

YAŞAR UNIVERSITY
DEPARTMENT OF TOURISM GUIDANCE
COURSE PROGRAMME AND CURRICULUM
(2018 – 2019)

FRESHMEN

1. Semester

CODE	COURSE	ECTS
ECON 1120	Essentials of Economics	5 (3, 0)
TGUI 1101	General Tourism and Legislations	7 (3, 0)
TGUI 1103	History of Arts - I	6 (3, 0)
TGUI 1105	Anatolian Civilizations and History	6 (3, 0)
HIST 1110	Atatürk's Principles and History of Turkish Reforms - I	2 (2, 0)
UFND 2020	Research Culture	2 (2, 0)
TURK 1110	Turkish – I	2 (2, 0)
TOTAL ECTS		30

2. Semester

CODE	COURSE	ECTS
TGUI 1102	Sociology of Tourism	7 (3, 0)
TGUI 1104	Lodging and Food Services in Tourism	7 (3, 0)
TGUI 1106	History of Civilizations	6 (3, 0)
TGUI 1108	History of Arts – II	6 (3, 0)
HIST 1210	Atatürk's Principles and History of Turkish Reforms - II	2 (2, 0)
TURK 1210	Turkish – II	2 (2, 0)
TOTAL ECTS		30

SOPHOMORE

3. Semester

CODE	COURSE	ECTS
TGUI 2201	Archaeology and Museology - I	7 (3, 0)
TGUI 2203	Marketing for Travel & Tourism Services	8 (3, 0)
TGUI 2205	Mythology & Iconography	7 (3, 0)
UFND 5020	Ethics Culture	2 (2, 0)
UFND 7010	Social Responsibility Project	1 (0, 2)
	Field Elective (or Foreign Language-I) ¹	5 (3, 0)
TOTAL ECTS		30

4. Semester

CODE	COURSE	ECTS
TGUI 2202	Archaeology and Museology - II	7 (3, 0)
TGUI 2204	Tourism & Transportation	8 (3, 0)
TGUI 2206	Economics of Travel and Tourism	8 (4, 0)
UFND 6120	Entrepreneurship and Business Planning	2 (2, 0)
	Field Elective (or Foreign Language-II)	5 (3,0)
TOTAL ECTS		30

¹ Öğrenciler İngilizce dışındaki **SOFL** Kodlu bir yabancı dil dersini (*Fransızca, İtalyanca vb. gibi*) seçebilir ve 6 dönem bu dersi **seçmeli olarak** almaya devam edebilir.

JUNIOR

5. Semester

CODE	COURSE	ECTS
TGUI 3301	Tourism Guidance & Profession Ethics	6 (3, 0)
TGUI 3303	Tourism & Leisure Market Research	7 (4, 0)
	Field Elective	6 (3, 0)
	Field Elective	6 (3, 0)
	University Elective (or Foreign Language-III)²	5 (3, 0)
	National or Regional Practice Tour (National 45 – Regional 8 days) ³	
TOTAL ECTS		30

6. Semester

CODE	COURSE	ECTS
TGUI 3302	Turkish Folklore and Traditional Handicrafts	7 (3, 0)
TGUI 3304	Tourism Geography of Turkey	7 (3, 0)
PRAD 3126	Communication Skills	5 (3, 0)
	Field Elective	6 (3, 0)
	University Elective (or Foreign Language - IV)	5 (3, 0)
TOTAL ECTS		30

SENIOR

7. Semester

CODE	COURSE	ECTS
TGUI 4403	Sociology and History of Religions	5 (3, 0)
TGUI 4405	Management of Travel Operations	6 (2, 2)
	Field Elective (or Foreign Language - V)	5 (3, 0)
	Field Elective	6 (3, 0)
TTRN 0100	Placement – 1 Month (30 work days) ⁴	8 ECTS
TOTAL ECTS		30

8. Semester

CODE	COURSE	ECTS
TGUI 4042	General Health Information and First Aid	7 (3, 0)
TGUI 4404	Turkey's Flora, Fauna and Natural History	6 (3, 0)
TGUI 4406	Turkish Culture and Traditions	6 (3, 0)
	Field Elective (or Foreign Language - VI)	5 (3, 0)
	Field Elective	6 (3, 0)
TOTAL ECTS		30

TOTAL: 240 ECTS (232 COURSES + 8 PLACEMENT)

FIELD ELECTIVES and ELECTIVE FOREIGN LANGUAGE COURSES

SOFL	(1011-061) Foreign Language – I	5 (3, 0)
SOFL	(1012-1062) Foreign Language – II	5 (3, 0)
SOFL	(1013-1063) Foreign Language – III	5 (3, 0)
SOFL	(1014-1064) Foreign Language – IV	5 (3, 0)
SOFL	(1015-1065) Foreign Language – V	5 (3, 0)
SOFL	(1016-1066) Foreign Language – VI	5 (3, 0)
TGUI 3011	Ancient Anatolian Settlements	6 (3, 0)
TGUI 3013	International Tourism Markets	6 (3, 0)

² Seçimlik olarak İngilizce dışındaki SOFL Kodlu bir **Yabancı Dil** Dersini (*Fransızca, İtalyanca vb. gibi*) **en az iki dönem** alan öğrenci bu dersleri “**Üniversite Seçimlik/Field Elective**” dersi olarak almış kabul edilir.

³ Mesleki **Uygulama Gezisi** (*Yönetmelik gereği – Kültür ve Turizm Bakanlığından rehberlik lisansı almak için zorunludur. Mezuniyet için zorunlu değildir*)

⁴ Staj **en geç** üçüncü sınıf ve altıncı yarıyılın sonunda yaz döneminde yapılır ve staj notu 7. Yarıyıldaki sisteme girilir.

TGUI 3015	Anatolian Art and History - I	6 (3, 0)
TGUI 3017	Destination Management and Marketing	6 (3, 0)
TGUI 3019	Ticketing and Tariffs	6 (0, 6)
TGUI 3021	Tourist Psychology and Tourist Behavior	6 (3, 0)
TGUI 3023	Entrepreneurship in Tourism Industry	6 (3, 0)
TGUI 3025	Anatolian Handicrafts	6 (3, 0)
TGUI 3027	Principles of Services Marketing	6 (3, 0)
TGUI 3029	Art of Byzantine	6 (3, 0)
TGUI 3031	Tour Planning and Management	6 (2, 2)
TGUI 3033	Product Management in Tourism	6 (3, 0)
TGUI 3035	Tourism Assets and Treasures of Turkey	6 (3, 0)
TGUI 3012	Intercultural Communication	6 (3, 0)
TGUI 3014	Anatolian Art and History - II	6 (3, 0)
TGUI 3016	Legal Aspects of Tourism	6 (3, 0)
TGUI 3018	Travel Agencies and Tour Operations	6 (2, 2)
TGUI 3020	Arts of Seljuk & Ottomans	6 (3, 0)
TGUI 3022	Quality Management in Services	6 (3, 0)
TGUI 3024	Meeting and Congress Industry	6 (3, 0)
TGUI 3026	Current Topics in Tourism & Travel Studies	6 (3, 0)
TGUI 3028	Marine Tourism and Yachting Operations	6 (3, 0)
TGUI 3030	Recreation and Animation	6 (3, 0)
TGUI 3032	Sustainable Tourism	6 (3, 0)
TGUI 4050	ACEEPT Seminar	6 ECTS
ETIT 3005	Listening Comprehension Skills	6 (1, 2)
ETIT 3011	Language Use for Specific Purposes	6 (1, 2)

UNIVERSITY ELECTIVES

TGUI 0201	Marketing for Tourism	5 (3, 0)
TGUI 0202	Transportation for Tourism	5 (3, 0)

DEPARTMENT OF TOURISM GUIDANCE **DESCRIPTION OF THE COURSES**

FIRST YEAR – FRESHMAN

Fall (Semester I)

ECON 1120 Foundadtions of Economics (3, 0) 5

Nature, scope and methods of economics; theories of supply and demand; economic systems and the role of government; theories of production and consumer behavior in regulated and unregulated industries; market structures and pricing practices.

TGUI 101 General Tourism and Legislations (3, 0) 5

This course reviews the tourism system and travel sector in general and major areas of tourism as general. In this course the basic topics and issues are; the basic structure and components of tourism system, historical development of tourism and travel, early travels and travel motivators, sub segments and subsystems of tourism industry, and the tourist business and the types of tourism establishments are analyzed in detail. The tourism development within the system, the organization, coordination and distribution systems and legal dimensions and framework of tourism industry and tourism system are also examined.

TGUI 1103 History of Art – I

(the Content will be added)

TGUI 1105 Anatolian Arts and History (3, 0) 6

This course chronologically examines in detail the cultures of Anatolia, the basic characteristics of these cultures, important excavation locations. In addition, after the Palaeolithic, Mesolithic, Neolithic, chalcolithic, bronze ages, the transition to permanent settlements of the societies, after the Neolithic, chalcolithic and bronze ages, the historical, social artistic and technological developments of cultures which was seen until mid-Iron Age. The transition of Anatolian historical geography starting with the period of Colonization and the new provinces emerging from the process i.e. Aeolis, Ionia, Caria, Lycia. The interrelations of cultures established in these provinces. The technological, artistic and cultural development of the Anatolian Civilization which constituted a culture from the expeditions of Alexander the Great onward through the Hellenistic period, Roman Republic and Roman Imperial period.

HIST 1110 Atatürk’s Principles & History of Turkish Reforms - I (2, 0) 1

The reasons and forms of New Turkish Republic from Ottoman Empire, the revolutions related to New Republic, the reasons that led Turkish Revolution and research of the important stages of Independence War, baseline of Turkish Republic Government and scientific interpretation of the basic principles in Constitution

UFND 2020 Research Culture (2, 0) 2

For University Foundation Courses and Course Contents visit web page:

<http://bilimk.yasar.edu.tr/en/> YASAR UNIVERSITY FOUNDATION COURSES

TURK 011 Turkish - I (2, 0) 1

The purpose of this course is to teach the students the fundamental characteristics of the Turkish language, linguistics and grammar. Over the course by using some stories, novels and poems of Turkish writers, the use of Turkish as a literary language will be illustrated. Additionally, the relationship between the Turkish language and culture, and the significance of language in expressing and expanding culture will be illustrated with various examples.

FIRST YEAR – FRESHMAN

Spring (Semester 2)

TGUI 1102 Sociology of Tourism (3, 0) 7

Tourism assists people communicate to different social and cultural groups; share their knowledge, good manners, customs, traditions and cultural values; change social structure and morals. The basic structure and characteristics of tourist groups and leading tourist generating societies, the interaction between guest groups and host societies. Potential conflicts and harmonies among different societies in terms of their values and lifestyles. The basics effects of tourism on the family, society and individuals, life characteristics and travel patterns and social and subsidised tourism

TGUI 1104 Lodging and Food Services in Tourism (3, 0) 7

This course studies the world of hotels, restaurants and other lodging establishments, organization structures of these operations in detail. The important aspects like a brief history of lodging and food services industry, size and scope of the lodging industry, factors influencing industry development, classifications of lodging and food services operations, lodging industry investments and financing, independent and chain operations, basic types of lodging and food service operations are also reviewed.

TGUI 1106 History of Civilizations (3, 0) 6

Etymology and definition of civilization, basic characteristics of various civilizations, cultural identity, complex systems, the rise and fall of civilizations, prehistory; old world and new world, classical antiquity. Historical development of civilizations. Hunter/gatherer bands, Historical/pastoral societies, inherited social classes: king, noble, freemen, serf and slave. The history of writing, Sumers and their contribution to civilization. Historically important events and revolutions, Cultural identity, complex systems and future of civilization will be examined.

TGUI 1108 History of Arts – II (3, 0) 6

Introduction to history of art; general definition and terminology; Byzantium Art and History, Byzantium Religion, Architecture, Art in Anatolian, History of Arts, Cultural change of Arts. Introducing architectural constructions and artwork chronologically in the process which begins from Byzantium Period to Seljuk Period; research of the art works in their own cultural and historical atmosphere by the point of history, culture and discriminative conditions.

HIST 1210 Ataturk's Principles & History of Turkish Reforms - II (2, 0) 1

The revolutions which are actualized on political, legal, social, economical and cultural fields, foreign policy of Ataturk's period; determining the new economy policy; Armenian issue, domestic and foreign developments between 1938-1945 and 1945-1950.

TURK 1210 Turkish - II (2, 0) 1

The purpose of this course is to teach the students the fundamental characteristics of the Turkish language, linguistics and grammar. Over the course by using some stories, novels and poems of Turkish writers, the use of Turkish as a literary language will be illustrated. Additionally, the

relationship between the Turkish language and culture and the significance of language in expressing and expanding culture will be illustrated with various examples.

SECOND YEAR - SOPHOMORE

Fall (Semester 3)

TGUI 2201 Archaeology & Museology - I (3, 0) 7

Extension, description, method, development restrictions, branches of Archaeology Science, archaeological interpretation of archaeological excavation and researches, protection of art works, and comparison them with ethnology, sociology, anthropology, epigraphy, and art history. The basic treasures of museums and the principles of museology is examined.

TGUI 2203 Marketing for Travel & Tourism Services (3, 0) 8

In this course, the nature of tourism and travel services marketing; An application of marketing principles and techniques to lodging, hospitality, food services, entertainment, leisure and travel operations. In this context, in the marketing point of view international tourism markets and their characteristics are examined. Specific marketing and sales techniques/tools at the services operational level are reviewed. A strategy of marketing and the development in the basic leisure, tourism & travel markets, having some comparative analysis with competitors of Turkish Tourism Establishments in international tourism markets.

TGUI 2205 Mythology & Iconography (3, 0) 7

This course contains the basic terms and concepts of mythology and its sources; The definition of Myth, the creation of “epochs” and “logos”; the definition of Gods, Goddesses, heroes, people and supernatural characters of Front Asia, Greek and Roman Mythology; myths of Mediterranean Civilizations; explanation of mythological beings with the examples. This course is also a survey of ancient Mesopotamian mythology, with emphasis on creation myths, divine beings, cults and rituals, death and the afterlife. The course also includes a complementary investigation of archaeological evidence for religious beliefs and practices.

UFND 2020 Ethics Culture (2, 0) 2

UFND 070 Social Responsibility Project 1 (0, 2)

For University Foundation Courses and Course Contents visit web page:

<http://bilimk.yasar.edu.tr/en/> YASAR UNIVERSITY FOUNDATION COURSES

TGUI - Field Elective or SOFL I (011-061)Foreign Language (3, 0) 5

For University SOFL Courses and Course Contents: Please visit Modern Languages web page

<http://ydy.yasar.edu.tr/en>

SECOND YEAR - SOPHOMORE

Spring (Semester 4)

TGUI 2202 Archaeology & Museology - II (3, 0) 7

Classical Archaeological Terminology; Greek Ceramic, Pottery and Greek Statue Art, Greek Theatre, Greek Architecture, Antique Roman Art (Pottery, Ceramic, Architecture). Various Anatolian Antique Cities, Ephesus, Pergamum, Didyma, Hierapolis, Aphrodisias, Asos, Perge, Priene, Myra, Aspendos, Side, Patara ve Olympus. The important heritage and museums of Anatolia, and worldwide famous museums and their assets are examined.

TGUI 2204 Tourism & Transportation (3, 0) 8

This course aims to prompt the students to consider some of the relationship which exist in providing transport services and facilities for tourists. It focuses on some of the key issues which transport providers, decision makers, managers and tourist face in the use, operation and management of tourist transport. The course offerings focus on the methods and practice of the discipline of Tourism and Travel Industry. The mainly examined other topics are: History of transportation, Components of Tourism Transportation, Basic Transportation Types and Modes, Supply and Demand for Tourism transportation, The Importance of Air Travel in Transportation, Management of transportation businesses.

TGUI 2206 Economics of Travel & Tourism (4, 0) 8

The aim of this course is to examine the economic impacts of tourism and travel on a country or destination. The characteristics of tourism and travel demand and supply will be analyzed both on national and international level. Tourism and travel as a factor in economic development and its cultural and sociological effects are explored. The course also covers the analysis of micro and macroeconomic aspects of domestic-international tourism and travel with their impacts on national economics of tourism sector and individual operations. The determination of basic tourism products of the economies, product and price differentiation possibilities, the basic market structures and conditions in tourism and characteristics, and objectives of tourism and travel enterprises are also examined.

UFND 6120 Entrepreneurship and Business Planning (2, 0) 2

For University Foundation Courses and Course Contents visit web page:

<http://bilimk.yasar.edu.tr/en/> YASAR UNIVERSITY FOUNDATION COURSES

TGUI - Field Elective or SOFL (012-062) Foreign Language – II (3, 0) 5

For University SOFL Courses and Course Contents: Please visit Modern Languages web page

<http://ydy.yasar.edu.tr/en>

THIRD YEAR - JUNIOR

Fall (Semester 5)

TGUI 3301 Tourism Guidance & Professional Ethics (3, 0) 6

This course is designed for those students who plan their future careers in tour guiding or tour operations. In this course the main topics include; tour operations, components of a tour management positions, characteristics of a professional tour guide, the psychology of tour management and internal communications, regional and Anatolian tours. Basic principles of professional ethics of tourism guidance is also examined. The basic problems that may arise during operation of the international, national and/or regional.

TGUI 3303 Tourism & Leisure Market Research (4, 0) 7

This course aims to prompt the students to understand the leisure and tourism markets. It focuses on some of the key issues basic research areas of tourism, travel, recreation and leisure. It also focus on the evaluation of research methods using the key concepts of data collection and analysis. The qualitative and quantitative methods will be thought in general. The course offerings focus on the methods and practice of the basic research areas of tourism and leisure. The following topics will mainly be examined under this heading; The basics of research, The importance of identifying tourism markets, Basic research methods, Qualitative and Quantitative Techniques, Using basic statistical analysis programs, Reporting the findings.

TGUI - Field Elective (3, 0) 6

TGUI - Field Elective (3, 0) 6

University Elective or SOFL (013-063) Foreign Language – III (3, 0) 5

For University SOFL Courses and Course Contents: Please visit Modern Languages web page <http://ydy.yasar.edu.tr/en>

Nationwide or Regional Practice Trip Organized by TUREB (Nationwide 45 Days – Regional 8 Days) ⁵

THIRD YEAR - JUNIOR

Spring (Semester 6)

TGUI 3302 Turkish Folklore & Traditional Handicrafts (3, 0) 7

This course aims is developed knowledge and understanding of Middle Asian Turkish culture and history. They will realise that history and culture are not only national but common products of humanity, due to the contributions of Turkish states beginning from Central Asia on world

⁵ Practice trip is an obligation for those students who would like to have Official Licence for Tour Guidance required by Ministry of Culture and Tourism

civilizations. The reasons why our relations with Other Turkish Republics states have survived till today's political life and to find the reasons of the effects of Turkey on these countries. The course also gives the basic information about the traditional handicrafts of former Anatolian and Asian Turkish states and settlements.

THMN 3304 Tourism Geography of Turkey (3, 0) 7

The course discusses tourism related demographics and regional allocation of tourism activities in Turkey with an emphasis on natural, historical and archaeological attractions, along with their characteristics as a tourism product. Development of the tourism areas of major travel destinations and attractions; worldwide tourism traffic and geography. Discussions on importance provided by geographic position of Turkey and case studies.

PRAD 3126 Communicaton Skills (3, 0) 5

TGUI - Field Elective (3, 0) 6

University Elective or SOFL (014-064) Foreign Language – IV (3, 0) 5

For University SOFL Courses and Course Contents: Please visit Modern Languages web page <http://ydy.yasar.edu.tr/en>

FOURTH YEAR - SENIOR **Fall (Semester 7)**

TGUI 4403 Sociology & History of Religions (3, 0) 5

The origin of the religions, the existing religions in the historical process, the expansion and worship of Primitive religions, paganism, Judaism, Christianity, Islam; religion-culture relation, the place of the religion in social structure. The sociology of the religions and social dimensions of the communities is also examined in this course.

TGUI 405 Management of Travel Operations (2, 2) 6

The basic objective of the course is to teach students the managerial principles of travel operations as travel intermediaries of tourism sector. The concept of travel and historical background, The history of Turkish Travel Sector, Tourism distribution system, The basic operations of travel intermediaries, IATA and standard processes of ticketing, Understanding Tourism distribution system and components Identifying basic organizational structure of tourism agencies and tour wholesaler Learning Basic management principles of industry enterprises Organizing and operating the IT's.

TGUI - Field Elective (3, 0) 6

TGUI - Field Elective or SOFL (015-065) Foreign Language – V (3, 0) 5

For University SOFL Courses and Course Contents: Please visit Modern Languages web page <http://ydy.yasar.edu.tr/en>

TTRN 010 Placement – 1 Month / 30 Workdays (8 ECTS)

A 30 work day apprenticeship (placement) is a requirement under supervision of the department. A detailed report should be submitted to the head of department.

FOURTH YEAR - SENIOR **Spring (Semester 8)**

TGUI 4402 General Health Knowledge & First Aid (3, 0) 7

General knowledge about health and to be a good health. Information about the most known illnesses. Symptoms and hints indicating the illness. Facts and advice on the most common health issues affecting a person. Immediate help, First aid - the care given before emergency medical help arrives. Knowing how to react to everyday accidents - and what not to do and how to cope with emotional reactions and infection risks. Contagious or sudden illnesses, breaks, poisons, freezes, burns, bleedings, traumas, heart and respiration support, and the ways to protect the illnesses.

TGUI 4404 Turkey's Flora, Fauna & Natural History (3, 0) 6

This course is intended to give students a firsthand knowledge of biodiversity in the flora and fauna of Turkey. It also aims to give students a basic knowledge on the natural history of Anatolian peninsula, definition of ecology, natural ecosystems, species and individuals, population parameters and population growth, structure and composition, life history strategies. a general overview of animal species and biodiversity in Turkey, ecosystems, community, population, flora and vegetation, how geological, hydrological, and climatic factors influence the flora and fauna of regions throughout Turkey.

TGUI 4406 Turkish Culture and Traditions (3, 0) 6

This course aims is developed knowledge and understanding of Middle Asian Turkish culture and history. They will realise that history and culture are not only national but common products of humanity, due to the contributions of Turkish states beginning from Central Asia on world civilizations. The reasons why our relations with Other Turkish Republics states have survived till today's political life and to find the reasons of the effects of Turkey on these countries. The course also gives the basic information on the migration of Turks to Anatolia, the significance of the Turkish Beylics founded in Anatolia and their political, economical, social and cultural structures.

TGUI - Field Elective (3, 0) 6

TGUI - Field Elective or SOFL (016-066) Foreign Language – VI (3, 0) 5

For University SOFL Courses and Course Contents: Please visit Modern Languages web page <http://ydy.yasar.edu.tr/en>

ELECTIVE COURSES

TGUI 3011 Ancient Anatolian Settlements (3, 0) 5

The Archaic locations of the settlements in Anatolia such as Çatalhöyük, Boğazköy, Alacahöyük until the process between Neolithic periods to Aegean immigration; historical development, cultural features and explanation of the remains according to the route.

TGUI 3013 International Tourism Markets (3, 0) 6

This course aims to prompt the students to understand International tourism markets. The course is also to study for those who want to career possibilities in international tourism industry or wish to gain other high level transferable management skills at international level. Students are expected to evaluate, understand and commend the basic structure of multinationals and chains, and their role on the development of international tourism and apply problem solving techniques to create ethical solutions both in the subject area and in a wider social, global and managerial context.

TGUI 3015 Anatolian Arts & History - I (3, 0) 6

This course chronologically examines in detail the cultures of Anatolia, the basic characteristics of these cultures, important excavation locations. In addition, after the Palaeolithic, Mesolithic, Neolithic, chalcolithic, bronze ages, the transition to permanent settlements of the societies, after the Neolithic, chalcolithic and bronze ages, the historical, social artistic and technological developments of cultures which was seen until mid-Iron Age.

TGUI 3017 Destination Management & Marketing (3, 0) 6

This course examines traditional disciplines, as well as new marketing approaches and tools to build a truly integrated marketing campaign for a destination. This course also studies destination management, which includes land use planning, business permits and zoning controls, environmental and other regulations, business association initiatives, and a host of other techniques to shape the development and daily operation of tourism-related activities

TGUI 3019 Ticketing & Tariffs (0, 6) 6

Basic airline ticketing rules and regulations, geography and codes, reservation terms, domestic and international ticketing procedures by referring to ABC World Guide, airline passenger tariffs and similar topics are taught in this course.

TGUI 3021 Tourist Psychology & Tourist Behaviour (3, 0) 6

Tourism experience, pre-perception of travel, motivation and learning, behaviours of tourists, visits to destinations, interaction of tourist-local people, tourist-tourist, local people-tourist. The basic and most known tourist categories, types and their behaviors. Tourist segmentations by their psychographic characteristics; allocentric, mid-centric and psycho-centric tourist types.

TGUI 3023 Entrepreneurship in Tourism Industry (3, 0) 6

This course relates to the conditions required managing the small size businesses regarding the differences between small and big businesses in tourism industry. Entrepreneurship, the social and other conditions affecting entrepreneurship, plans of management, source creation and its usage. Operating a small business, including qualifications, choosing a location, capital, merchandising, control, credit and promotion. Strategies for the implementation of business plans, in the process developing and acquiring the skills necessary to take an idea to its commercial reality, the use of case method.

TGUI 3025 Anatolian Handicrafts (3, 0) 6

The historical importance and the present state of Turkish handicrafts i.e. miniatures, rugs, kilims, metal and wood handworks is examined during this course. The handicrafts and their peculiarities which originated and amalgamated with the lifestyle in the rural areas are also treated.

TGUI 3027 Principles of Services Marketing (3, 0) 6

(the Content will be added)

TGUI 3029 Art of Byzantine (3, 0) 6

A perspective view to the artistic improvement of Eastern Rome Empire; primitive, middle and late Byzantium art, iconoclasm and early Byzantine, Latin invasion and Middle Byzantine; getting to be baroque and late Byzantine art; religious and public architecture and mosaic; style critics of the cultural works such as fresco.

TGUI 3031 Tour Planning & Management (2, 2) 6

This course supplies the students with detailed knowledge on preparation, pricing and implementation of tours and packages. It also includes the topics of essentials of a tour, advantages of readymade tour packages, and different types of tours like advertised tours, individual tour, escorted tours, group tours and daily excursions. It gives knowledge on the consolidated tour manual, brochures and matching client to the package.

TGUI 3033 Product Management in Tourism (3, 0) 6

Characteristics of tourist product and reasons for tourist product management and diversification will be studied. Major types of tourism product and its diversification in terms of tourism industry (*health tourism, nature based tourism, religion tourism, eco-tourism etc.*) will be the main objective of the course. Types of destinations and development phases of destinations in relation to diversification will be observed. The functional relationship between Special Interest Tourism (SIT) and tourism diversification will also be studied in the course.

TGUI 3035 Tourism Assets & Treasures of Turkey (3, 0) 6

Turkey in Brief, from West to East, geography, Popular Customs, most popular tourism destinations, The European and Asian regions separated by the Bosphours, the Sea of Marmara, and the Dardanelles, topography and climatic zones, ruins of past Anatolian civilizations and settlements, lifestyle, cultural, sport and outdoor, music and nightlife events and other social,

cultural, natural and manmade assets and treasures in Turkey are the main points to be learned in this course.

TGUI 3012 Intercultural Communication (3, 0) 6

Intercultural communication is a form of global communication. The aims of the course are to describe the wide range of communication problems that naturally appear within an organization made up of individuals from different religious, social, ethnic, and educational backgrounds. The course offers resources for intercultural, cross-cultural, multicultural, international, diversity training. The course is designed to help students understand how to effectively adjust, adapt, and navigate the changing business landscape they will face on a day-to-day basis.

TGUI 3015 Anatolian Art & History – II (3, 0) 6

The transition of Anatolian historical geography starting with the period of Colonization and the new provinces emerging from the process i.e. Aeolis, Ionia, Caria, Lycia. The interrelations of cultures established in these provinces. The technological, artistic and cultural development of the Anatolian Civilization which constituted a culture from the expeditions of Alexander the Great onward through the Hellenistic period, Roman Republic and Roman Imperial period.

TGUI 3016 Legal Aspects of Tourism (3, 0) 6

Principles of tourism related laws, legal regulation of tourism. Incentives for tourism investments and travel agencies. Selected topics on the rules concerning hotels, coastal areas, yachting and related areas. General principles of tourism related laws and regulations. International legal regulation of tourism. Law on Encouragement of Tourism Establishments and Travel Agencies.

TGUI 3018 Travel Agencies and Tour Operations (2, 2) 6

This course covers some operations in the classification of the travel trades. Tour operations and its functions on a yearly term. Types of local tour operators and purchasing marketing of those operators. Services documents of the travel firm. Studies of the travel agency business, how to get started in the business, the legal structures, staffing the travel agency, training, promoting products.

TGUI 3020 Art of Seljuks and Ottomans (3, 0) 6

Turk Islamic Art; Seljuk and Ottoman architecture and religious buildings, madrasahs, inns, caravanserais, palaces and residence architecture in Anatolia; Turkish handicrafts, tiles, hat, miniature, rug, metal and wood processing.

TGUI 3022 Quality Management in Services Sector (3, 0) 6

This course deals with the basic principles, guidelines and management of total quality applications in the hospitality and travel industry. It also contains the steps, cultural and organizational changes the tourism establishment needs to adapt and important considerations in order to apply total quality management. The characteristics and the differences of total quality management, especially in service establishments, will be emphasized with examples, which are currently in use.

TGUI 3024 Meeting and Congress Industry (3, 0) 6

This course deals with the basics and principles of convention management. The success factors, the important issues to consider and the trends in meeting industry are analyzed. Essentials of meeting development establishing objectives, controlling budgets, programming the agenda, determination of place and site, planning food and beverage, developing the meeting plan and evaluation are studied in detail.

TGUI 3026 Specific Topics in Travel & Tourism Studies (3, 0) 6

This course is about the updated issues of Turkish travel and tourism industry, the new trends and challenges, and new markets to appeal. The interesting topics on Turkish Tourism and latest developments of tourism and travel industry are examined. The situation of Turkish Tourism on international platform, its advantages and disadvantages, the effects of the developments in regional competition to Turkish Tourism will be explained. Case studies on the travel and tourism industry are also studied by the students as individually or groups.

TGUI 3028 Marine Tourism & Yachting Operations (3, 0) 6

Main subjects of the Marine Tourism course are the Cruiser Tourism, Yacht Investments and Operations including Blue Voyages, Marina Investments and Operations, Ferryboat Operations, Sales Services for Yacht Materials, Daily Leisure Boat Operations, Bareboat Operations and Water Sports Operations, Underwater Sports – Diving Tourism on which quite a number of operations in the areas of yachting and water sports. Tourism oriented occupational activities performed in the sea with marine vessels and vehicles as well as other occupational activities.

TGUI 3030 Recreation & Animation (3, 0) 6

History and concepts of leisure as to the individual and society. Operation of an enterprise related to profit making recreation facilities. A detailed study of management techniques used in the management of resort properties and their recreational facilities. Selection of program activities and guidelines for presenting and developing them effectively, recreational package programs, dynamics of travel and tour operations, case studies.

TGUI 3030 Sustainable Tourism (3, 0) 6

(the Content will be added)

TGUI 4050 – ACEEPT Seminar 6 ECTS

This is a seminar and project week program organized by ACEEPT (*Association of European Training Centers in Tourism*) each year in a different country. Every year, one of the participating partners organizes a project week in which students work in mixed groups from different nationalities on a particular theme. They work under the guidance of lecturers and professionals. Students may also get an assignment prior to and after the project week. Participant students evaluated and rated by their assigned supervisors. Successful students will have 3 ECTS credits.

ETIT 3005 Listening Comprehension Skills (1, 2) 6

(the Content will be added)

ETIT 3011 Language Use for Specific Purposes (1, 2) 6

(the Content will be added)