

General Info

Objectives of the Course

The aim of the course is to make students knowledge and skills about basic principles and practising about sustainable destination management tourism.

Course Contents

Sustainable tourism and destination management, basic principles of sustainable tourism on the basis of destination, sustainable tourism practices in tourist destinations in Turkey

Recommended or Required Reading

• Pike, S. & Page, S. J. (2014). "Destination Marketing Organizations and Destination Marketing." • Bramwell, B. & Lane, B. (2011). "Critical Research on the Governance of Tourism and Sustainability." • Gössling, S., Scott, D., & Hall, C. M. (2015). Tourism and Sustainability. • Türkiye Turizm Stratejisi 2023, TGA Raporları. • Sezgin, M. ve Kalamani, A. (2011) Turistik Destinasyon Çerçevesinde Sürdürülebilir Turizm Yönetimi ve Pazarlaması, ss.429-437. • Butler, R. (1999). Sustainable Tourism: A State of the Art Review. • UNWTO & UNEP (2005). Making Tourism More Sustainable.

Planned Learning Activities and Teaching Methods

The course will consist of theoretical presentations, in-class discussions, case studies, role-playing exercises, and application-based assignments. Active student participation will be encouraged to ensure the practical application of theoretical knowledge.

Recommended Optional Programme Components

It is important for students to attend classes regularly.

Instructor's Assistants

There is no assistant instructor teaching the course.

Presentation Of Course

The course will be delivered face-to-face, with course materials also available on digital platforms. Students are expected to attend class regularly and actively participate in practical activities.

Dersi Veren Öğretim Elemanları

Prof. Dr. Şule Aydın

Program Outcomes

1. Students who have successfully completed this course:Can define sustainable tourism, destination management and other related concepts
2. May comment on principles of sustainable tourism on the basis of destination
3. Collect information on the subject of a scientific research, analyze, report, and make presentations to others
4. Can make evaluation of sustainable tourism policies in Turkey as a tourist destination

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Swarbrooke, J. (1999). Sustainable Tourism Management. Bölüm 1: "The Concept of Sustainable Tourism" (s. 1–32) Hall, C. M., Gössling, S., & Scott, D. (2015). Routledge Handbook of Tourism and Sustainability. Bölüm 2: "Theoretical Perspectives on Sustainability" (s. 15–34)		Lecture, discussion, presentation	Introduction and Conceptual Framework . Sustainable Tourism and Defining of Destination Managament. . Academic Perspectives and current discussions.	

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
2	UNWTO (2020). Tourism and Sustainable Development Goals – Journey to 2030. Giriş + Bölüm 1: “Historical Evolution of Tourism and SDGs” (s. 5–28) UNEP & UNWTO (2005). Making Tourism More Sustainable: A Guide for Policy Makers. Bölüm 1: “Tourism and Sustainability: Background” (s. 7–22) UNWTO (2020). Tourism and Sustainable Development Goals – Journey to 2030. Giriş + Bölüm 1: “Historical Evolution of Tourism and SDGs” (s. 5–28) UNEP & UNWTO (2005). Making Tourism More Sustainable: A Guide for Policy Makers. Bölüm 1: “Tourism and Sustainability: Background” (s. 7–22)		Lecture, discussion, presentation	Historical Development of Sustainable Tourism * Sustainable Tourism Policies at Global and Local Levels * Roles of International Organizations (UNWTO, UNESCO, GSTC)	
3	Murphy, P. & Murphy, A. (2004). Strategic Management for Tourism Communities. Bölüm 3: “Tourism Planning and Destination Models” (s. 45–78) Journal of Destination Marketing & Management Makale: Pike, S. & Page, S. (2014). “Destination Marketing Organizations and Destination Marketing: A Narrative Analysis.” JDMM, 1(1), s. 1–10.		Lecture, discussion, presentation	Destination Management Models * DMOs (Destination Management Organizations) and Their Structures * Comparison of Management Models	
4	Franch, M., Martini, U., & Buffa, F. (2021). Sustainability, Stakeholder Governance, and Destination Marketing. Bölüm 2: “Stakeholder Governance Models” (s. 25–54) Journal of Sustainable Tourism Makale: Bramwell, B. & Lane, B. (2011). “Critical research on the governance of tourism and sustainability.” JST, 19(4–5), s. 411–421.		Lecture, discussion, presentation	Stakeholder Engagement and Governance * Public–Private Sector Partnerships * Integration of Local Communities into Processes	
5	UNWTO (2016). Indicators of Sustainable Development for Tourism Destinations. Bölüm 2: “Developing Indicators” (s. 33–70) GSTC (2019). Global Sustainable Tourism Criteria. (s. 1–24)		Lecture, discussion, presentation	Sustainability Indicators and Certification * GSTC, ETIS, GRI Criteria * Certification Systems and Measureme	
6	Hall, C. M., Gössling, S., & Scott, D. (2015). Routledge Handbook of Tourism and Sustainability. Bölüm 8: “Tourism, Economic Development and Sustainability” (s. 135–152) Journal of Sustainable Tourism Makale: Scheyvens, R. (2007). “Exploring the Tourism-Poverty Nexus.” JST, 15(1), s. 49–66.		Lecture, discussion, presentation	Economic Dimension * Local Economic Benefits, Employment, and Income Distribution * Circular Economy and Its Applications in Tourism	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
7	Dodds, R., & Butler, R. (2019). Overtourism: Issues, Realities and Solutions. Bölüm 4: "Carrying Capacity and Environmental Impacts" (s. 67–92) Journal of Ecotourism Buckley, R. (2012). "Sustainable Tourism: Research and Reality." JE, 11(1), s. 1–8.	Lecture, discussion, presentation	Environmental Dimension * Natural Resource Management * Carrying Capacity and Visitor Density Management	
8			Visa	
9	UNESCO & UNEP (2005). Making Tourism More Sustainable. Bölüm 4: "Tourism and Cultural Heritage" (s. 97–118) Journal of Sustainable Tourism McCool, S. F. & Moisey, R. N. (2008). "Tourism, Community, and Sustainable Development." JST, 16(3), s. 307–324.	Lecture, discussion, presentation	Socio-Cultural Dimension * Preservation of Cultural Heritage * Social Sustainability and Participation of Local Communities	
10	Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). "Smart tourism: foundations and developments." Electronic Markets, 25(3), s. 179–188. Journal of Destination Marketing & Management Buhalis, D. & Amaranggana, A. (2015). "Smart tourism destinations: enhancing tourism experience through personalization of services." JDMM, 4(3), s. 241–244.	Lecture, discussion, presentation	Digitalization and Smart Destination * The Role of Digital Technology on Sustainability * Big Data, IOT, GIS Based Practises	
11	Hall, C. M. (2016). Tourism Planning and Policy. Bölüm 10: "Destination Branding and Green Marketing" (s. 245–270) Font, X., & McCabe, S. (2017). "Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential." JST, 25(7), s. 869–883.	Lecture, discussion, presentation	Sustainable Marketing and Communication * Green Marketing Strategies * Destination Branding and Digital Story Telling	
12	UNWTO (2018). Sustainable Tourism Case Studies in Europe. Bölüm 1–3: Seçili vaka örnekleri (s. 9–56) Journal of Sustainable Tourism Lane, B. (2009). "Rural tourism: An overview." JST, 17(1), s. 3–16.	Lecture, discussion, presentation	Analysis of International Case * Sustainable Destination Cases in Europe * Cases in Development Country	
13	T.C. Kültür ve Turizm Bakanlığı (2007). Türkiye Turizm Stratejisi 2023. Bölüm: "Sürdürülebilir Turizm ve Politika Alanları" (s. 41–62) Tosun, C. (2001). "Challenges of sustainable tourism development in the developing world: the case of Turkey." Tourism Management, 22(3), s. 289–303.	Lecture, discussion, presentation	Sustainable Destination Management in Turkey * Successful /Unsuccessful Applications in Turkey * Evaluations of Politics and Strategy	

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
14	Scott, D., Hall, C. M., & Gössling, S. (2012). Tourism and Climate Change: Impacts, Adaptation and Mitigation. Bölüm 6: "Tourism Crisis and Climate Risks" (s. 141–168) Makale: Ritchie, B. W. (2004). "Chaos, crises and disasters: a strategic approach to crisis management in the tourism industry." Tourism Management, 25(6), s. 669–683.		Lecture, discussion, presentation	Crisis, Disaster, and Risk Management • The impact of natural disasters, epidemics, and climate crisis on destinations • A sustainability perspective in crisis management	
15	Hall, C. M., Gössling, S., & Scott, D. (2015). Routledge Handbook of Tourism and Sustainability. Bölüm 30: "Future Research Directions in Sustainable Tourism" (s. 543–560) Makale: Higgins-Desbiolles, F. (2020). "Socialising tourism for social and ecological justice after COVID-19." Tourism Geographies, 22(3), s. 610–623.		Lecture, discussion, presentation	Project Presentations and Future Research Areas • Student project presentations • Doctoral dissertation topics and future research proposals	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Ders Öncesi Bireysel Çalışma	14	3,00
Ders Sonrası Bireysel Çalışma	11	3,00
Teorik Ders Anlatım	14	3,00
Rapor	10	4,00
Ara Sınav Hazırlık	5	2,00
Vize	1	1,00
Final Sınavı Hazırlık	4	3,00
Final	1	1,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	20,00
Dönem Ödevi	40,00

	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
L.O. 1	5		5			5			5					5	
L.O. 2	5		5			5			5					5	
L.O. 3	5		5			5			5					5	
L.O. 4	5		5			5			5					5	

Table :

- P.O. 1 :** Turizm İşletmeciliği alanında ve ilgili disiplinlerde sahip olduğu bilgiyi uzmanlık düzeyinde geliştirir ve derinleştirir.
- P.O. 2 :** Turizm alanı ile ilgili ulusal ve uluslararası hukuki düzenlemeleri kavrar ve uygular.
- P.O. 3 :** Turizm sektöründeki güncel konular ve sorunlar için yaratıcı ve pratik çözüm önerileri geliştirir.
- P.O. 4 :** Bilimsel araştırma yöntemlerini kullanarak alanıyla ilgili bir araştırmayı planlar, yürütür, değerlendirir ve rapor halinde sunar.
- P.O. 5 :** Makro ve mikro ölçekte turizm plan ve politikaları konusunda ayrıntılı bilgi sahibi olur.
- P.O. 6 :** Ulusal ve uluslararası turizm işletmelerini etkin şekilde yönetebilmek için gerekli olan önemli işletmecilik ilkelerini bilir, eleştirel şekilde değerlendirir ve uygular.
- P.O. 7 :** Turizm işletmeciliği ile ilgili rekabet stratejileri geliştirir ve uygular.
- P.O. 8 :** Alanında uzmanlık gerektiren konularda bir çalışmayı başkalarıyla ve bağımsız olarak etkin bir şekilde yürütür.
- P.O. 9 :** Yaşam boyu öğrenme için gerekli olan davranışlar ve yetkinlikler geliştirir.
- P.O. 10 :** Edindiği bilgi ve becerileri analiz eder, eleştirel şekilde yorumlar ve değerlendirir.
- P.O. 11 :** Bir yabancı dili en az Avrupa Dil Portföyü B2 genel düzeyinde kullanarak sözlü ve yazılı iletişim kurar.
- P.O. 12 :** Turizm İşletmeciliği alanıyla ilgili bilgisayar yazılımı, bilgi ve iletişim teknolojilerini ileri düzeyde kullanır.
- P.O. 13 :** Toplumsal ve mesleki etik değerleri kavrar, eleştirel bakış açısıyla değerlendirir ve uygun davranışlar geliştirir.
- P.O. 14 :** Yazılı ve sözlü olarak etkili iletişim ve sunum becerileri gösterir.
- P.O. 15 :** Sosyal adalet, kültürel değerler ve çevreye duyarlılık gibi konularda yeterli bilince sahip olur.
- L.O. 1 :** Bu dersi başarı ile tamamlayan öğrenciler:Sürdürülebilir turizm, destinasyon yönetimi ve ilgili diğer kavramları tanımlayabilir
- L.O. 2 :** Destinasyon bazında sürdürülebilir turizm ilkeleri hakkında yorum yapabilir
- L.O. 3 :** Bilimsel bir araştırma konusuyla ilgili bilgi toplayabilir, analiz edebilir, rapor haline getirerek başkalarına sunabilir
- L.O. 4 :** Bir turistik destinasyon olarak Türkiye'deki sürdürülebilir turizm politikaları hakkında değerlendirme yapabilir