **Learning about the driving factors of destination marketing (e.g. economic, social, technological cultural factors)**  |
| **LO5** | **Critical analysis of on-line information and communication technologies and their impacts on destination marketing**  |
| **LO6** | **Connections between branding and marketing strategies**  |
| **n..** |  |
| **PART II ( Faculty Board Approval)** |
| **Basic Outcomes (University-wide)** | **No.** | **Program Outcomes** | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **PO1** | **Ability** to communicate effectively and write and present a report in Turkish and English.  |  |  |  | **X** | **X** | **X** |
| **PO2** | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. |  |  |  |  | **X** | **X** |
| **PO3** | **Recognition** of the need for life-long learning and **ability** to access information , follow developments in science and technology, and continually reinvent oneself. | **X** | **X** | **X** | **X** |  |  |
| **PO4** | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. | **X** |  |  |  | **X** | **X** |
| **PO5** | **Awareness** of sectors and **ability** to prepare a business plan. | **X** | **X** |  |  |  |  |
| **PO6** | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. |  |  |  |  | **X** | **X** |
| **Faculty Specific Outcomes** | **PO7** |  |  |  |  |  |  |  |
| **PO8** |  |  |  |  |  |  |  |
| **PO9** |  |  |  |  |  |  |  |
| **PO10** |  |  |  |  |  |  |  |
| **PO11** |  |  |  |  |  |  |  |
| **PO12** |  |  |  |  |  |  |  |
| **Discipline Specific Outcomes (program)** | **PO13** |  |  |  |  |  |  |  |
| **PO14** |  |  |  |  |  |  |  |
| **PO15** |  |  |  |  |  |  |  |
| **PO16** |  |  |  |  |  |  |  |
| **PO17** |  |  |  |  |  |  |  |
| **PO18** |  |  |  |  |  |  |  |
| **Specialization Specific Outcomes** | **PO N….** |  |  |  |  |  |  |  |
| **PART III ( Department Board Approval)** |
| **Course Subjects, Contribution of Course Subjects to Learning Outcomes, and Methods for Assessing Learning of Course Subjects** | **Subjects** | **Week** |  | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** |
| **S1** | 2-3 | Understanding Destinations  | A1/A3/A4/A6/A7 | A4/A6 | A4/A6 | A4/A6 | A4/A6 | A4/A6 |
| **S2** | 4 | e-business and tourism portals  | A4/A6 | A4/A6 | A4/A6 | A4/A6 | A4/A6 | A4/A6 |
| **S3** | 5 and 8 | Destination marketing and management  |  |  |  |  | A4/A6 | A4/A6 |
| **S4** | 6 and 7  | City/country portals and e-marketing  |  |  |  |  | A4/A6 | A4/A6 |
| **S5** | 9  | The Project Assignment/Preparing a poster |  |  |  |  | A4/A6 | A4/A6 |
| **S6** | 10  | Printed & Visuals Sources, and Marketing  |  |  |  |  | A4/A6 | A4/A6 |
| **S7** | 11-12  | The Project Assignment: Developing a portal for Antalya  |  |  |  |  | A4/A5/A6 | A4/A5/A6 |
| **S8** | 13 | Poster presentations  |  |  |  | A4/A5/A6 | A4/A5/A6 | A4/A5/A6 |
| **S9** | 14  | Poster Event  |  |  |  |  |  |  |
| **S10** |  |  |  |  |  |  |  |  |
| **S11** |  |  |  |  |  |  |  |  |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules**  | **No.** | **Type** | **Weight** | **Implementation Rule** | **Make-Up Rule** |
| **A1** | **Exam** | 20% | Final Exam  | No make-up |
| **A2** | **Quiz** | - | - | - |
| **A3** | **Homework** | Under 50% | Reading & research assignments  |  |
| **A4** | **Project** | Under 50% | Research Assignment  |  |
| **A5** | **Report** | - | - | - |
| **A6** | **Presentation** | Under 50% | Presentations related to the research process  | - |
| **A7** | **Attendance/ Interaction** | 5% | 80% lab attendance; 70% Lectures  | - |
| **A8** | **Class/Lab./****Field Work** |  | - | - |
| **A9** | **Other** | 25%  | Class participation  |  |
| **TOTAL** | **100%** |
| **Evidence of Achievement of Learning Outcomes** | Students will demonstrate learning outcomes through in-class study groups, presentations, final exam, poster presentation and research process for their assignment.  |
| **Method for Determining Letter Grade** | Grade will be determined by your total points earned under the criteria below:

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total Points | 100 | 100-90 | 89-87 | 86.-84 | 83-80 | 79-77 | 76-74 | 73-70 | 69.-67 | 66.-64 | 63-60 | 59-0 |
| Letter Grade | A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F |
| Value | 4.00 | 4.00 | 3.70 | 3.30 | 3.00 | 2.70 | 2.30 | 2.00 | 1.70 | 1.30 | 1.00 | 0.00 |

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| **Teaching Methods, Student Work Load** | **No** | **Method** | **Explanation** | **Hours** |
| ***Time applied by instructor*** |
| **1** | **Lecture** | Preparation for lectures, PowerPoints  | 14X3=42 |
| **2** | **Interactive Lecture** | **Delivering presentations, on-line sources for lectures** | 14X1=14 |
| **3** | **Recitation** |  |  |
| **4** | **Laboratory** |  |  |
| **5** | **Practical** | Group discussions and study sessions | 14x1=14 |
| **6** | **Field Work** | None  |  |
| ***Time expected to be allocated by student*** |
| **7** | **Project** | Writing a term paper and preparing a poster  | 7X1=7 |
| **8** | **Homework** | Preparing presentations related to the research assignment | 7X1=7 |
| **9** | **Pre-class Learning of Course Material**  |  | 14X1=14 |
| **10** | **Review of Course Material** |  | 14X1=14 |
| **11** | **Studio** |  |  |
| **12** | **Office Hour** |  | 14X1=14 |
| **TOTAL** | 126 |
| **IV. PART** |
| **Instructor** | **Name** | Dinç Saraç  |
| **E-mail** | dinc.sarac@antalya.edu.tr  |
| **Phone Number** | (242) 245 0000/2288 |
| **Office Number** | A2-50  |
| **Office Hours** | Monday 15:30-17:30 & Friday 09:00–11:00 |
| **Course Materials** | **Mandatory** |  |
| **Recommended** |  |
| **Other** | **Scholastic Honesty** | Plagiariasim and commissioned works are not tolerated  |
| **Students with Disabilities** |  |
| **Safety Issues**  |  |
| **Flexibility** |  |