

DOKUZ EYLÜL UNIVERSITY
2025-2026 Faculty of Business Destination Management (Minor)
Minor Curriculum Plan for Faculty of Business Students

DESTINATION MANAGEMENT MINOR PROGRAM

Destination Management is a field of increasing importance, driven by destinations' efforts to offer visitors superior quality experiences in a highly competitive environment and to manage the impact of tourism on society and the environment. Destination Management is an innovative approach to sustainable tourism development that focuses on a specific area (tourism destination) and organizes businesses operating within and outside the tourism sector, central and local governments, NGOs, and local communities under the goal of sustainable development, supporting the participation of all stakeholders. Destination Management courses are aimed at students who aspire to careers as tourism destination managers and marketers, hotel founders, tour operators, business owners, and public officials, and who work in areas that enhance the competitiveness and long-term sustainability of tourism destinations.

Required Courses

Prerequisite	Course Code	Course Name	Theo.	Prac.	Total	ECTS
	TMT 2001	INTRODUCTION TO TOURISM AND TRAVEL INDUSTRY	3	0	3	5
	TMT 2012	INTRODUCTION TO HOSPITALITY INDUSTRY	3	0	3	4
	MRK 2901	MARKETING	3	0	3	5
	TMT 4019	DESTINATION MARKETING	3	0	3	4

ECTS Total: 18 Credit Total: 12

Courses to be Taken as Elective

Prerequisite	Course Code	Course Name	Theo.	Prac.	Total	ECTS
	TMT 3023	SUSTAINABLE DESTINATION MANAGEMENT	3	0	3	4
	TMT 3027	TOURISM ANALYSIS	3	0	3	4
	TMT 4012	ENVIRONMENT AND NATIONAL PARKS MNG.IN TOURISM	3	0	3	4
	TMT 4014	VISITOR ATTRACTIONS MANAGEMENT	3	0	3	4
	TMT 4026	CULTURAL TOURISM	3	0	3	4
	TMT 4024	TOURISM PLANNING AND DEVELOPMENT	3	0	3	4
	TMT 4028	PUBLIC RELATIONS MANAGEMENT IN TOURISM	3	0	3	4
	TMT 3039	EVENTS TOURISM AND MANAGEMENT	3	0	3	4

* The minor program consists of at least 18 credits in credit-based systems, and an equivalent number of courses in non-credit systems.

* Five (5) elective courses must be selected.