



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Destination Publicity							
Course Code		TUR523		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to take attention to the destination marketing and promotion.							
Course Content		Subjects like destination marketing and promotion will be studied conceptually and besides these the materials that can be used at destination publicity will be researched.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Lec. Melek Ece ÖNCÜER ÇİVİCİ							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Term Assignment	1	60

Recommended or Required Reading

1	Yüksek, G. (2014), Turizm Destinasyonları, Ankara: Detay Yayıncılık.
2	Özdemir, G. (2008), Destinasyon Pazarlaması, Ankara: Detay Yayıncılık.
3	Avcıkurt, C. (2010). Turizmde Tanıtma ve Satış Geliştirme, İstanbul: Değişim Yayınları.
4	Türkay, O. (2014). Destinasyon Yönetimi, Ankara: Detay Yayıncılık.

Week	Weekly Detailed Course Contents	
1	Theoretical	Information: Lesson's aim, content, method, sources and explanation of the syllabus.
2	Theoretical	Academic writing
3	Theoretical	Discussing the relevant literature I (marketing, destination, publicity)
4	Theoretical	Discussing the relevant literature II (marketing, destination, publicity)
5	Theoretical	Destination's life cycle and carrying capacity
6	Theoretical	The competition models in tourism/destinations
7	Theoretical	Destination Management
8	Intermediate Exam	Destination Marketing
9	Theoretical	Midterm exam
10	Theoretical	Term papers
11	Theoretical	Term papers
12	Theoretical	Term papers
13	Theoretical	Term papers
14	Theoretical	term papers
15	Theoretical	Revision
16	Final Exam	Final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	3	3	90
Term Project	1	15	3	18
Midterm Examination	1	16	1	17
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	The students will be able to understand the importance of destination marketing in tourism
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2	The students will be able to understand the concepts of destination, destination marketing and publicity.
3	The students will be able to learn the elements used in destination publicity.
4	The students will be able to plan the promotion activities of different destinations.
5	The student knows Turkey's promotional activities and campaigns.

Programme Outcomes (Tourism Management Master)

1	To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management.
2	To be able to analyze the socio-economic and the managerial problems both interactionally and separately
3	To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.
4	To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.
5	To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.
6	To be able to make strategic and implementation plans for particular issues in tourism administration and evaluate the outcomes of the plans and to determine the vision, goals and aims of the company.
7	To be able to evaluate knowledge and skills acquired in tourism management by having a sceptic standpoint and investigate the problems by implying analytical approaches with miscellaneous methods.
8	To be able to regenerate and develop constantly concerning the field participated in tourism businesses.
9	To be able to teach and inspect the scientific, social and ethical values at the degree of collecting, interpreting and announcing the data.
10	To be able to use at least one foreign language to follow the international tourism literature.
11	To be able to share the developments related to departments of tourism establishment.
12	To be able to learn about information technologies used in tourism enterprises and mastering in these technologies.
13	To be able to use the current data in the field of tourism management, develop the knowledge by using scientific methods with scientific, social and ethical responsibilities.
14	To be able to Implement the knowledge and the abilities at problem solving that absorbed in the field of tourism at interdisciplinary studies.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	3	3	3	3	3
P2	3	4	4	4	3
P3	3	4	4	4	4
P4	4	4	4	4	4
P5	3	3	3	3	3
P6	3	3	3	3	4
P7	4	4	4	4	4
P8	3	4	4	4	4
P9	4	4	4	4	4
P10	4	4	4	4	4
P11	3	3	3	3	3
P12	2	2	3	3	3
P13	3	3	3	4	4
P14	3	3	3	3	4

