

#### Objectives of the Course

The primary objective of this course is to comprehensively examine the concept of the destination at the heart of the tourism system, its management processes, and the stakeholders involved in these processes. It aims to provide students with theoretical and practical knowledge on how to develop, plan, market, and manage destinations sustainably.

#### Course Contents

The "Destination Management" course begins by defining the concept and characteristics of a destination. The course covers topics such as destination development and planning processes, the structure and operations of destination management organizations (DMOs), the application of Total Quality Management (TQM) to destinations, and benchmarking techniques. Additionally, strategic issues such as the concept of destination marketing, marketing mix elements, and product development and brand management in destinations are also covered. The course enriches these topics with examples from Türkiye and around the world.

#### Recommended or Required Reading

Textbook, lecture notes, slide presentation and internet Öztürk, Y., Yeşiltaş, M., Kozak, M., Özel, Ç. H., & Aksöz, O. (2013). Destinasyon Yönetimi. Anadolu Üniversitesi Yayını.

#### Planned Learning Activities and Teaching Methods

Discussion Method Lecture Method Case Study Method Individual Study Method Skill Development Exercise Literature Review Report Writing Question and Answer Project Presentation

#### Recommended Optional Programme Components

<https://tga.gov.tr/>

#### Instructor's Assistants

Öğr. Gör. Dr. Arif AKPINAR

#### Presentation Of Course

Face-to-face

#### Dersi Veren Öğretim Elemanları

Inst. Dr. Arif Akpınar

#### Program Outcomes

1. The student can determine the core values of a destination by analyzing its natural and historical attractions, cultural heritage and social structure.
2. The student will be able to develop concrete strategies by adapting the destination marketing mix (product, price, distribution and promotion) according to the destination characteristics.
3. By analyzing the concept of carrying capacity of the destination (natural, social and economic), the student can evaluate the methods necessary for sustainable management.
4. By explaining the different structures of destination management organizations (DMOs) and their roles in recognition processes, the student will be able to develop effective marketing and communication strategies for target markets.

#### Weekly Contents

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1		Discussion Method Lecture Method Question and Answer	Introduction to the Guiding Course: Overview, Learning Outcomes, and Assessment	
2	Students should choose three popular destinations from Türkiye or the world, investigate what attractive features (e.g., natural, cultural, entertainment) these destinations have, and be ready to discuss how the destination image is formed in the minds of tourists.	Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	Destination Definition and Characteristics: The concept of destination, its importance in tourism, destination types (urban, coastal, mountain, rural, etc.), functional and perceptual characteristics of the destination (attractiveness, accessibility, image, brand personality)	Students will introduce popular destinations they have chosen in the preparation phase (e.g., Paris, Cappadocia, Antalya) and discuss the types these destinations fall into. They will also examine the functional and perceptual characteristics of the destination (image,

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3	Students should read the "From Life" section of the "Destination Development and Planning" unit and analyze the objectives, scope, and expected benefits of the Southern Antalya Tourism Development Project. They will be expected to bring their conclusions about which stakeholders were involved in the project planning process to the lesson.		Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	Definitions of destination development and planning concepts. The importance and necessity of planning in the destination development process. The negative effects of unplanned development on the environment and socio-cultural structure. The stages of the destination development and planning process. The concept and types of carrying capacity (natural, social, economic).	Discuss the planning process of the project and the roles and responsibilities of stakeholders (government, private sector, etc.) involved in this process through the case study of the "South Antalya Tourism Development Project." Practical evaluation of the planning stages (pre-planning stage, stages 1-7) outlined in the textbook on a concrete destination example.
4	Students will be asked to review the Istanbul Convention and Visitors Bureau website. Based on this review, they should be prepared to present their findings to the class, identifying which AEO model (fully government-supported, public-private partnership, etc.) the organization adheres to and what its mission is.		Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	Definition and reasons for the formation of destination management organizations (DMOs). Different organizational structures (national, regional, local) of DMOs based on their management style and size. Organizational structures of DMOs (fully state-supported, public-private partnerships, private sector-led) and examples of these models. Challenges DMOs may face and their reasons.	Students will examine a DYO (e.g., the Istanbul Convention and Visitors Bureau) they studied during the preparation phase, and discuss which model the organization fits and what its roles are. The tourism organizational structures of different countries, such as Turkey, Spain, and the UK, will be compared, and the differences between DYO models will be explored.
5	By reviewing the "Why Quality Matters" section, students should summarize how quality provides benefits such as efficiency, customer loyalty, and profitability, and be prepared to discuss how these benefits might apply to a destination.		Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	The concept and definition of quality. The importance of quality (productivity, customer loyalty, profitability). Definition of Total Quality Management (TQM), its basic characteristics, and comparison with modern management. Definition, components, and necessity of destination-oriented TQM. Applicability of the European Quality Management Model (EFQM) to destinations.	Students will discuss the components of TQM implementation for a destination (Tourism Enterprises, Employees, Local Community, Public). A practical study will be conducted on how to evaluate the "inputs" and "outputs" criteria in the European Quality Management Model on a destination example.
6	By reading the definitions of benchmarking in the "What is Benchmarking?" section, students should determine why benchmarking is not a simple comparison and how it aims to identify best practices. They will be expected to choose two different destinations from Türkiye, consider the criteria by which they can be compared, and participate in the discussion during class.		Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	The concept and definition of benchmarking. The basic characteristics of benchmarking and how it differs from traditional benchmarking. What is destination benchmarking and why is it necessary? Types of benchmarking (internal, external, comprehensive). The implementation phases of a benchmarking project (measuring own performance, finding a partner, collecting data, understanding the difference, taking action).	During the preparation phase, students will create a fictitious benchmarking project scenario for two different destinations they selected. In this scenario, they will explain their reasons for benchmarking, how they selected their partner destination, and the criteria (quantitative/qualitative) they will use to collect data.

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7	Students should read the text "How Their Countries See Turkey" in the "Life" section to examine the image perceptions of Turkey held by tourists from different countries. They should be prepared to discuss how these perceptions influence Türkiye's destination marketing strategies.	Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	The concept of marketing and destination marketing. The role of destination characteristics in destination marketing. Destination marketing mix elements (product, price, distribution, promotion). Destination marketing elements (image, branding, positioning). Key actors in destination marketing.	Students will develop a "destination marketing mix" strategy based on their analysis of Türkiye's image among tourists during the preparation phase. They will discuss marketing and promotional activities targeting different markets (e.g., German and Russian tourists).	
8			Midterm Exam		
9	Students should examine the article titled "The New York of the Mediterranean: BENİDORM" in the "Reading Passage" and analyze the stages of the destination life cycle that Benidorm has gone through and the product development strategies it has implemented in this process.	Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	The destination as a tourist product. Elements that constitute a destination (environment, service infrastructure, experience). The destination life cycle model (TALC) and its stages (discovery, participation, development, consolidation, stagnation, decline or revival). Life cycle extension strategies (market penetration, product development, market expansion, product diversification).	The positions of two different destinations in the life cycle and the product development strategies they implement will be discussed through the articles titled "New York of the Mediterranean: BENİDORM" and "İstanbul Has Now Become a Wedding Destination" in the Reading Passage.	
10	Students will be asked to identify the logo and slogan of a destination (e.g., Paris, Dubai) by reading the textbook definitions of "Brand" and "Destination Brand." They will be asked to analyze the characteristics and brand personality of the destination and the slogan and logo.	Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	Concepts of brand and destination brand. The rationale and importance of branding in the tourism sector. Concepts related to brand management: brand equity, brand equity, and brand personality. Brand management practices: brand extensions and partnerships.	Students will present the destination logos and slogans they developed during the preparation phase to the class and discuss how these visual and verbal elements reflect the destination's brand identity. The brand development process will be explored through the branding work of the Mekong Tourism Bureau in the "Lifestyle" section.	
11	Students should be prepared to conduct a brief research on the topics of "sustainable tourism" and "eco-labels" and discuss why these concepts are important to the success of a destination.	Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	Concepts of sustainability and sustainable tourism. Environmental, socio-cultural and economic components of sustainable destination management. The interrelationship of these components. Environmental sustainability practices (eco-labels, waste management).	Students will choose a destination in Türkiye (e.g., Fethiye or Bodrum) and discuss its sustainability strengths and weaknesses. They will also discuss the risks of exceeding the destination's environmental carrying capacity and possible countermeasures.	
12	Students will be asked to select a crisis event that negatively impacted a destination in the past (e.g., the 2011 Japan earthquake and tsunami) and investigate how the destination responded to this crisis and what was done in the post-crisis period.	Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	Types of crises and risks that may be encountered in destinations (natural disasters, epidemics, economic crises, political instability). Stages of crisis management (prevention, preparedness, response, recovery) and strategies. The effects of crises on destination image and reputation management.	Students will conduct a case study on a crisis that has affected a Turkish destination in the past (e.g., a terrorist incident or economic recession). They will discuss the impact of this crisis on the destination, the management process, and the recovery strategies implemented after the crisis.	

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13	Students should read the tourism organizational structures of countries such as Spain, Portugal, Italy and England in the textbook and comparatively examine the different approaches of these countries in destination management.		Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	National and international examples of successful destination management models (e.g. Turespaña in Spain, VisitBritain in the UK). Management approaches and case studies for different destination types (urban, coastal, rural).	Students will conduct a comparative assessment of the tourism organizational structures in Spain, Portugal, Italy, and the UK, as outlined in the textbook. They will also identify a successful destination management example from Türkiye and discuss its similarities and differences with models from other countries.
14	Students will be asked to examine Türkiye's 2023 tourism strategy document and investigate the objectives set by this strategy and its predictions regarding the destination management structure (e.g., the establishment of a "National Tourism Council").		Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	Destination management structure in Türkiye and the role of the Ministry of Culture and Tourism. Objectives of the Türkiye Tourism Strategy 2023 and its projections for destination management. Collaboration between regional development agencies and local governments in destination management.	Based on the document "Türkiye's Tourism Strategy 2023", students will discuss what steps should be taken for a region or city in Türkiye (e.g., one of the designated thematic tourism development zones) to achieve the goals envisaged by this document.
15	Students should review all topics covered throughout the semester and identify three that they find most interesting or important. They are expected to be prepared to share any questions they may have about these topics and their overall assessment of the course.		Discussion Method Lecture Method Örnek Olay Yöntemi Kaynak Tarama Soru Cevap	A general review of all topics covered throughout the semester and reinforcement of basic concepts.	Using the information they learned in the course, students will draft a comprehensive management and marketing plan for a destination of their choice. They will ask any questions they may have and provide an overall evaluation of the course.

#### Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Ödev	14	1,00
Final	1	1,00
Ders Öncesi Bireysel Çalışma	14	1,00
Ders Sonrası Bireysel Çalışma	7	1,00
Ara Sınav Hazırlık	1	5,00
Final Sınavı Hazırlık	1	5,00
Tartışmalı Ders	7	1,00
Derse Katılım	14	3,00

#### Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22	P.O. 23	P.O. 24	P.O. 25	P.O. 26	P.O. 27	P.O. 28	P.O. 29	P.O. 30	
L.O. 3 1			4	5	4	2	5	4	5	5	5	5	2	3	4	3	4	3	5	4	4	4	4	4	5	4	3	3	5	4	
L.O. 5 2			5	3	5	4	4	4	4	3	3	4	3	2	3	4	4	3	4	2	5	3	3	4	3	3	4	3	3	4	
L.O. 4 3			4	3	5	3	5	3	4	5	5	4	3	5	5	4	4	2	5	5	4	4	5	4	5	4	3	5	5	3	
L.O. 5 4			5	2	5	4	4	5	4	4	4	4	3	4	5	4	4	4	4	4	5	4	4	5	4	3	5	5	4	5	

Table :

- P.O. 1 :** Kamu veya özel sektörde çalışabilecek beceri ve donanımları kazanır.
- P.O. 2 :** En az bir yabancı dili, Avrupa Dil Portföyü A2 düzeyinde bilir.
- P.O. 3 :** Okulda ve staj çalışmalarında edindiği teorik ve pratik bilgileri sektörde rahatlıkla uygular.
- P.O. 4 :** Sanat Tarihinin temel problemleri hakkında açık seçik bir bilgi ve bilinç sahibi olma ve bu bilgileri zamanımızda ortaya çıkan güncel sorunlara uyarlayabilir.
- P.O. 5 :** Edindiği teorik ve pratik deneyimle, sektörde karşılaştığı sorunları analiz eder ve çözüm üretir.
- P.O. 6 :** İletişim gücü yüksektir ve ekip çalışmasına uyum sağlar.
- P.O. 7 :** Turizm alanında kültürel mirasın önemini kavrar.
- P.O. 8 :** Turizm ve medyayı çevreleyen kültürel mirasa ilişkin güncel konuları yorumlar.
- P.O. 9 :** Türkiye'nin tarihi ve turistik yerleri hakkında detaylı bilgiye sahip olur.
- P.O. 10 :** Kültürel mirasın yönetimi ve korunması ile ilgili temel ilkeleri, tarihsel ve kültürel bir bağlam içinde tanır.
- P.O. 11 :** Kültürel mirası koruma süreçlerini ve uygulamalarını tanımlar ve kavrar.
- P.O. 12 :** Çeşitli dini inanışlar, mitoloji, sanat tarihi, arkeoloji konularında uzmanlaşarak, bu bilgilerle bulundukları bölgeyi ve ülkeyi tanıtım görevini yapar.
- P.O. 13 :** Görevi ile ilgili rapor hazırlar ve üstlerine sunar.
- P.O. 14 :** Ulusal ve etik değerlere bağlıdır, yaptığı çalışmalarda bu değerlere özen gösterir.
- P.O. 15 :** Toplumsal bilinç ve etik anlayışa sahip olur.
- P.O. 16 :** Mesleği ile ilgili yenilikleri sürekli takip eder ve kendini sürekli geliştirir.
- P.O. 17 :** Dünya ülkelerindeki turizm ve seyahat faaliyetleri hakkında bilgi sahibi olur.
- P.O. 18 :** Herhangi bir konuyu anlaşılır bir şekilde sunma yeteneği kazanır.
- P.O. 19 :** Arkeolojik, doğal ve tarihi güzellikleri içeren miras kavramının anlam ve değerlerinin çokluğunu açıklar.
- P.O. 20 :** Kültürel miras yönetimi ve korunmasına ilişkin temel mevzuatı, uluslararası tüzük ve sözleşmeleri tanımlar.
- P.O. 21 :** Kültürel miras turizminde yaratıcı düşünce ve çeşitlilik yaratır, konulara güncel bir bakış getirir.
- P.O. 22 :** Kültürel mirasın anlamı ve yönetimi üzerindeki sorunlarda arabuluculuk rolünü üstlenen uzman değerlerinin ve bilgisinin kullanımının önemini kavrar.
- P.O. 23 :** Kültürel mirasın yönetimi ve korunmasındaki ulusal ve uluslararası mevzuatların ve kamu politikasının rolünü anlar.
- P.O. 24 :** Eğitim, medya ve turizm alanlarında kültürel mirasın kullanımının önemini kavrar.
- P.O. 25 :** Kültürel miras alanlarına ve tarihsel çevreye ilişkin sosyal sorunlar üzerinde yorum getirir.
- P.O. 26 :** Araştırma, sergileme, müzecilik, küratörlük gibi alanların ve sanat eserlerinin yorumlanmasında toplum katılımı konularını kavrar.
- P.O. 27 :** Kültürel miras ve bellekte iletişim teknolojilerinin önemini kavrar.
- P.O. 28 :** Kültürel miras ve turizm eğitiminde alanla ilgili yöneticilerin sorumluluklarını ve rolünü anlar.
- P.O. 29 :** Mirasın yorumlanmasında ve yönetiminde disiplinler arası çalışma anlayışının önemini kavrar.
- P.O. 30 :** Kültürel miras alanında turizm ve medyayı çevreleyen güncel konuları yorumlar.
- P.O. 31 :** Türkiye'nin kültürel mirasını tarih, arkeoloji, sosyoloji, sanat tarihi bilimleri açısından yorumlar.
- L.O. 1 :** Öğrenci, bir destinasyonun doğal ve tarihi çekiciliklerini, kültürel mirasını ve sosyal yapısını analiz ederek sahip olduğu temel değerleri

belirleyebilir.

- L.O. 2 :** Öğrenci, destinasyon pazarlama karmasını (ürün, fiyat, dağıtım ve tutundurma) destinasyon özelliklerine göre uyarlayarak somut stratejiler geliştirebilir.
- L.O. 3 :** Öğrenci, destinasyonun taşıma kapasitesi kavramını (doğal, sosyal ve ekonomik) analiz ederek sürdürülebilir yönetim için gerekli yöntemleri değerlendirebilecektir.
- L.O. 4 :** Öğrenci, destinasyon yönetim örgütlerinin (DYÖ) farklı yapılarını ve tanınırlık artırma süreçlerindeki rollerini açıklayarak, hedef pazarlara yönelik etkili pazarlama ve iletişim stratejileri geliştirebilir.