

B.A.İ.B.Ü.
FACULTY OF TOURISM
DEPARTMENT OF TOURISM MANAGEMENT

1st Class 1st Term
(1st Semester)

COMPULSORY COURSES

ENG3610120 English Skills I (3-6-6) ECTS (7)

Start level I. basic concepts (place, time, who, what, where, how etc.), structures, terms and verbs verbs phrases, modals, tenses, conjunctions, and specific the indefinite articles, prepositions, adverbs. Start Level II: English language, basic grammatical information, readwrite and speaking, Turkish- English English-Turkish techniques translation, Turkish-English turns sentence and paragraph translations, English vocabulary development, sentence most accurate or appropriate word to use Visual and auditory in learning English utilization of techniques, self-study development of the technique constitute the course content.

TZİ3610120 General Tourism (3-0-3) ECTS (5)

Tourism and tourists, the relationship between tourism and other disciplines, tourism varieties, the factors that influence the development of Tourism tourism industry, tourism supply, tourism demand, tourism and the economy, the physical environment of tourism, tourism sociology, tourism businesses, the structure of Turkish tourism, tourism future trends will be examined.

TZİ3610320 Introduction to Business Science (3-0-3) ECTS (5)

Business and general concepts, business environment, business types, legal classification of businesses as a business function general management functions, business functions: production functions, marketing functions, human resources function accounting-finance function course constitute content.

TZİ3610520 General Economics (3-0-3) ECTS (4)

Understanding economic life, understanding economic concepts used in daily life and learning the rationality in economic decision processes, national income, money, growth, economic thought and systems, goods and services, consumption, scarcity, utility, production, factors of production, demand, supply and market balance and general knowledge about distribution theory constitute the course content.

TZİ3610720 Basic Information Technology (1-2-2) ECTS (3)

Internet internet browsers, electronic mail management, newsgroups / forums web-based learning personal web site creation, e-commerce, word resume processing program, and internet career, Microsoft Office applications: Word, Excel, PowerPoint use process tables, formulas, and functions, graphs constitute the course content.

TZİ3610920 Career Planning (1-0-1) ECTS (2)

The lesson covers career concept, career planning, relationship of career planning with vocational counseling, individual career development, CV preparation and CV types, job interview, career planning process, evaluation of the Turkish education system in line with career planning, applicability of career counseling in schools, lifelong career planning, career planning in retirement.

ATA3610120 Ataturk Principles and Revolution History-1 (2-0-2) ECTS (2)

It covers Industrial Revolution and French Revolution, the dissolution of the Ottoman Empire (XIX. Century), Tanzimat and Islahat Edict, I. and II. Constitutional Monarchy, Tripoli and Balkan Wars, World War I, Mondros Armistice Treaty, Wilson Principles, Paris Conference, M. Kemal's arrival in Samsun and the situation in Anatolia, Amasya Circular, National Congresses, Inauguration of the Parliament, establishment and internal revolts, Teşkilat-ı Esasi Law, Establishment of the Regular Army, I. İnönü, II. It covers İnönü, Kütahya Eskişehir, Sakarya Pitched Battle and the Great Attack, the treaties during the War of Independence, the Treaty of Lausanne, the abolition of the Sultanate.

TUR3610120 Turkish Language-1 (2-0-2) ECTS (2)

The lesson covers language; the relationship between language and culture; among the world's languages The place of Turkish language, Turkish language,the development of Sound properties of Turkish Language basic information, language, oral and written expression is correct, clear, and effective use gain the skills necessary for the application to be done, spelling rules, adjectives, and pronouns, sentence structure, sentence elements, essay and report writing, essay writing.

1st Class 2nd Term (2nd Semester)

COMPULSORY COURSES

ENG3610220 English Skills II (3-6-6) ECTS (7)

This course aims to enable students to reach the Basic User (A1) level in the assessment system specified in the Common European Framework of Reference for Languages (CEFR). Basically, English reading, writing, listening, speaking skills, as well as grammar, pronunciation and vocabulary are included in this course. The lesson covers A1 level grammar, understanding familiar daily expressions and simple sentences, speaking and writing using basic grammar structures, introducing yourself, introducing others, asking questions for personal information, reading simple English texts consisting of everyday topics, if the other person speaks slowly and clearly, communicating with them, writing simple language paragraphs about personal information, likes, family, environment.

TZİ3610220 Tourism Marketing (3-0-3) ECTS (5)

Tourism marketing and its definition, tourism marketing mix and features, tourism marketing environment, tourism marketing planning, marketing information system, tourism market, tourism marketing; product, distribution, price, promotion, human, physical evidence and processes, marketing in electronic media will be covered. Within the scope of the course, distinguishing features of service marketing will be examined and associated with the tourism industry. The importance of tourism marketing for tourism enterprises and organizations will be discussed.

TZİ3610420 General Accounting (3-0-3) ECTS (5)

This course covers the basic concepts of accounting and the Uniform Chart of Accounts by examining the balance sheet and income statement accounts, making accounting records and preparing the basic financial statements that measure the financial condition of an enterprise. In businesses; accounting of the transactions according to generally accepted principles, producing reliable information and reporting this information with consistent financial statements are among the topics covered.

TZİ3610620 Basic Law (2-0-2) ECTS (4)

Within the scope of the course, students are taught basic information about law, the sources of law, Constitutional Law, the basic structure of personal licenses and contracts, teaching their rights and obligations, discussing them and improving their level of thought.

TZİ3610820 Research and Presentation Skills (1-2-2) ECTS (3)

Scientific introduction to research, scientific research, the research process and steps that make up the elements of the research, research course in report writing will be discussed. The lesson covers presentation, preparation presentation, preparation the basic principles of in presentations, visual and auditory factors, presentation during speaking skills, public speaking, gestures and body language, material preparation, lectures, the contents of communication in business life.

TZİ3611020 Social Relations and Pluralism (2-0-2) ECTS (2)

Social relationships, community, society and the individual, society and the state the analysis of the relations, sociology, science, social institutions, family, education, social class in the context of class, status, race, ethnicity, gender concepts, social stratification and inequality are addressed. The analysis of social relations and society, individual and organizational social movements in the context of relationships the examination also within the context of the course are discussed.

ATA3610220 Ataturk Principles and Revolution History II (2-0-2) ECTS (2)

Of the Republic proclamation and subsequent developments, the principles of Atatürk Atatürk's reforms after the 1940's, Turkey's foreign policy issues are addressed.

TUR3610220 Turkish Language II (2-0-2) ECTS (2)

Post language and written expression, writing studies on the right of the sign and use the place of personal expression and social communication, speech disorders, disorders lecture to be fixed meaning and mission in terms of words, sentence, sentence elements, sentence off elements, sentence types, sentence review the topics addressed.

2nd Class 1st Term

(3rd Semester)

COMPULSARY COURSES

ENG3620120 English Skills III (3-6-6) ECTS (7)

This course aims to enable students to reach the Independent User (B1) level in the evaluation system specified in the Common European Framework of Reference for Languages (CEFR). This course includes studies to improve reading, writing, listening, speaking skills, grammar and vocabulary. It covers remembering the general lines of topics related to current events, understanding vocabulary in texts written in a vocational or everyday language, speaking without preparation on matters related to the profession or daily life, telling a story, expressing impressions about a book or movie, writing various types of personal or professional articles..

TZİ3620120 Hospitality Management (3-0-3) ECTS (5)

The lesson consists of organization in hospitality businesses services and standards, front office / reservation, guest relations, food and beverage planning, housekeeping, technical and auxiliary services, the functions of the hotel staff and the financial structure of the hotel.

TZİ3620320 Transportation Services in Tourism (3-0-3) ECTS (5)

The content of the course consists of transportation services, the types of transportation used in tourism and the examination of the transportation preferences of tourists, understanding the nature and dimensions of transportation services in tourism, economy, planning, marketing and management of transportation services.

TZİ3620520 Food and Beverage Management (3-0-3) ECTS (5)

The content of the course consists of a detailed examination of food and beverage management, food service sector and food and beverage departments of hotels, kitchen organization, menu planning and production and service stages.

TZİ3621121 Front Office and Customer Relationship Management (2-2-3) ECTS (5)

Within the scope of the customer service cycle in the accommodation establishments, the types of services provided in the front office, the necessary technical knowledge, skills, attitudes and behavioral characteristics that the front office officers should have in relation to the customer and other employees constitute the scope of this course.

TZİ3620920 Tourism Geography (3-0-3) ECTS (4)

It is ensured that the relations between tourism activities and places are understood. Turkey's cultural and natural values are detailed. The effects of tourism activities on natural and culture in the environment, and the issues related to the relationship between tourism and geography are explained.

2nd Class 2nd Term (4th Semester)

COMPULSARY COURSES

ENG3620220 English Skills IV (3-6-6) ECTS (7)

This course aims to enable students to reach the Independent User (B1 +) level in the evaluation system determined in the Common European Framework of Reference for Languages (CEFR). This course includes studies to improve reading, writing, listening, speaking skills, grammar and vocabulary. Understanding the main points of clear standard input on subjects that are regularly encountered in their fields such as work, school, leisure, dealing with many situations likely to arise while traveling in a region where the language is spoken, creating a simple and connected text on topics that are familiar or of personal interest, and describing events, dreams, hopes, brief reasons and explanations about views and plans.

TZi3620220 Travel Agencies and Tour Operators (3-0-3) ECTS (5)

The contents of this course are; the definition of travel agency and tour operator, its historical development, relations and agreements with the world tour operator, examining the activities of tour operations and agencies in the accommodation facilities and acquiring knowledge and skills about agency-hotel relations.

TZi3621221 Hotel Automation Systems (1-2-2) ECTS (4)

Recognition and use of automation systems used in hotels, hardware information, input-output units, individual, agency and group reservations, and being able to do each process from the exit stage, room plan, floor plan, calendar-activity, cash register operations, room allocation, invoice transactions , end of day operations and department managers reports.

TZi3620620 Housekeeping Management (2-2-3) ECTS (5)

The content of the course; the importance of housekeeping management in terms of accommodation management, the organizational structure of the department, the basic information to guide the cleaning of the floors and rooms, and the management information related to the control of the work, labor control, periodic evaluation of the working performances.

TZi3620820 Financial Management (3-0-3) ECTS (5)

Course mainly covers the examination of basic concepts related to financial management and the basic issues related to the functions of financial management. Some of the concepts covered by the course; value, firm value, risk and return, time value of money, financial analysis, planning, audit, capital structure policy, profit distribution policy and weighted average capital structure.

TZi3621020 Tourism Law (3-0-3) ECTS (3)

Examination of the direct and indirect reflections in tourism industry on current situation and changes made to the laws, statutes and regulations in the tourism related, the rights and obligations of tourists and businesses, the resources of tourism law and the legal arrangements for the organization in tourism.

3rd Class 1st Term

(5th Semester)

COMPULSARY COURSES

TZi3630120 Vocational English-1 (2-2-3) ECTS (4)

Basic concepts for English language skills that may be required in Tourism Management, professional terminology, concepts and skills related to tourism, historical development of tourism, basic concepts in hotel management constitute the course content.

TZi3630320 Tourism Analysis of Investment Projects (3-0-3) ECTS (5)

This course covers the concept of tourism investment and project, its types and features, incentives applied, economic and financial project development, analysis of the economic feasibility of tourism investment projects, and sample project work.

MUST ELECTIVE FOREIGN LANGUAGE COURSES

YBD3630120 German I (2-4-4) AKTS (6)

The lesson covers introduction, greeting, calling etc., positive and negative sentence structures; the verb to have-not; verbs, definitions, professions, words related to work and work, question sentences, identification, numbers, conjunctions, ambiguous definitions.

YBD3630320 Russian I (2-4-4) ECTS (6)

The lesson covers introduction, greeting, calling etc., positive and negative sentence structures; the verb to have-not; verbs, definitions, professions, words related to work and work, question sentences, identification, numbers, conjunctions, ambiguous definitions.

YBD3630520 French I (2-4-4) AKTS (6)

The lesson covers introduction, greeting, calling etc., positive and negative sentence structures; the verb to have-not; verbs, definitions, professions, words related to work and work, question sentences, identification, numbers, conjunctions, ambiguous definitions.

YBD3630720 Spanish I (2-4-4) ECTS (6)

The lesson covers introduction, greeting, calling etc., positive and negative sentence structures; the verb to have-not; verbs, definitions, professions, words related to work and work, question sentences, identification, numbers, conjunctions, ambiguous definitions.

YBD3630920 Chinese I (2-4-4) ECTS (6)

The lesson covers introduction, greeting, calling etc., positive and negative sentence structures; the verb to have-not; verbs, definitions, professions, words related to work and work, question sentences, identification, numbers, conjunctions, ambiguous definitions.

YBD36301120 Arabic I (2-4-4) ECTS (6)

The lesson covers introduction, greeting, calling etc., positive and negative sentence structures; the verb to have-not; verbs, definitions, professions, words related to work and work, question sentences, identification, numbers, conjunctions, ambiguous definitions.

SEMESTER ELECTIVE COURSES**TZİ3630520 Organizational Behavior (3-0-3) ECTS (5)**

This course covers topics such as basic concepts, motivation, leadership, communication, conflict management, stress management, change management, time management, organizational commitment, organizational citizenship, organizational justice, organizational culture, from which students can acquire theoretical and practical knowledge in the field of organizational behavior.

TZİ3630720 Event Management (3-0-3) ECTS (5)

Introducing the common areas of the event management and tourism industry, the contribution of events to the development of tourism and the rapidly developing events industry, teaching the types, planning, effects and results of the events are within the scope of this course.

TZİ3631721 Supply Management in Tourism Businesses (3-0-3) AKTS (5)

Basic concepts of logistics and supply chain management in tourism businesses, supply chain structure, supply chain members, supply chain design, demand forecasting and planning, inventory management, supply and supplier management, distribution processes in supply chain management, performance management in supply chain, World and Turkey sample supply chain applications will be covered in the course.

TZİ3631120 Destination Management (3-0-3) ECTS (5)

Following the basic information provided about destination management and marketing, the course covers handling the issues such as samples and applied studies of international tourism market, stakeholder management on destinations, strategic planning, destination management and marketing organizations and destination management cooperation.

TZİ3631921 Nutrition Principles and Menu Planning (3-0-3) AKTS (5)

The development of theoretical and applied knowledge on nutrition, covering many topics such as recognition of nutrients, studying human physiology at the level of digestion, absorption, transport and metabolism, regulations on food labeling, portion size, descriptive terms, health claims, and planning menus for various groups by learning menu planning principles, is within the scope of the course.

TZİ3632121 Tourism Sociology (3-0-3) ECTS (5)

Information will be given about the analysis of the social interaction caused by tourism, the interaction between the local people, change in values, conflict, social acceptability, tourism with an anthropological approach, tourism with a sociological approach, cultural impact and the effects of business culture, the role of the social environment in tourism activities.

TZİ3632321 Tourism Economy (3-0-3) ECTS (5)

The role of the economy in the development of tourism will be examined. Microeconomic and Macroeconomic theory and practices arising from the problems arising from the distribution of social resources, especially the problems arising from the multiple use of social resources and the conflicts between individual interests and social interests. Students will have information about the relationship between tourism and economy and the importance of tourism in the economy.

TZİ3632521 Basic Statistics (3-0-3) ECTS (5)

This course includes topics such as introduction to statistics, data, information, knowledge, concepts and types of variables, methods of summarizing data, methods of presenting data, and provides insight into the importance of statistics with real-life examples.

TZİ3632721 Strategic Management (3-0-3) ECTS (5)

How the strategic management process takes place in hotel enterprises, the characteristics of strategic decisions, external environmental analysis, industry branch analysis, goal, target, mission, goal structure and hierarchy, internal environment analysis, swot analysis, strategy types, strategy formulation and portfolio analysis will be discussed.

3rd Class 2nd Term

(6th Semester)

COMPULSARY COURSES

TZİ3630220 Vocational English II (2-2-3) ECTS (4)

Intermediate level basic concepts (travel business concepts, food and beverage business concepts, etc.), forms used in communication, oral and written communication with the customer constitute the content of the course for English language skills that may be required in tourism management.

TZİ3630420 Entrepreneurship (3-0-3) ECTS (5)

Entrepreneurship and entrepreneur concepts, entrepreneurship process, fundamentals of entrepreneurial thinking and functions of entrepreneurs, testing entrepreneurship features, business idea development and creativity exercises, responsible entrepreneurship concept and experience sharing, business concept, business functions, types, forms of establishment, financial and legal responsibilities, business Workshops on the concept of plan, market research, marketing plan, production plan, management plan, financial plan, business model and business plan constitute the course content..

MUST ELECTIVE FOREIGN LANGUAGE COURSES

YBD3630220 German II (2-4-4) AKTS (6)

It covers the topics of improving the vocabulary, using the most correct or appropriate word in a sentence, sentence translation, and utilizing visual and audio techniques in foreign language learning.

YBD3630420 Russian II (2-4-4) AKTS (6)

It covers the topics of improving the vocabulary, using the most correct or appropriate word in a sentence, sentence translation, and utilizing visual and audio techniques in foreign language learning.

YBD3630620 French II (2-4-4) AKTS (6)

It covers the topics of improving the vocabulary, using the most correct or appropriate word in a sentence, sentence translation, and utilizing visual and audio techniques in foreign language learning.

YBD3630820 Spanish II (2-4-4) AKTS (6)

It covers the topics of improving the vocabulary, using the most correct or appropriate word in a sentence, sentence translation, and utilizing visual and audio techniques in foreign language learning.

YBD3631020 Chinese II (2-4-4) AKTS (6)

Subjects as a continuation of the Chinese I course are covered within the scope of the course. Knowledge of Chinese will be processed and information will be given to improve the speaking, comprehension and writing technique by mastering Chinese grammar and grammar. In this way, students will improve their ability to greet people, understand and respond to instructions, make requests, make phone calls, and practice verbal expression and speaking activities. With the help of increasing grammar and vocabulary knowledge, foreign language competence will be improved in theory and practice by ensuring the progress of students' Chinese proficiency.

YBD3631220 Arabic II (2-4-4) AKTS (6)

It covers the topics of improving the vocabulary, using the most correct or appropriate word in a sentence, sentence translation, and utilizing visual and audio techniques in foreign language learning.

SEMESTER ELECTIVE COURSES

TZİ3630620 Human Resources Management (3-0-3) ECTS (5)

This course covers topics such as human resources and personnel management, job analysis, human resource planning, job placement and selection, job placement and training, performance evaluation, career management, job valuation and remuneration.

TZİ3630820 Sales Management (3-0-3) ECTS (5)

This course covers the concepts of advertising, public relations, personal sales and sales promotion, which can be defined as efforts to inform consumers about the goods and services produced by the business, to convince them, to direct them to a certain behavior and to remind them.

TZİ3631821 Sustainable Tourism (3-0-3) ECTS (5)

In this course, the concept and the basic principles of sustainability, the importance of sustainability in tourism and how it can be achieved are explained. Based on the concept of sustainability, practices and managerial approaches that can be applied in tourism businesses are taught.

TZİ3632021 Recreation and Animation (3-0-3) ECTS (5)

What is leisure and recreation? Free time philosophy, best time to lay theories, recreation and theories of meaning in human life free time for individual and society and recreation needs and the importance, in recreation sectors. Concept of leisure and leisure time, definition and types of recreation, social importance of recreation, recreational applications, relationship between tourism and recreation, effects and problems of recreational activities in touristic area.

TZi3631420 Communication Techniques (3-0-3) AKTS (5)

In this course, basic concepts of communication and communication studies with stakeholders will be explained with examples. Within the scope of the course, subjects such as the importance of communication, ways to communicate effectively, barriers in communication and conflict will be discussed.

TZi3631620 Food and Beverage Culture (3-0-3) ECTS (5)

The course covers topics such as the cultural relationship of food and beverage, intercultural interaction, the place of food and drink in our culture, the relationship between food and beverage and culture in other nations, the importance of food and drink in our traditions and customs, food and beverage and identity, food and drink from an imaginary point of view, reflections of culture in food and drink.

TZi3632221 Cost and Management Accounting (3-0-3) AKTS (5)

Calculating the cost of first materials and materials in tourism establishments, calculating the labor cost, calculating the general production costs, recognizing the characteristics of the enterprises and the accounting practices in these enterprises, the notebooks, towns and forms used, the importance and outlines of the room, food and beverage costs, Information will be given on the subjects of recording and implementing transactions (cash, credit, cheque and promissory note), learning the follow-up, control and accounting, learning how to make the beginning, intra-period and end-of-period transactions related to the accounting process, and to learn how to put them into financial statements.

TZi3632421 Quantitative Decision Making Techniques (3-0-3) ECTS (5)

This course covers topics such as analytical modeling, statistical analysis techniques and decision models that can assist the managerial decision making process by enabling students to analyze decision making processes under various conditions. These techniques are applied to business problems and solved and interpreted with the help of computer programs.

TZi3632621 Digitalization in Tourism (3-0-3) ECTS (5)

The concepts of knowledge economy, information society, globalization, changes and transformations in the global economy, the transformation of information society and the social

and cultural effects of this transformation, the development of information and communication technologies and its sectoral and business effects, the place of the tourism sector in the global economy, the place of information in the tourism sector effects on the tourism sector, the concept of electronic tourism, information and communication technologies in airline enterprises, e-airline enterprises, information and communication technologies in accommodation enterprises and e-accommodation enterprises, information and communication technologies in intermediary enterprises, transformation in tourism distribution channels, information technologies in transportation enterprises, information and communication in transportation enterprises technologies (road transportation, railways, car rental and cruises), information and communication technologies in destination management organizations, e-commerce in the tourism sector, the concept of social media marketing and its place in the tourism sector, tourism The importance of social networking sites for sm enterprises, post-modern consumer behavior, the effects of information and communication technologies on consumers in tourism will be learned.

**4th Class 1st Term
(7th Semester)**

COMPULSARY COURSES

TZİ3640120 Vocational English III (2-2-3) ECTS (4)

Advanced basic concepts for English language skills that may be required in Tourism Management, development of verbal and written communication with customers in hotel, restaurant and flight reservations, dealing with complaints, problem solving and case studies in tourism constitute the course content.

TZİ3640320 Tourism Policy and Planning (3-0-3) ECTS (5)

In this course, the topics such as the definition of tourism policy, the elements that make up the tourism policy, the definition of the tourism plan, the conditions of being a tourism city, the life curves of the tourism regions in terms of tourism planning, investments in the tourism industry, problems in tourism planning and policy, and sustainable tourism are discussed.

MUST ELECTIVE FOREIGN LANGUAGE COURSES

YBD3640120 German III (2-4-4) AKTS (6)

It covers the topics of finished and unfinished verbs, passive verbs, reflexive verbs, the definition of adjective-verbs and the conjugation and use of adjective-verbs, the introduction of adverb-verbs, the construction and use of adverbs, and general revision.

YBD3640320 Russian III (2-4-4) AKTS (6)

It covers the topics of finished and unfinished verbs, passive verbs, reflexive verbs, the definition of adjective-verbs and the conjugation and use of adjective-verbs, the introduction of adverb-verbs, the construction and use of adverbs, and general revision.

YBD3640520 French III (2-4-4) AKTS (6)

It covers the topics of finished and unfinished verbs, passive verbs, reflexive verbs, the definition of adjective-verbs and the conjugation and use of adjective-verbs, the introduction of adverb-verbs, the construction and use of adverbs, and general revision.

YBD3640720 Spanish III (2-4-4) AKTS (6)

It covers the topics of finished and unfinished verbs, passive verbs, reflexive verbs, the definition of adjective-verbs and the conjugation and use of adjective-verbs, the introduction of adverb-verbs, the construction and use of adverbs, and general revision.

YBD3640920 Chinese III (2-4-4) AKTS (6)

Courses Chinese students and themselves by using the best way to express oral and written both group both in their own right by carrying out studies critical thinking it is targeted.

YBD36401120 Arabic III (2-4-4) AKTS (6)

It covers the topics of finished and unfinished verbs, passive verbs, reflexive verbs, the definition of adjective-verbs and the conjugation and use of adjective-verbs, the introduction of adverb-verbs, the construction and use of adverbs, and general revision.

SEMESTER ELECTIVE COURSES

TZI3641721 Tourism Varieties (3-0-3) ECTS (5)

This course includes topics that will enable students to learn about the different types of tourism,

to understand the strategies, policies and initiatives related to different tourism types, and to understand that a different product and development can exist in each type of tourism.

TZİ3640720 Ethics and Corporate Social Responsibility in Tourism (3-0-3) ECTS (5)

In the course, topics such as the main ethical issues that arise in today's business life, the concepts of right and unfair competition, the responsibilities of the business towards employees, society and the environment, the moral dimensions of business administration will be discussed. In addition, topics such as corporate social responsibility concept and development, social responsibility areas, social responsibility management, business ethics and social responsibility relationship, the impact of social responsibility practices on corporate success will be examined also case studies about ethics and social responsibility will be included in terms of tourism enterprises.

TZİ3641921 Scientific Research Methods (3-0-3) ECTS (5)

Definition of the science, scientific research and scientific method. Characteristics of scientific research and retrieval of scientific information (information resources, library and how to use on-line databases) library visits (applied), scientific text reading, comprehension and summarization, research, approaches-design and methods (quantitative-qualitative- mixed), what is the research problem and how is it determined (problem, research question, hypothesis)? Sampling on researches (The universe-sampling, qualitative and quantitative sampling techniques and collection tools (surveys, observations, interviews, document), data analysis, reliability and validity of scientific research, academic writing (what is the AP, literature organization, academic text organization), scientific ethics, research and ethics (the importance of respecting the source and its meaning), ethics violations, research recommendations and overall assessment of the course.

TZİ3642121 Food and Beverage Service Management (3-0-3) ECTS (5)

To students; To gain competence in the activities carried out in food and beverage businesses by giving basic information about the food and beverage industry and the management of food and beverage businesses.

TZİ3642321 Beverage and Food Technologies (3-0-3) ECTS (5)

In this course, it is aimed to have information about the processes and controls related to food

and beverage production technologies, starting from the raw material to obtaining the product.

TZİ3642521 Innovation and Product Development (3-0-3) ECTS (5)

This course provides students with information on how to manage innovation and identify markets, develop new product ideas, and design profitable new products. In this context, information will be given about the basic concepts of innovation management, innovation types, trends, innovation models, strategies, creativity and leadership, innovation management process, information and innovation management techniques in enterprises, innovation management structure in tourism industry, innovations in tourism.

TZİ3642721 Current Issues in Tourism (3-0-3) ECTS (5)

It is aimed to analyze, evaluate, interpret and discuss the current problems seen in the world and in Turkey in terms of the development of the tourism industry. In this context; the present of the tourism industry and the prominent structural features, the international tourism system and related problems: economic problems, political problems, cultural problems and environmental problems, the effects of tourism on regional development: development in the region, income distribution problems, problems related to the participation of local people in the region, tourism problems of business enterprises: business environment, problems related to practice (ethics, quality, satisfaction, etc.), problems with tourism education, problems with working conditions in tourism, the future of tourism and potential problem areas.

TZİ3642921 Current Management Approaches in Tourism (3-0-3) ECTS (5)

In this course, modern approaches in management organization literature will be examined. Information on process-based approaches, strategic management, customer focus, modern leadership styles, crisis management, modern incentive and motivation practices, reengineering, outsourcing, benchmarking, cultural management, customer relationship management will be given.

TZİ3643121 Volunteering Studies (3-0-3) ECTS (5)

The main aim of the course is to strengthen the ties between the university and the society by using the knowledge, skills and experiences that students have acquired throughout their education life; to raise awareness about problems such as humanitarian, social, economic, etc. and various issues and problems in society, especially migration, disasters, the disabled, and

disadvantaged groups; to ensure the development of human, social, cultural, moral values and skills through some volunteering activities they will participate in and carry out, and to increase visibility and awareness in the society on issues such as disability life, migration and disaster, where social sensitivity is high; thus, to enable students to take part in voluntary work for a period of time within a plan to be prepared in advance in a volunteering field of their choice and to share their results..

TZi3640122 Health Tourism (3-0-3) ECTS (5)

The aim of the course is to evaluate the factors to be considered for the protection and development of health in the tourism industry and to have information about health tourism.

4th Class 2nd Term

(8th Semester)

TZi3640220 On The Job Training (0-20-10) ECTS (20)

It is a course that aims to enable students to practice and put into practice the theoretical knowledge they have acquired and learned in the department by working in a tourism business.

TZi3640420 Graduation Project (0-20-10) ECTS (20)

The finishing project aims to apply what students learn about the field of Tourism Management to life. Students explore a site-related topic using appropriate methods and techniques and uncover a project / product. Student graduation projects are evaluated by the project committee, which is made up of the lecturers.

Managerial Skills (distance education) (2-2-3) AKTS (5)

The course provides students with the opportunity to develop the personal, interpersonal and group skills necessary to bridge the gap between accepted practice and good ideas; guides students to become competent managers and administrators; develops management skills; It focuses on the use of conceptual, technical and human capabilities to maintain the roles and responsibilities of managers and key management functions.

Management and Leadership Analysis (distance learning) (2-2-3) AKTS (5)

It is within the scope of the course to ensure that students are informed about the scope and content of the leader phenomenon, which is an important part of contemporary organizational management, to understand where leadership is in the development of organization and management theories, and how to develop leadership skills.