

Objectives of the Course

The aim of this course is to inform students on contemporary issues in tourism

Course Contents

Current status and historical development of tourism, crises and tourism, sustainability in tourism, ecology and tourism, culture tourism and changing culture, issues in international tourism, global issues and tourism, elderly tourism, developed countries and tourism, developing countries and tourism, social tourism and luxury tourism, forecasts on the future of tourism

Recommended or Required Reading

Gössling, S., & Hall, C. M. (2019). Sustainable Tourism: A Global Perspective. Routledge. Buhalis, D. (2020). Technology in Tourism: From Information Communication Technologies to eTourism and Smart Tourism. Tourism Review, 75(1), 267–272. UNWTO (2025). Global Tourism Trends Report. Elsevier, Springer, and Emerald platforms

Planned Learning Activities and Teaching Methods

Lecture Method: Structured presentations on contemporary tourism trends, technologies, and issues to establish the theoretical foundation. Discussion Method: Group discussions to critically analyze current tourism topics (e.g., overtourism, artificial intelligence, sustainability). Case Study Analysis: Analysis of real-world examples (e.g., Dubai’s smart tourism initiatives, overtourism in Venice) to develop solution proposals. Project-Based Learning: Designing an innovative tourism solution for a destination (e.g., carbon-neutral plan, IoT-based destination management). Fieldwork: Conducting observations and preparing analysis reports in local destinations (e.g., Cappadocia). Seminars and Presentations: Student presentations based on academic articles related to a selected tourism trend.

Recommended Optional Programme Components

Technological Infrastructure: Access to data visualization tools such as Tableau or Python is recommended for technology-focused topics (e.g., artificial intelligence, data analytics). Field Visits: Organizing field visits to local destinations like Cappadocia to encourage students to apply theoretical knowledge in practice. Guest Speakers: Inviting professionals from the tourism industry (e.g., destination management experts, technology providers) to provide industry perspectives. Academic Networking: Encouraging student participation in international tourism conferences (e.g., ENTER or UNWTO events).

Instructor’s Assistants

none.

Presentation Of Course

The course is delivered through face-to-face (formal) education. Weekly 3-hour theoretical lectures are lecture- and discussion-based. The practical component is supported by case studies, fieldwork, and project-based learning activities.

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Koray Çamlıca

Program Outcomes

- 1. gain knowledge on contemporary tourism issues
- 2. can analyze the reflections of historical development of tourism on current status of it
- 3. can develop solutions for the current problems in tourism
- 4. Students can evaluate the impacts of innovative technologies (e.g., artificial intelligence, IoT, data analytics) and sustainability practices on destination management, demonstrating sectoral leadership.

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Read Buhalis (2020) article; review Smart Dubai and Smart Nation websites for insights on smart tourism initiatives in Dubai and Singapore.	.	Lecture, Discussion, Case Study Analysis	Smart Destinations and Smart Tourism 2.0: The Role of IoT, 5G, and Data Analytics	.
2	Read Gretzel et al. (2015) article; research examples of AI applications in a destination (e.g., hotel chatbots).	.	Lecture, Discussion, Group Work	Artificial Intelligence and Automation in Tourism: Chatbots and Personalization	.
3	Explore tourism experiences in a metaverse platform like Decentraland; read Buhalis & Amaranggana (2015) article.	.	Lecture, Discussion, Virtual Reality Experience	Metaverse and Virtual Tourism Experiences: Transition from VR to Metaverse	.
4	Read the sustainability section of Gössling & Hall (2019); review GSTC criteria and draft a carbon-neutral plan for a destination.	.	Lecture, Discussion, Project Proposal Preparation	Sustainable Tourism and Carbon-Neutral Destinations: Green Certifications	.
5	Review the UNESCO World Heritage List and Silk Road or Göbeklitepe routes; plan a fieldwork visit to Cappadocia.	.	Lecture, Discussion, Fieldwork	Cultural Heritage and Cultural Routes in Tourism: UNESCO and Local Routes	.
6	Read Xiang et al. (2017) article; prepare for analyzing a simple tourism dataset using Tableau or Excel.	.	Lecture, Discussion, Data Analysis Application	Big Data and Data Analytics in Tourism: Consumer Behavior and Destination Management	.
7	Review post-pandemic tourism recovery strategies; draft a management plan for a crisis scenario.	.	Lecture, Discussion, Case Study Analysis	Tourism in Crisis and Disaster Management: Pandemic and Climate Change	.
8	Review topics from the first 7 weeks; prepare for a written exam on a tourism trend.	.	Written Exam	Midterm Exam	.
9	Read a UNWTO report on Turkey’s health tourism potential; prepare a case study on wellness trends (e.g., detox holidays).	.	Lecture, Discussion, Case Study Analysis	Health Tourism and Wellness Trends: Mindfulness and Turkey’s Position	.
10	Research authentic tourism examples in Cappadocia; plan fieldwork on the role of local communities in tourism.	.	Lecture, Discussion, Fieldwork	Local Experiences and Authentic Tourism: Community-Based Tourism	.
11	Read an article on Gen Z and Gen Alpha tourism habits; design survey questions for a destination.	.	Lecture, Discussion, Survey Design	Tourism Preferences of Gen Z and Gen Alpha: Digital Influences	.
12	Review volunteer tourism examples; prepare a project proposal for an ecotourism village.	.	Lecture, Discussion, Project Presentation	Volunteer Tourism and Social Impact: Ecotourism and Community Projects	.
13	Read an article on overtourism in Venice or Barcelona; develop solutions for carrying capacity management.	.	Lecture, Discussion, Case Study Analysis	Overtourism and Carrying Capacity Management: Venice and Barcelona Examples	.
14	Review gastronomy trends on Instagram; prepare a digital gastronomy campaign proposal for a destination.	.	Lecture, Discussion, Group Work	Digital Gastronomy and Food Tourism: Social Media and Influencer Impact	.
15	Read a UNWTO report on space tourism and climate change; plan a tourism scenario for 2030.	.	Lecture, Discussion, Scenario Planning	The Future of Tourism: Futuristic Approaches and Scenarios	.

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Derse Katılım	14	3,00
Seminer	11	3,00
Ders Öncesi Bireysel Çalışma	14	2,00
Ders Sonrası Bireysel Çalışma	14	2,00
Vize	1	3,00
Final	1	4,00
Ara Sınav Hazırlık	7	3,00
Final Sınavı Hazırlık	7	3,00

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

Turizm Rehberliği Ana Bilim Dalı / TURİZM REHBERLİĞİ (DOKTORA) X Learning Outcome Relation

	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	5	5	5					5		
L.O. 2	5	5	5					5		
L.O. 3	5	5	5					5		
L.O. 4	5	5	5					5		

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 :** Güncel turizm konuları hakkında bilgi sahibi olurlar
- L.O. 2 :** Turizmin tarihi gelişiminin bugünkü duruma yansımalarını analiz edebilirler
- L.O. 3 :** Güncel turizm sorunları ile ilgili çözüm önerileri geliştirebilirler
- L.O. 4 :** Öğrenciler, turizmde yenilikçi teknolojilerin (örneğin, yapay zeka, IoT, veri analitiği) ve sürdürülebilirlik uygulamalarının destinasyon yönetimi üzerindeki etkilerini değerlendirerek, sektörel liderlik sergileyebilirler.