

COURSE UNIT TITLE : DESTINATION MANAGEMENT

DEGREE PROGRAMMES

Third Cycle Programmes
(Doctorate Degree)

Second Cycle Programmes
(Master's Degree)

First Cycle Programmes
(Bachelor's Degree)

Short Cycle Programmes
(Associate's Degree)

Description of Individual Course Units

Course Unit Code	Course Unit Title	Type Of Course	D	U	L	ECTS
TUR 4028	DESTINATION MANAGEMENT	COMPULSORY	3	0	0	6

Offered By

Tourism Management

Level of Course Unit

First Cycle Programmes (Bachelor's Degree)

Course Coordinator

ASSOCIATE PROFESSOR EMIR ÖZEREN

Offered to

Tourism Management

Course Objective

The course aims to cover the definition of destination, its function in the tourism system, its physical, economic, social and natural aspects, development process, destination management, management organisations, shareholders, sustainable destination development, crisis management and destination marketing, through exemplary cases in the world and in Turkey. To achieve this aim, the digital destination management training program, mobile application and project output documents developed within the scope of Smart Destination Management, which is the Erasmus+ Project numbered 2020-1-TR01-KA203-092920, conducted by Dokuz Eylül University, was adopted in the course. In this way, students will be able to learn more effectively how visitors can explore and experience any tourism destination through an emotion-based digital application.

Learning Outcomes of the Course Unit

- 1 To be able to define the destination, its attributes and importance in the tourism system
- 2 To be able to describe the development process of a destination
- 3 To be able to analyse the importance of destination management, management procedures, tools and shareholders
- 4 To understand destination marketing strategies and their importance
- 5 To be able to identify the importance of and methods to present a satisfying and memorable tourist experience
- 6 To understand sustainable destination development and crisis management

Mode of Delivery

Face -to- Face

Prerequisites and Co-requisites

None

Recommended Optional Programme Components

None

Course Contents

Week	Subject	Description
1	Destination: definition and attributes	
2	Tourist attraction, tourist demand, the function of destination in the tourism system	
3	Destination's physical, economic, social and natural structure, resource base and infrastructure	
4	Destination development processes, product life cycle	
5	Destination development planning and tourism policy	
6	Destination management organisations, shareholders, tools and roles	
7	Mid-term Exam	
8	Destination marketing: regional identity and branding strategies	
9	Promoting the destination	
10	Tourist experience in the destination	
11	Sense of place, sensual marketing, creative tourism	
12	Sustainability of the destination	
13	Crisis management	
14	Evaluation and presentations	
15	Final Exam	
16	Final Exam	

Recommended or Required Reading

Destination Marketing Organisations by S.Pike, 2004, Elsevier, Oxford.

Managing Destination Marketing Organizations by R.C. Ford and W.C. Peeper, 2008, ForPer Publications, Orlando

The Official Project Web Site: <https://smartdemaproject.org/> (Project number: 2020-1-TR01-KA203-092920)

SmartDema Mobile Application: <https://smartdema.org/> (Project number: 2020-1-TR01-KA203-092920)

Planned Learning Activities and Teaching Methods

Lecture and case analyses, story and route creation, gamification experience and exercises through the SMARTDEMA mobile app.

Assessment Methods

SORTING NUMBER	SHORT CODE	LONG CODE	FORMULA
1	DNC	Dönemiçi Çalışma	
2	VZ	Arasınav	
3	YVN	Yarıyılıçi Notu	$DNC * 0.20 + VZ * 0.80$
4	FN	Yarıyılsonu Notu	
5	BNS	BNS	$YVN * 0.40 + FN * 0.60$
6	BUT	Bütünleme Notu	
7	BBN	Bütünleme Sonu Başarı Notu	$YVN * 0.40 + BUT * 0.60$

Further Notes About Assessment Methods

1. Term grade (40%): Consists of the mid-term grade (80%) and term assignments (20%)

1.a. Midterm Exam: Mid-term exam covers the topics examined in the course and weekly assignments (80%).

1.b. Term assignments: Weekly or semester assignments and short quizzes (20%) Thanks to the weekly assignments to be given to the students via the SMARTDEMA mobile application, it is aimed that the students combine theory with practice. (20%).

2.Final Exam: Final exam covers all subjects in the course content. Students are also responsible for the discussion, practice and case studies (60%).

Assessment Criteria

Exam papers will be evaluated regarding the level of understanding, as well as defining the causality between the basic concepts and issues of the lecture, ability of giving examples and analytical thought, and using relevant terminology. The creative content sharing, interaction and presentations that students will make through the SMARTDEMA mobile application will be an important element that determines the term assignments grade.

Language of Instruction

English

Course Policies and Rules

1. It is obligatory to attend at least 70% of the classes
2. Plagiarism of any type will result in disciplinary action.
3. It is essential that students make use of the reading list
4. Students are expected to be involved in class discussions

Contact Details for the Lecturer(s)

emir.ozeren@deu.edu.tr

Office Hours

Wednesday / 10:00-15:00

Work Placement(s)

None

Workload Calculation

Activities	Number	Time (hours)	Total Work Load (hours)
Lectures	12	3	36
Preparations before/after weekly lectures	12	4	48
Preparation for midterm exam	1	10	10
Preparation for final exam	1	15	15
Preparing assignments	1	25	25
Preparing presentations	1	10	10
Preparations before/after weekly lectures	0	0	0
Midterm	1	1	1
Final	1	1	1
TOTAL WORKLOAD (hours)			146

Contribution of Learning Outcomes to Programme Outcomes

PO/LO	PO.1	PO.2	PO.3	PO.4	PO.5	PO.6	PO.7	PO.8	PO.9	PO.10	PO.11	PO.12
LO.1							5					
LO.2			5									
LO.3	5											
LO.4					5							
LO.5												5
LO.6					5							

CONTACT INFORMATION

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ENGLISH TÜRKÇE