



ALANYA HEP UNIVERSİTESİ

ALANYA HEP UNIVERSTIY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF TOURISM MANAGEMENT
CIRRICULUM AND COURSE DESCRIPTIONS

CIRRICULUM

1.YEAR 1.SEMESTER					
Course Code	Course Name	Th.	Lb.	AHEP CREDITS	ECTS
TRM 105	Introduction to Tourism	3	0	3	5
TRM 103	Economics I	3	0	3	5
TRM 101	Introduction to Business	3	0	3	5
TKL 101	Turkish Language 1	2	0	2	2
MAT 101	College Algebra	3	0	3	3
GE 103	Computer	2	2	3	3
GE 101	University Culture	2	0	2	2
ENG 101	English 1	4	0	4	5
Total Credits				23	30

1.YEAR 2.SEMESTER					
Course Code	Course Name	Th.	Lb.	AHEP CREDITS	ECTS
TRM 102	Business and Management	3	0	3	6
TRM 106	Tourism Geography	3	0	3	6
TRM 104	Economics 2	3	0	3	6
TKL 102	Turkish Language 2	2	0	2	2
STAT 102	Statistics	2	0	2	3
GE 102	City Culture	2	0	2	2
ENG 102	English 2	4	0	4	5
Total Credits				19	30

2.YEAR 1.SEMESTER					
Course Code	Course Name	Th.	Lb.	AHEP CREDITS	ECTS
TRM 235	Project Management in Tourism	2	0	4	7
TRM 231	Marketing for Service Industry	3	0	3	6
TRM 213	Tourism and Leisure Management	3	0	3	6
HIST 201	History of Turkey 1	2	0	2	2
GE 201	Social Responsibility and Ethics	2	0	3	3
Elective *	Elective Course	2	2	3	3
Elective *	Elective Course	3	0	3	3
Total Credits				21	30

2.YEAR 2.SEMESTER					
Course Code	Course Name	Th.	Lb.	AHEP CREDITS	ECTS
TRM 242	Tourism and the Social Sciences	3	0	3	6
TRM 200	Summer Practice	0	0	0	5
TRM 236	Consumer Behavior in Tourism	3	0	3	5
TRM 202	Organizational Culture	3	0	3	6
Elective *	Elective Course	2	2	3	3
Elective *	Elective Course	3	0	3	3
HIST 202	History of Turkey 2	2	0	2	2
Total Credits				20	30



3.YEAR 1.SEMESTER					
Course Code	Course Name	Th.	Lb.	AHEP CREDITS	ECTS
TRM 351	Customer Relations Management	3	0	3	6
TRM 325	Business Law	2	0	2	3
TRM 311	Accounting	3	0	3	6
Elective **	Elective Course	3	0	3	6
Elective **	Elective Course	3	0	3	6
Elective *	Elective Course	3	0	3	3
Total Credits				17	30

3.YEAR 2.SEMESTER					
Course	Course Name	Th.	Lb.	AHEP CREDITS	ECT
TRM 312	Cost Accounting (preq TRM 311)	3	0	3	6
TRM 324	Tourism Economics	3	0	3	6
TRM 316	Regulations and Rules in Tourism (preq	2	0	2	4
Elective **	Elective Course	3	0	3	6
Elective **	Elective Course	3	0	3	3
TRM 300	Summer Practice 2	0	0	0	5
Total Credits				17	30

4.YEAR 1.SEMESTER					
Course Code	Course Name	Th.	Lb.	AHEP CREDITS	ECTS
TRM 425	International Tourism Operations	3	0	3	6
TRM 423	Tourism Destination Development	3	0	3	6
GE 401	Systems Thinking	2	0	2	3
Elective **	Elective Course	3	0	3	6
Elective **	Elective Course	3	0	3	6
Elective *	Elective Course	3	0	3	3
Total Credits				17	30

4.YEAR 2.SEMESTER					
Course Code	Course Name	Th.	Lb.	AHEP CREDITS	ECTS
TRM 434	Sustainability in Tourism	3	0	3	6
TRM 432	Strategic Management	3	0	3	6
GE 104	Innovation and Entrepreneurship	2	0	2	3
Elective **	Elective Course	3	0	3	6
Elective **	Elective Course	3	0	3	6
Elective *	Elective Course	3	0	3	3
Total Credits				17	30

COURSE DESCRIPTIONS

M: Must

E: Elective

T: Theoretical

L: Lab

AC: AHEP Credit

ECTS: European Credit Transfer System

NOT: Undergraduate - The Education Language of Tourism Management is %100 English.



Academic Staff:

Assist. Prof. Dr. Nihan Sidar
Assist. Prof. Dr. Dimitris Agouridas
Assist. Prof. Dr. Nesrin Özkan
Assist. Prof. Dr. Ferruh Tanyel
Research Assist. Kemal Coşkun

1.YEAR 1.SEMESTER

TRM 105 Introduction to Tourism

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:5

This course is designed to provide each student a basic understanding of tourism including tourism organizations, related business and service industry, tourist behavior, tourism planning, tourism research, and marketing.

TRM 103 Economics 1

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:5

This course provides students with the fundamental framework used in macroeconomics. The course will cover subjects such as; demand, supply, and equilibrium, consumer and producer behavior, elasticity's, production and cost, market structures.

TRM 101 Introduction to Business

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:5

This course in an introduction to the main concepts in the field of management with aim to provide an understanding of business management. The course is organized in accordance to management functions and is enriched by case studies.

TKL 101 Turkish Language 1

No Prerequisite - M

Credit: T:2 L:0 AC:2 ECTS:2

During this course; The structure of Turkish Language, development of verbal skills, composition writing in different types and structures, structure suffixes, word types, sentence structure, composition types, Turkish writing and speaking are discussed.

MAT 101 Mathematics

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:3

This course provides an understanding of arithmetic concepts, processes and practical applications. Linear equations and inequalities, second order equations, equations and inequalities, complex numbers, exponential and logarithmic expressions systems and functions, and basic probability concepts. Course content includes real numbers, arithmetic and geometry, functions and graphs, polynomial and rational functions, systems of linear equations and matrices, arrays and series, calculation and probability problems.



GE 103 Computer

No Prerequisite - M

Credit: T:2 L:2 AC:3 ECTS:3

During this course; basic computer knowledge, basic hardware knowledge, operating systems, basic computer networks knowledge, internet usage are discussed.

GE 101 University Culture

No Prerequisite - M

Credit: T:2 L:0 AC:2 ECTS:2

During this course; Historical development and values of university concept, Educational effects of university taxonomy, technology, information and communication technologies, academic ethics and responsibilities and similar issues are discussed.

ENG 101 English 1

No Prerequisite - M

Credit: T:4 L:0 AC:4 ECTS:5

This course aims to improve students' academic knowledge and skills in the preparatory program. At the end of the first semester, students are expected to become independent English students with the necessary critical perspective, as well as to read and evaluate academic texts, and to listen and understand academic conversations.

1.YEAR 2.SEMESTER

TRM 102 Business and Management

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

This course is the second part Introduction to Business in which function of management analysis will be continued.

TRM 106 Tourism Geography

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

Geography and the importance of place; world regions: physical, political, economic and cultural characteristics; the development of international tourism; geographical patterns of tourism and the tourism characteristics of selected world regions. After successful completion of this course, students should be able to, know an overview of the basic concepts of geography in relation to travel and the tourism industry. And think critically about contemporary issues of spatial location.

TRM 104 Economics 2

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

This course provides students with the fundamental framework used in microeconomics. Game theory, Decision making in uncertain environments, monetary and fiscal policies and their impact on in economic growth and inflation will be covered throughout the course.

TKL 102 Turkish Language 2

No Prerequisite - M



Credit: T:2 L:0 AC:2 ECTS:2

During this course; The structure of Turkish Language, development of verbal skills, composition writing in different types and structures, structure suffixes, word types, sentence structure, composition types, Turkish writing and speaking are discussed.

STAT 102 Statistics

No Prerequisite - M

Credit: T:2 L:0 AC:2 ECTS:3

Students who are able to complete this course successfully; be able to define basic statistics and probability concepts, be able to develop models and hypotheses, to be able to find out which probability distribution of random events in business management is and to be able to calculate the probability of these events, create and interpret statistical series, multiplicity tables and graphs for a data set is gaining output.

GE 102 City Culture

No Prerequisite - M

Credit: T:2 L:0 AC:2 ECTS:2

The content of the course is to consider the urban phenomenon as a central phenomenon where human life is experienced, represented and interpreted. In this context, urban culture finds its own expression in human sciences in the broadest sense. Urban culture studies in humanities will be examined in terms of history, language, cultural and social theory, civic structuring, media, arts and culture disciplines.

ENG 102 English 2

No Prerequisite - M

Credit: T:2 L:0 AC:2 ECTS:2

Students who are able to complete this course successfully; ability to access appropriate resources in preparing academic texts, the ability to provide arguments with appropriate resource use and appropriate/correct language/presentation, or to refute an argument, ability to read and synthesize long academic texts, principles of effective communication and presentation skills will be gained.

2.YEAR 1.SEMESTER

TRM 235 Project Management in Tourism

No Prerequisite - M

Credit: T:2 L:0 AC:4 ECTS:7

This course examines the theories and best practices for organizing and completing projects on time, on budget, and to specifications. Students learn to apply knowledge and skills to effectively initiate, plan, execute, and complete projects within the Tourism Industry.

TRM 231 Marketing for Service Industry

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

The aim of this course is to examine the role and potential contribution of marketing activities within organizations, to introduce primary methodologies in marketing



research and to introduce key elements in the study of buyer behavior. On completion of this course, students will be able to identify and analyze key problems and the main decision areas dealt with by marketing managers, to understand the potential contribution of marketing research in decision-making and appreciate the main methodologies and to be familiar with elements of the analysis of buyer behavior and market segmentation.

TRM 213 Tourism and Leisure Management

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

Introduction to fundamentals of recreation and leisure. Modern, post-industrial society and importance of leisure. Private and public recreation. Programming recreational activities. Leadership in Recreation.

HIST 201 History of Turkey 1

No Prerequisite - M

Credit: T:2 L:0 AC:2 ECTS:2

During this course; from the past to today history of Turkey will be discussed widely.

GE 201 Social Responsibility and Ethics

No Prerequisite - M

Credit: T:2 L:0 AC:2 ECTS:3

During this course; the concept of responsibility and social responsibility approaches of businesses, ethics and ethics concepts, the basics of business ethics, business ethics issues, organizational ethics and social responsibility, ethical issues related to business functions, ethical issues in marketing are discussed.

2.YEAR 2.SEMESTER

TRM 242 Tourism and the Social Sciences

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

The series of structural shifts that have taken place in society during the post WW1 period, has given rise to a plurality of social phenomena, amongst which tourism is one of the most illustrative. Students of this course will have the opportunity to explore how the social sciences examine the phenomenon of tourism under the light of changes such as the expansion of paid vacation, the development of technology and the means of transportation, and the growing significance of information. The ways in which social thought traces the roots of tourism in social transformations, and the scrutiny of tourism by various, and often competing, paradigms (functionalism, Marxism, social interactionism, structuralist and post-structuralist narratives) will be investigated. Diversity within tourism will be analysed, and students will be invited to examine the concepts of leisure-time, social stratification and mobility, socialisation and social roles, ideology, as they form a part of the study of tourism as a social phenomenon.

TRM 200 Summer Practice

No Prerequisite - M

Credit: T:0 L:0 AC:0 ECTS:5



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TRM 236 Consumer Behavior in Tourism

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:5

Factors affecting purchase-related consumer decisions. Personal and external factors that have an impact on the consumer decision-making process, attitude formation and attitude change, communication, adoption of innovations and brand loyalty. Various views on the individual in the marketplace, and models of consumer decision making with a heavy emphasis on services. Application of consumer behavior in strategic planning of profit and nonprofit organizations and issues related to consumer trends, global markets, consumer protection and ethics in consumer behavior.

TRM 202 Organizational Culture

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

This course includes a review of organizational theories, concepts and theories as a concept to understand and explain individual and group behaviors in organizations. The topics to be studied in depth are: perception, motivation, leadership and group dynamics applied to organizational orientation, learning and organizational behavior change, job attitude and satisfaction, conflict management, organizational change and stress management.

HIST 202 History of Turkey 2

No Prerequisite - M

Credit: T:2 L:0 AC:3 ECTS:2

During this course; discussing history of Turkey widely will be continued.

3.YEAR 1.SEMESTER

TRM 351 Customer Relations Management

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

Customer relationship concept and characteristics, customer services, forms of customer relations, advanced relations, creating added value, sales and marketing, customer service quality system, customer acquisition and retention, managing and measuring customer relations.

TRM 325 Business Law

No Prerequisite - M

Credit: T:2 L:0 AC:2 ECTS:3

The course aims to provide a general understanding of the concept of law. The content of the course is as follows: the basic concept of law, theories of legal interpretation, sources of Turkish Law and comparative law-making processes. On completion of this course, students will have gained the ability to use analytical skills in legal research and problem solving.

TRM 311Accounting

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

The aim of the course is to enable students to appreciate the role of accounting in the business environment; to develop the skills required to record business transactions



and to apply accounting concepts in the preparation of financial statements. Upon successful completion of this course, students should be able to demonstrate an understanding of the purpose of accounting, the application of concepts and conventions, mastery of the procedures for recording business events and compiling a financial database and preparation of financial statements for managerial decisions.

3.YEAR 2.SEMESTER

TRM 312 Cost Accounting

Prerequisite: TRM 311 - M

Credit: T:3 L:0 AC:3 ECTS:6

The aim of the course is to equip students with skills and knowledge to: Identify and calculate different types of costs (direct, indirect, variable, and fixed costs) and distinguish between job-costing, process-costing, and joint-costing systems.

TRM 324 Tourism Economics

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

In this course students will be acquainted with the application of economic thought on the field of tourism, both on the micro and macro levels, and the tourism market will be conceptualized in terms of the basic principles of economics. Tourism demand will be examined, and associated issues concerning its modelling, measurement, and forecasting will be discussed. Some central concepts in tourism economics, such as leakages of expenditure and the multiplier effect, will be presented and analysed, and the identification and measurement of the economic impacts of tourism on the local, regional, national, and global levels will be introduced in some detail.

TRM 315 Regulations and Rules in Tourism

Prerequisite: TRM 325 - M

Credit: T:2 L:0 AC:2 ECTS:4

This course examines the regulation of domestic and international tourism and analyses key current issues arising in the subject area. It aims to provide students with the understanding and insights required to provide specialized legal and policy advice to the many stakeholders in tourism including governments, investors, developers, operators, marketers, special interest groups, local communities and tourists themselves.

TRM 300 Summer Practice 2

No Prerequisite - M

Credit: T:0 L:0 AC:0 ECTS:5

4.YEAR 1.SEMESTER

TRM 425 International Tourism Operations

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

This course provides an overview of the international organizations and the effects of the foreign environment on international business. The course will focus on cultural differences; theories of international trade and economic development; international



finance; marketing internationally and practical applications of starting and maintaining international business relationships.

TRM 423 Tourism Destination Development

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

Identification, interpretation, and commercialization of various resources as tourism products to create destinations of travel. The blending of foundations of tourism, research methods, travel geography and business concepts to form travel destinations.

GE 401 System Thinking

No Prerequisite - M

Credit: T:2 L:0 AC:2 ECTS:3

4.YEAR 2.SEMESTER

TRM 434 Sustainability in Tourism

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

This course introduces the concepts and principles associated with sustainable tourism development, emphasizing on their implications for management and planning purposes. Concepts of sustainability that affect the tourism industry; the range of tourism developments designed to maintain environmental, social and economic well being of natural, built, and cultural resources; the inherent stability of natural ecosystems in order that certain parallels may be drawn and guiding principles applied to the management of tourism based projects.

TRM 432 Strategic Management

No Prerequisite - M

Credit: T:3 L:0 AC:3 ECTS:6

This course introduces theoretical concepts and frameworks useful for analyzing the external and internal environment of the firm, and guiding the formulation and execution of different types of strategies. Strategic issues are examined from the perspective of a chief executive or general manager, focusing on how he / she can formulate effective strategies and develop the necessary resources and capabilities to achieve sustainable competitive advantage in a global and volatile competitive environment. Various components of strategic management, such as tools of strategy analysis, sources of competitive advantage, strategies in different industry contents and the fundamentals of corporate strategy are to be discussed throughout the course.

GE 104 Innovation and Entrepreneurship

No Prerequisite - M

Credit: T:2 L:0 AC:2 ECTS:3

During the course; Introduction to entrepreneurship, entrepreneurship in Turkey, new ventures, planning and entrepreneurship, legal and regulatory frameworks, entrepreneurship skills, innovation, potentials, needs, competitive advantages etc. are discussed.



ELECTIVE COURSES(MODERN LANGUAGES)

Course Code	Course	Prerequisite	T	L	AC	ECTS
ENG 201	English 3	-	2	2	3	3
ENG 202	English 4	-	2	2	3	3
ELG 201	German 1	-	3	0	3	3
ELG 202	German 2	-	3	0	3	3
ELG 301	German 3	-	3	0	3	3
ELG 302	German 4	-	3	0	3	3
ELG 401	German 5	-	3	0	3	3
ELG 402	German 6	-	3	0	3	3
FRC 301	French 1	-	3	0	3	3
FRC 302	French 2	-	3	0	3	3
RSS 301	Russian 1	-	3	0	3	3
RSS 302	Russian 2	-	3	0	3	3

ELECTIVE COURSES(NON-DEPARTMENTAL)

TRM XYZ Ancient Cities and Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:3

Introduction of cultural tourism products based on historical resources. Creation of theme projects as tourism products within a historical setting, visual presentation of various theme parks. The study of history and archeology of Istanbul by slide presentations and sightseeing.

TRM XYZ Cultures, Civilizations and Ideas

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:3

During this course; from ancient times to the present, culture, civilization and ideas that guide the development of human and its environment are discussed.

TRM XYZ History of Civilizations

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:3

A global survey and study of the histories of major geographical regions and populations between humans' prehistory beginnings and their civilizational, societal and cultural developments. Additionally, the course provides and promotes student learning outcomes that include content literacy about the human historical experience and the improvement of reading comprehension, critical, and analytical thinking as well as effective written and oral communication.

TRM XYZ Travel, Art and Literature

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:3

Travel has fascinated artists throughout the ages and the world. From Homer to Kerouaq (and beyond..), artistic imagination has been captured by the inexhaustible



metaphoric gravity of travelling, and creation has flourished upon the transgression of real and imaginary landscapes, in every auratic and mundane form, from Ithaca to Ithaca, in a search for an ever eluding object (to paraphrase Seneca). This course will be an invitation to the involvement with the dialectics of desire and the pleasure of absence in travel through the delving into and the engagement with various texts of different forms of art, and to gain from the insights of authors, poets, painters, musicians, film makers, in their study of what it is to travel, and what it signifies for the 'travelling-subject.

TRM XYZ Tourism, Subjectivity and Gender

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:3

The effects of social change and gender politics on tourism industry; inequality and tourism politics.

TRM XYZ Airport Management

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:3

An overview the history, advancement and operation of modern airports. This course examines major components of an airline's operations, the relationship between various airlines, and how operational issues affect the airlines and passengers. Participants discuss topics in computerized reservations systems, yield management, traffic flow policies, flight systems and personnel. Also, this course examines passenger and cargo operations, ground operations and safety practices.

TRM XYZ Airline Management

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:3

This course reviews the operation and management of a commercial airline company. Students explore issues such as aircraft selection, market analysis, pricing, human resources, financing and advertising. Other topics explored are routes, passenger trends, overbooking, pricing methodologies and safety requirements.

TRM XYZ Social Aspects in Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:3

During this course; the effects of social change and gender politics on tourism industry, inequality and tourism politics, the effects of global media on tourism industry are discussed.

TRM XYZ Ethics in Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:3

During this course; historical development of ethic philosophy, business ethics, ethical principles, types, sources, standards, ethical problems in businesses, customer complaints about ethics will be discussed.



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ELECTIVE COURSES(DEPARTMENTAL)

TRM XYZ Tourism Industry Software's and Applications

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

In today's world, data are one of the most important and critical types of organizational assets. Database management is central to the information technology strategies and information resource management efforts within an organization. This course provides the student with up-to-date knowledge and skills of analysis, design, and implementation of databases by covering theoretical and practical aspects of database concepts, technologies, and systems.

TRM XYZ Cruise Line and Marina Operations

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

Overview of the cruise industry, relationship to other segments of the tourism industry; International regulations. Travel Ship Categories, Accommodation and Deck Plans, Cruise Facilities, Food, Events, harbors visited, coastal trips, Cruise Costs and discounts, Factors Influencing Travel cruise costs, Popular Cruise Routes, Cruise Travel Marketing. Definitions and concepts of Marina tourism. Marina design (infrastructure, superstructure, and equipment). Marina location selection, Turkish marinas, Marina operations and management, financial evaluation of the marina (investment cost, revenue, and expenditure), types of yachts, yacht building industry, yacht business and management, financial assessment of yachts.

TRM XYZ International Cuisines

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

Basic food and beverage preparation and production techniques used in professional operations. Characteristics of various well-known international cuisines. The terminology of food production, professional kitchen equipment; new technologies for food production.

TRM XYZ Investment and Finance

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

The aim of this course is to explore and understand the nature of financial markets, instruments, and institutions and to evaluate the operations of financial institutions, mechanisms of financial markets and the nature of various financial instruments. Upon the successful completion of this course, students will have an understanding of the financial environment and financial markets and instruments to determine how, where and when to raise financial capital to fuel economic projects. They will be able to develop systematic, analytical decision-making skills to choose among alternative projects and investments and be able to interpret and utilize the firm's financial statements to monitor, measure and enhance the firm's performance.

TRM 382 Current Issues in Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6



Current problem areas in the tourism industry and solution proposals, structural problems, A wide range of topics on different types of travel and related travel organization systems such as adventure travel, special interest travel, airport services, domestic tourism, student and youth travel as well as corporate travel market; Congress organizations; yacht tourism; cruise market and operation; group travel procedures by submission of topics by specialists of the respected fields.

TRM XYZ Competitiveness in the Tourism Industry

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

For the firm to continue to create value for its owners over the long run, it must develop a sustainable competitive advantage. In this course, students evaluate how to defend businesses against competitive challenges and environmental change while maintaining high ethical standards. Students focus on game theory, sustainability, and temporal tradeoffs to understand the effects of managerial choices on competitors, internal stakeholders, society and the future performance of the firm.

TRM XYZ Conventions and Special Events in Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

Conventions and conferences planning is a type of tourism in which planners bring large groups together for a particular purpose or function. The industry is trending towards the term "event planners" to describe the vast scope of opportunities within the meeting and event profession. It's all about learning how to plan and create exceptional experiences for both the clients and participants attending events and meetings. From negotiating with vendors to designing the perfect marketing plan, students will gain the skills to run the show. Students will learn an event planning, conference and conventional planning, meeting planning, wedding planning, program planning for incentive travel, trade show planning, corporate marketing events planning, cultural event planning, festivals planning, special events planning or sports events planning.

TRM XYZ Brand Management in Tourism Industry

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:3

The aim of the course is to equip students with theoretical and practical knowledge necessary for a successful and efficient management of brands in tourism management. The course builds on existing communications and consumer behavior models in order to explore many of the issues facing a modern day brand manager. This course will emphasize that brand names, and their brand equity, are some of the most valuable assets any firm has. It describes how, as products, pricing and distribution increasingly become commodities, the new competitive arena is brand value derived from creating long-term profitable brand relationships. As a strong brand is one of the most effective tools to hedge against market risk and distance a product or service from its competitors, students will learn how to manage brands within the context of other brands, as well as over multiple categories, over time, and across multiple market segments.

TRM XYZ Resort Management

No Prerequisite - E



Credit: T:3 L:0 AC:3 ECTS:6

This course provides an overview of resort management and operations. The course will be discussed along with the principles of successful marketing, management, and development of a resort.

TRM XYZ National and International Institutions

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

National and international sources of tourism law, its relationship with other branches of law, social relations and law, different legal systems (common law - equity and European law), branches of law (public law - private law), application of law and interpretation; rights (acquisition of rights and bona fides; exercise of rights and good faith), capacity, mentally disordered persons and minors, incentives about tourism investments, the basic concepts of labor law, union organizations and union membership, general information about the social security law.

TRM XYZ Front Office Operations and Automation

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course provides the students with professional skills such as the management functions, budgeting for operations and evaluating the front office operations to operate at the front office in various types of hospitality operations. This course involves procedures of front office operations and accounting, customer service and effective communication; also how the front office influences with all the departments of the hotel; housekeeping, food and beverage, maintenance, security, marketing and sales and human resources.

TRM 461 Hospitality Operations Management

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course focuses on tourism industries' key business practices such as tourism and hospitality marketing, event planning, human resources, e-business, revenue management, food and beverage management, strategic business planning, globalization and sustainability, and the industry's evolving issues and challenges, marketing strategies and develop the customer service skills that the sector needs. The course covers various areas of the tourism industry, from human resources to strategic business planning.

TRM XYZ Service Management

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

The course takes an operations point of view to look at companies and industries in the service sector. The course will be primarily case based and will include cases from industries and sectors such as fast food, retailing, government, health care, financial services, internet services, humanitarian services, entertainment, hospitality. Cases will be supplemented with lectures and readings, with some guest lectures as well.

TRM XYZ Research Methods in Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6



This course introduces students to the basic principles of research methods in Tourism. The focus of the course is on students learning how to do research in the field of Tourism, with an emphasis on student-centered activities and problem solving. This course provides the students to learn about different key concepts as the scientific method; data types and ways of measurement; confounding variables; experimental and non-experimental design; questionnaire construction; developing and testing hypotheses; descriptive statistics and describing data graphically; and the ethics of research.

TRM XYZ Accommodation Industry

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

Introduction to the accommodation industry and its structure; review of various areas of management and hotel operations. Sales; reservations; front office; housekeeping; accounting; food and beverage; guest services; introduction to yield management systems; key performance indices and performance evaluation in hotels.

TRM XYZ Diversity Management

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

Place and importance of diversity management in management systems. Managerial competencies needed for diversity management. Impact of diversity management on corporate performance.

TRM XYZ E-Marketing

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course introduces electronic commerce distribution channels, web-based marketing and promotion, and online marketing strategies for customer acquisition and retention. This course includes business models used for Internet marketing, and techniques and methods for online market research and Internet marketing strategies based on the marketing mix. Course objectives are analyzing the environment, terminology, and future potential of Internet marketing, evaluating the ethical and legal aspects of Internet marketing, examining Internet marketing strategies for customer acquisition and retention, applying Internet marketing strategies focused on the marketing mix, evaluating web-based marketing and promotion approaches.

TRM XYZ Environment Management in Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course focuses on exploring the subjects with an inter-disciplinary approach to analyzing the relationship between tourism and environment based on the social and natural sciences. This course provides the students to develop a deep appreciation of our relationship with the environment, which has become one of central concern to the well being of future generations.

TRM XYZ Conference and Convention Planning and Management

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6



This course seeks to introduce students to a more specialized area of study focusing on meetings, conventions and exhibition planning. In-depth analysis of convention and exhibition planning will provide students an understanding of managerial strategies whilst embracing a functional and operational context, which is transferable to every sector of the hospitality industry. This course has been designed to provide students with contemporary knowledge and understanding of concepts, management, challenges, and trends associated with the industry. This course provides a comprehensive approach to managing and planning large meetings, events, conferences, and conventions management with more than 500 people attendees.

TRM XYZ Sales Management in Tourism and Hospitality

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course introduces the students about various aspects of sales management in tourism businesses, especially including the sales function in hospitality, the relationship between sales and marketing in different part of tourism sector, and the role of strategic planning in sales management. This course provides knowledge of management associated with the ability to approach the practical demands that graduates would encounter in a tourism industry.

TRM XYZ Place Marketing

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

The objective of this course is to introduce students to some of the fundamental concepts and theories used in the area of services and tourism research and to demonstrate their relevance to the practice of marketing. The course will intersect with several other areas related to services marketing and management such as consumption studies, retailing, place marketing and branding the idea of creative places.

TRM XYZ Digital Marketing

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course is designed to introduce students to the world of multi-channel marketing. This program provides students with the advanced technical skills and marketing savvy they need to identify, engage, and develop successful relationships with customers in today's digital environment. Program objectives are to raise students who will be able to explain core concepts of multi-channel marketing and digital marketing strategies, design a Customer Relationship Management and Information-Based Marketing strategy, demonstrate ability to work with current digital marketing tools, both quantitative and qualitative, present the return on investment of digital marketing efforts in a justifiable format, construct a digital marketing strategy to achieve organizational goal.

TRM XYZ Tourism Advertising

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course provides students with the indispensable knowledge of the communication tools that can be used in the management of tourism businesses,



exploring the advertising sub-variable and addressing issues related to media and formats, planning and advertising budgets and control.

TRM XYZ Financial Management in Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course focuses on increment the students with the knowledge that is needed for financial decision making in the tourism industry and for efficient financial management of tourism businesses. This course introduces students to the financial accounting aspect of finance, including an introduction to basic finance and economic concepts and analyzing financial statements in tourism business. These topics involve management accounting aspects of finance including forecasting and budgeting; analysis of profit, profitability, and cost structure and working capital management. Case studies and discussions will apply concepts specifically to businesses within the travel and tourism industry.

TRM XYZ The Anthropology of Travel and Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course analyzes tourism as a cultural phenomenon with ritualized behaviors and complex meanings for both host and guest societies. It explores issues of cultural and artistic authenticity, identity production and marketing, and commodification of both the tourist and the toured. Particular emphasis is placed on the cultural politics of tourism on local, regional, national and transnational scales, with case studies ranging from Fourth to First World venues.

TRM 445 Leisure Studies

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

Introduction to fundamentals of recreation and leisure. Modern, post-industrial society and importance of leisure. Private and public recreation. Programming recreational activities. Leadership in recreation.

TRM 363 Tourism Psychology

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course is designed to examine tourist psychology at individual level and to understand tourist behavior before and after the travel experience and to provide an overview of consumer behavior and psychology in tourism industry. The course examines the factors influencing behavior; knowledge and involvement, attention and comprehension, attitudes and intentions; decision-making behavior; classical and operant learning; cultural influences, reference groups.

TRM XYZ Service Quality Management

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

Definition and philosophy of quality; analysis and measurement tools of quality management; quality costs; quality management in the hospitality industry; planning and organization as to time management in the hospitality industry.



TRM XYZ Environmental Issues and Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

Fundamental principles of air, water, soil and noise pollution and effects of environmental pollution on public health. Interrelations between environmental pollution on coastal and urban areas and on tourism. Case studies from different touristic areas of Turkey and abroad will be analyzed throughout the course.

TRM XYZ Travel Agencies and Tour Operators

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

Travel agencies and tour operators, how to establish, manage and market travel services; legal structures, management functions and office procedures are covered in the course.

TRM XYZ Tourism Safety and Security Management

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

Safety and security measures and its operational procedures in air travel, cruise ships, hotels. Safety hazards, fire safety, food-borne illnesses and infection and infection diseases, medical emergencies and terrorism and the necessary insurance selection policies as to the above hazards.

TRM 341 Public Relations in Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

The importance of public relations in the tourism sector, application fields of public relations, process of public relations, research and planning of PR, application and evaluation process of PR, PR tools, sponsorship, corporate reputation, promotional films about tourism, PR and creativity, PR and corporate social responsibility.

TRM XYZ Human Resources Management

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course introduces the functions of human resource management within organization. Topics that will be dealt with in detail through out the course are; human resource planning, job analysis, job descriptions, job specifications, job design, recruitment, selection, orientation of new employees, training and development, performance appraisal, wage and salary management, job evaluation, discipline. Upon completion of this course, students should be able to anticipate and resolve human resource concerns.

TRM XYZ Ecology and Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

During this course; concept and importance of ecology, environmental knowledge, ecological factors and their effects, relationship between ecology and tourism, sustainable and healthy tourism issues will be discussed. This course will help students to more understand awareness and awareness topics.

TRM XYZ Accessible Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

During this course; the concept and importance of accessible tourism, types of disabilities, planning and development according to types of disability, tourism needs of consumers with disability will be discussed.

TRM XYZ Tourism Transport

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

During this course; tourism and transportation concepts, highway, railway, airway, distribution channels, tour operators will be discussed.

TRM XYZ Tourism Advertising

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

This course provides students with the indispensable knowledge of the communication tools that can be used in the management of tourism businesses, exploring the advertising sub-variable and addressing issues related to media and formats, planning and advertising budgets and control.

TRM XYZ Ethics in Tourism

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

During this course; historical development of ethic philosophy, business ethics, ethical principles, types, sources, standards, ethical problems in businesses, customer complaints about ethics will be discussed.

TRM XYZ Organizational Behavior

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

During this course; concept of organizational behavior, organizational culture, leadership in organizations, organizational change, power and politics in organizations will be discussed.

TRM 481 Space and Subjectivity

No Prerequisite - E

Credit: T:3 L:0 AC:3 ECTS:6

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