AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Digitization in Tourism							
Course Code		TUR507		Couse Level		Second Cycle (Master's Degree)		
ECTS Credit	5	Workload	125 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		In line with the use of technological developments at every stage of life, digitalization in the tourism sector is increasingly common. The competitiveness of the companies, which managed to keep pace with digitalization, is increasing. The aim of the course is to examine the importance and applications of digitalization in the tourism industry.						
Course Content		To reveal the effects of digitalization in the tourism sector on businesses and customers and to examine the digitalization examples.						
Work Placement		N/A						
Planned Learning Activities and Teaching Methods		Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving						
Name of Lecturer(s)		Assoc. Prof. Ahu YAZICI AYYILDIZ						

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Prof. Dr. Mete Sezgin, Dr. Seda Özdemir Akgül, Dr. Öğr. Üyesi Ayşe Atar, TOURISM 4.0 Digital Transformation , Detay Yayıncılık, 2019.
2	Dr. Öğr. Üyesi Pınar Çelik, Dr. Yunus Topsakal, INDUSTRY 4.0 AND SMART TOURISM , Detay Yayıncılık, 2019.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts of Digital Transformation in Tourism Sector
2	Theoretical	Industry 4.0
3	Theoretical	Smart City
4	Theoretical	Smart Tourism
5	Theoretical	Smart Hotel
6	Theoretical	Digital Marketing in Tourism Industry
7	Theoretical	Positive and Negative Effects of Digital Transformation to Tourism
8	Practice	Midterm Exam
9	Theoretical	Tourism and Innovation
10	Theoretical	Tourism and Artificial Intelligence Applications
11	Theoretical	Virtual Reality in Tourism
12	Theoretical	Social Media and Tourism 4.0
13	Theoretical	Tourism 4.0 and Customer Relations Management
14	Theoretical	Sectoral Research
15	Theoretical	Sectoral Research
16	Theoretical	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Assignment	2	20	0	40
Midterm Examination	1	11	1	12

Final 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	To know the basic concepts of digitalization in tourism
2	Learning the concept of smart city
3	Learning the concept of smart tourism
4	Learning the concept of smart hotels
5	Learning the effects of digital transformation on tourism

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 interactionaly 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	4	4	4	4	3
P2	4	5	4	4	4
P3	4	4	4	4	3
P4	4	5	4	4	4
P5	4	4	4	4	4
P6	4	4	4	4	4
P7	4	4	4	4	4
P8	4	4	4	4	5
P9	4	3	5	4	3
P10	4	4	4	4	4
P11	4	4	4	4	3
P12	4	5	4	4	4
P13	4	4	4	4	5
P14	4	4	4	4	3