



**2023-2024 Academic Year**  
**List of Courses Offered in Foreign Language**  
**2023-2024 Akademik Yılı**

**Turizm Fakültesi**

	<b>Department</b> <b>Bölüm</b>	<b>Course Code</b> <b>Ders Kodu</b>	<b>ECTS</b> <b>AKTS</b>	<b>Course Title</b> <b>Dersin Adı</b>	<b>Semester</b> <b>Dönem</b>	<b>Course Content</b> <b>Dersin İçeriği</b>	<b>Academic Staff</b> <b>Dersi Veren Öğretim Elemanı</b>	<b>Online</b> <b>Available</b> <b>Çevrimiçi</b>
1	Tourism Management <i>Turizm İşletmeciliği</i>	KPD 102	2	CAREER PLANNING	Spring <i>Bahar</i>	The aim of the course is to guide students to plan their careers in accordance with their own interest, personality, knowledge, skills, and competencies. By the end of the course the student should: 1. Find a chance to think about their own interests, personality, and competencies; have increased self-awareness 2. Gain knowledge about the strategies of career planning and job search 3. Understand the dynamics of working in various sectors 4. <b>Be able to create their CVs, do their job search effectively</b>	Dr. Zeynep KARSAVURAN	
2	Tourism Management <i>Turizm İşletmeciliği</i>	TMP 104	6	TOURISM GEOGRAPHY	Spring <i>Bahar</i>	The aim of this course is to provide a comprehensive introduction to the interrelationship between tourism, leisure and recreation from geographical and social science perspectives. This course is designed for first year students to connect tourism to key geographical concepts of globalisation, mobility, production and consumption, physical landscapes, and post-industrial change.	Dr. Zeynep KARSAVURAN	
3	Tourism Management <i>Turizm İşletmeciliği</i>	TMP 202	5	ECONOMY	Spring <i>Bahar</i>	The main goal of this course is to provide students with the firm understanding of the basic micro and macro economical concepts and how these should be studied in the tourism context. The course content covers; basic economic concepts, demand, supply, market equilibrium, flexibility, consumer behavior, firm behaviour and production function, perfect competition market, imperfect competition market, income distribution and national income, economic growing, unemployment, money and banking system, inflation and devaluation	Assist. Prof. Edina AJANOVIĆ	
4	Tourism Management <i>Turizm İşletmeciliği</i>	TMP 206	5	MARKETING	Spring <i>Bahar</i>	This course aims to give information about general characteristics of marketing and its applications in tourism and to develop skills of analyzing the daily practices of this information. The course content covers; general characteristics of marketing, differences between goods and services, environmental factors affecting marketing, consumer markets and consumer buying behavior and marketing mix issues.	Prof.Dr. Tahir ALBAYRAK	
5	Tourism Management <i>Turizm İşletmeciliği</i>	TMP 208	6	TOURIST GUIDANCE	Spring <i>Bahar</i>	This course aims to provide professional and scientific evaluation and production of information about tourist guidance by informing about tourist guidance, to understand the principles and current problems of the guidance profession	Assist. Prof. Edina AJANOVIĆ	
6	Tourism Management <i>Turizm İşletmeciliği</i>	TMP 210	6	CULTURAL HERITAGE MANAGEMENT	Spring <i>Bahar</i>	This elective course is designed for second-year students. Course content includes defining culture, explaining tangible and intangible culture, and introducing tangible & intangible heritages from the world, specifically focusing on Türkiye's cultural sites and elements. In addition, students are expected to discuss the relationship between tourism development and cultural heritage protection following the explanations about theoretical approaches to heritage.	Dr. Zeynep KARSAVURAN	
7	Tourism Management <i>Turizm İşletmeciliği</i>	TMP 302	5	TOURISM SOCIOLOGY	Spring <i>Bahar</i>	The course introduces students to key sociological concepts and theories which are relevant in tourism. Tourism emerges from social constructions and it is important for student to gain knowledge in this discipline so as to be able to think critically about tourism.	Prof.Dr. Nedim YÜZBAŞIOĞLU	
8	Tourism Management <i>Turizm İşletmeciliği</i>	GNC 318	6	VOLUNTEERING STUDIES	Spring <i>Bahar</i>	Management and Organization Concepts; The Concept of Volunteering and Volunteer Management; Basic Volunteering Fields (Disaster and Emergency, Environment, Education and Culture, Sports, Health and Social Services etc.); Project Development Related to Volunteer Work and Participation in Volunteer Work in the Field; Ethics, Moral, Religious, Traditional Values and Principles in Voluntary Work; Participation in Voluntary Work in Public Institutions, Local Authorities and Non-Governmental Organizations (NGO); Risk Groups and Volunteering in Society; Immigrants and Volunteering.	Assist. Prof. Edina AJANOVIĆ	
9	Tourism Management <i>Turizm İşletmeciliği</i>	TMP312	6	TOURISM MARKETING COMMUNICATIONS	Spring <i>Bahar</i>	This course covers; marketing communication, integrated brand communication, segmentation, strategic research, planning, media planning, procurement and promotion.	Prof.Dr. Tahir ALBAYRAK	