



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE		COURSE NAME	Cultural Heritage Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
V	2	0	0	2	4	CORE () ELECTIVE (x)	Turkish
COURSE CATEGORY							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
	X						
ASSESSMENT CRITERIAS							
DURING TERM	Activity		Number	Percentage (%)			
	I. Mid-Term		1	40			
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
FINAL EXAM			1	60			
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT							
COURSE OBJECTIVES		The aim of this course is to learn Culture and the concepts of Cultural Heritage and to recognize of Turkey's Cultural Heritage resources and to understand of the importance of the these resources in terms of sustainable development.					
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
COURSE OUTCOMES		Students knows the concept of Cultural Geography information Students classify Turkey's Cultural Geography resources. Students become aware of Turkey's Cultural Geography resources. Students assess the Cultural Geography resources through tourism and plan it in Turkey. Students create awareness about the importance of using protection of cultural heritages in terms of sustainable development. Students use theoretical information in field studies.					
TEXTBOOK(S)		Özdemir, N. ve Öger, A. (Ed.) (2019). Kültürel Miras Yönetimi, Grafiker Yayınları.					
SUPPORTIVE RESOURCES		Aksoy, A ve Ünsal, D. (2023) Kültür Mirası Yönetimi: Neden ve Nasıl?. İstanbul Bilgi Üniversitesi Yayınları					
EQUIPMENTS REQUIRED							

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Basic Concepts about Cultural Geography of Turkey
2	Culture, Cultural Heritage and Cultural Tourism
3	Cultural Heritage Tourism
4	UNESCO World Heritage List
5	UNESCO World Heritage List (Türkiye)
6	Socio- Cultural Heritage Classification (Language, Religion)
7	Socio- Cultural Heritage Classification (Clothing, Kitchen)
8	Socio- Cultural Heritage Classification (Traditions)
9	Socio- Cultural Heritage Classification (Music, Dance, Folklore)
10	Socio-Cultural Heritage Classification (Art Works and Archaeological, Historical Building and Historical Field)
11	Heritage Roads
12	Industrial Heritage Areas
13	Underwater Cultural Heritage
14	General Overview
15,16	Final exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.			X
2	To be able to plan the process of investment of a new established tourism company.			X
3	To be able to manage companies to be established in the areas of tourism.			X
4	To understand local, national and international dimension of management in tourism administration.	X		
5	To have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment	X		
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.			X
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.) and hotel management			X
9	To be able to research scientific knowledge about tourism and hotel management.		X	
10	To be able to understand and comment the new trends about tourism industry.		X	
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)	X		
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.		X	
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.			X

1: Few 2: Partially 3: Many

Instructor Name :