

General Info

Objectives of the Course

The aim of this course is to examine electronic applications in terms of destination marketing.

Course Contents

The importance and content of destination information management systems in destination management will be examined. Data and text mining applications for the use of data obtained from visitors before, during and after the trip in destination marketing and management will be examined.

Recommended or Required Reading

Rapidminer , qda miner, wordstat <https://digitalcommons.usf.edu/m3publishing/vol18/iss9781732127586/>

Planned Learning Activities and Teaching Methods

Lecture Discussion Question-Answer Team/Group Work Demonstration Practice Case Study Issue/Problem Solving Brainstorming Report Preparation and/or Presentation Project Design/Management

Recommended Optional Programme Components

European Union projects on smart destination applications

Instructor's Assistants

No assistant teaching staff

Presentation Of Course

Seminar / Presentation, Project

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. İbrahim Akin Özen

Program Outcomes

1. Gains knowledge about smart systems used in destinations.
2. Evaluates Destination Information Management Systems (DBYS) in terms of destination marketing.
3. Smart applications in destination marketing

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Book/article to read before coming to class Özen, A. (2021). Evaluation of tourist reviews on TripAdvisor for the protection of the world heritage sites: Text mining approach. <i>Journal of Multidisciplinary Academic Tourism</i>, 6(1), 37-46. https://doi.org/10.31822/jomat.876175 Özen, İ.A. (2021) <i>Advances in Hospitality and Tourism, Information Technology Tourism Products and Sentiment Analysis</i>, University of South Florida (USF) M3 Publishing, Filorida. (https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1013&context=m3publishing) https://www.guidigo.com/en Ercan, F. (2020). Akıllı turizmde büyük veri kullanımı: Sistematik bir derleme. <i>OPUS International Journal of Society Researches</i>, 16(32), 5230-5249. Sever, M. M. (2025). Turizmde Değer Yaratma ve Dijital Teknolojiler. <i>Gümüşhane Üniversitesi Sosyal Bilimler Dergisi</i>, 16(1), 186-198. Chon, K. K. S., & Hao, F. (2025). Technological evolution in tourism: a Horizon 2050 perspective. <i>Tourism Review</i>, 80(1), 313-325.		Explanation, Question-Answer, Discussion.	Basic concepts of Information Management Systems.	

2	Book/article to read before coming to class Özen, A. (2021). Evaluation of tourist reviews on TripAdvisor for the protection of the world heritage sites: Text mining approach. <i>Journal of Multidisciplinary Academic Tourism</i>, 6(1), 37-46. https://doi.org/10.31822/jomat.876175 Özen, İ.A. (2021) <i>Advances in Hospitality and Tourism, Information Technology Tourism Products and Sentiment Analysis</i>, University of South Florida (USF) M3 Publishing, Filorida. https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1013&context=m3publishing) https://www.guidigo.com/en Ercan, F. (2020). Akıllı turizmde büyük veri kullanımı: Sistematiik bir derleme. <i>OPUS International Journal of Society Researches</i>, 16(32), 5230-5249. Sever, M. M. (2025). Turizmde Değer Yaratma ve Dijital Teknolojiler. <i>Gümüşhane Üniversitesi Sosyal Bilimler Dergisi</i>, 16(1), 186-198. Chon, K. K. S., & Hao, F. (2025). Technological evolution in tourism: a Horizon 2050 perspective. <i>Tourism Review</i>, 80(1), 313-325.	Source Scan	Determining the presentation topics of the students in accordance with the content of the course.
3	Book/article to read before coming to class Özen, A. (2021). Evaluation of tourist reviews on TripAdvisor for the protection of the world heritage sites: Text mining approach. <i>Journal of Multidisciplinary Academic Tourism</i>, 6(1), 37-46. https://doi.org/10.31822/jomat.876175 Özen, İ.A. (2021) <i>Advances in Hospitality and Tourism, Information Technology Tourism Products and Sentiment Analysis</i>, University of South Florida (USF) M3 Publishing, Filorida. https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1013&context=m3publishing) https://www.guidigo.com/en Ercan, F. (2020). Akıllı turizmde büyük veri kullanımı: Sistematiik bir derleme. <i>OPUS International Journal of Society Researches</i>, 16(32), 5230-5249. Sever, M. M. (2025). Turizmde Değer Yaratma ve Dijital Teknolojiler. <i>Gümüşhane Üniversitesi Sosyal Bilimler Dergisi</i>, 16(1), 186-198. Chon, K. K. S., & Hao, F. (2025). Technological evolution in tourism: a Horizon 2050 perspective. <i>Tourism Review</i>, 80(1), 313-325.	Explanation, Question-Answer, Discussion.	Information management systems
4	Book/article to read before coming to class Özen, A. (2021). Evaluation of tourist reviews on TripAdvisor for the protection of the world heritage sites: Text mining approach. <i>Journal of Multidisciplinary Academic Tourism</i>, 6(1), 37-46. https://doi.org/10.31822/jomat.876175 Özen, İ.A. (2021) <i>Advances in Hospitality and Tourism, Information Technology Tourism Products and Sentiment Analysis</i>, University of South Florida (USF) M3 Publishing, Filorida. https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1013&context=m3publishing) https://www.guidigo.com/en Ercan, F. (2020). Akıllı turizmde büyük veri kullanımı: Sistematiik bir derleme. <i>OPUS International Journal of Society Researches</i>, 16(32), 5230-5249. Sever, M. M. (2025). Turizmde Değer Yaratma ve Dijital Teknolojiler. <i>Gümüşhane Üniversitesi Sosyal Bilimler Dergisi</i>, 16(1), 186-198. Chon, K. K. S., & Hao, F. (2025). Technological evolution in tourism: a Horizon 2050 perspective. <i>Tourism Review</i>, 80(1), 313-325.	Explanation, Question-Answer, Discussion.	Information management system in destination management

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6	Book/article to read before coming to class Özen, A. (2021). Evaluation of tourist reviews on TripAdvisor for the protection of the world heritage sites: Text mining approach. <i>Journal of Multidisciplinary Academic Tourism</i>, 6(1), 37-46. https://doi.org/10.31822/jomat.876175 Özen, İ.A. (2021) <i>Advances in Hospitality and Tourism, Information Technology Tourism Products and Sentiment Analysis</i>, University of South Florida (USF) M3 Publishing, Filorida. (https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1013&context=m3publishing) https://www.guidigo.com/en Ercan, F. (2020). Akıllı turizmde büyük veri kullanımı: Sistematik bir derleme. <i>OPUS International Journal of Society Researches</i>, 16(32), 5230-5249. Sever, M. M. (2025). Turizmde Değer Yaratma ve Dijital Teknolojiler. <i>Gümüşhane Üniversitesi Sosyal Bilimler Dergisi</i>, 16(1), 186-198. Chon, K. K. S., & Hao, F. (2025). Technological evolution in tourism: a Horizon 2050 perspective. <i>Tourism Review</i>, 80(1), 313-325.		Project presentation, Q&A, Discussion	Data collection tools at destinations	
7	Book/article to read before coming to class Özen, A. (2021). Evaluation of tourist reviews on TripAdvisor for the protection of the world heritage sites: Text mining approach. <i>Journal of Multidisciplinary Academic Tourism</i>, 6(1), 37-46. https://doi.org/10.31822/jomat.876175 Özen, İ.A. (2021) <i>Advances in Hospitality and Tourism, Information Technology Tourism Products and Sentiment Analysis</i>, University of South Florida (USF) M3 Publishing, Filorida. (https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1013&context=m3publishing) https://www.guidigo.com/en Ercan, F. (2020). Akıllı turizmde büyük veri kullanımı: Sistematik bir derleme. <i>OPUS International Journal of Society Researches</i>, 16(32), 5230-5249. Sever, M. M. (2025). Turizmde Değer Yaratma ve Dijital Teknolojiler. <i>Gümüşhane Üniversitesi Sosyal Bilimler Dergisi</i>, 16(1), 186-198. Chon, K. K. S., & Hao, F. (2025). Technological evolution in tourism: a Horizon 2050 perspective. <i>Tourism Review</i>, 80(1), 313-325.		Project presentation, Q&A, Discussion	Data collection tools on touristic products in the destination.	
8				Midterm Exam	
9	Book/article to read before coming to class Özen, A. (2021). Evaluation of tourist reviews on TripAdvisor for the protection of the world heritage sites: Text mining approach. <i>Journal of Multidisciplinary Academic Tourism</i>, 6(1), 37-46. https://doi.org/10.31822/jomat.876175 Özen, İ.A. (2021) <i>Advances in Hospitality and Tourism, Information Technology Tourism Products and Sentiment Analysis</i>, University of South Florida (USF) M3 Publishing, Filorida. (https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1013&context=m3publishing) https://www.guidigo.com/en Ercan, F. (2020). Akıllı turizmde büyük veri kullanımı: Sistematik bir derleme. <i>OPUS International Journal of Society Researches</i>, 16(32), 5230-5249. Sever, M. M. (2025). Turizmde Değer Yaratma ve Dijital Teknolojiler. <i>Gümüşhane Üniversitesi Sosyal Bilimler Dergisi</i>, 16(1), 186-198. Chon, K. K. S., & Hao, F. (2025). Technological evolution in tourism: a Horizon 2050 perspective. <i>Tourism Review</i>, 80(1), 313-325.		Project presentation, Q&A, Discussion	presentation	

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Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Derse Katılım	14	3,00
Final Sınavı Hazırlık	2	12,00
Ara Sınav Hazırlık	12	1,00
Vaka Çalışması	2	14,00
Proje	5	7,00

Assesments

Activities	Weight (%)
Vize	30,00
Proje	40,00
Final	30,00

	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
L.O. 1			2							
L.O. 2					3					
L.O. 3									2	

Table :

- P.O. 1 :** Turizm rehberliği ile ilgili edindiği uzmanlık düzeyindeki bilgi ve becerileri, eleştirel bir biçimde değerlendirir
- P.O. 2 :** Turizm rehberliği alanındaki güncel konular ve sorunlar için yaratıcı ve pratik çözüm önerileri geliştirir
- P.O. 3 :** Sektör ile ilgili sorunların çözümünde liderlik gösterir
- P.O. 4 :** Nicel ve nitel araştırma yöntemleri hakkında ileri düzeyde bilgi sahibidir.
- P.O. 5 :** Bilimsel etik kuralları bilir ve uygular
- P.O. 6 :** Bilimsel bir araştırmayı planlar, yürütür, analiz eder ve sonuçlarını rapor haline getirir
- P.O. 7 :** Alandaki kuramlar, olgular, kavramlar ve ilkeler hakkında uzmanlık düzeyinde bilgi sahibidir.
- P.O. 8 :** Alanında uzmanlık gerektiren konularda bir çalışmayı başkalarıyla ve bağımsız olarak etkin bir şekilde yürütür.
- P.O. 9 :** Sosyal adalet, kültürel değerler ve çevreye duyarlılık gibi konularda yeterli bilince sahip olur.
- P.O. 10 :** Edindiği bilgi ve becerileri analiz eder, eleştirel şekilde yorumlar ve değerlendirir.
- L.O. 1 :** Destinasyonlarda kullanılan akıllı sistemler hakkında bilgi sahibi olur.
- L.O. 2 :** Destinasyon Bilgi Yönetim Sistemlerini (DBYS) destinasyon pazarlaması açısından değerlendirir.
- L.O. 3 :** Destinasyon yönetiminde akıllı uygulamalar