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TUİ534 - INTERNATIONAL TOURISM - Turizm Araştırmaları Enstitüsü - Turizm İşletmeciliği Ana B

General Info

Objectives of the Course

It is aimed to provide students with information on international tourism movements, tourism demand, int international travel organizations, international travel market, online channels, international competition st

Course Contents

In this course, students will be informed about international tourism movements, international tourism bus and international crises. In addition, case studies will be discussed with students and international and regi

Recommended or Required Reading

1. Kozak, M. (2022). Turizm Pazarlaması: Stratejik Yaklaşımlar. Detay Yayıncılık. 2. İçöz, O. (2021). Turizm İşlet McClanahan, P. (2024). The New Tourist. The Guardian 4. Emerald Publishing. (2023). International Journal c (2023). International Journal of Tourism and Hospitality Management in the Digital Age. IGI Global

Planned Learning Activities and Teaching Methods

Narration, presentationi question-answer, discussion

Recommended Optional Programme Components

There is no other suggested subject for the course.

Instructor's Assistants

There is no assistant faculty member teaching the course.

Presentation Of Course

The course is given face to face.

Dersi Veren Öğretim Elemanları

Prof. Dr. Şule Aydın

Program Outcomes

1. Knows the activities that need to be planned in a destination within the scope of international prom
2. Knows current activities for international promotion in the world and in Turkey.
3. Know the tools used in the definition of international tourism.
4. Have information about international touristic movements.

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods
1			narration, question-answ discussion
2	Kapadokya Bölgesi (Nevşehir) Turizm Tanıtım Stratejisi		narration, question-answ

Program tanımları ve çıktılarını PDF e aktarma

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