



2025-2026 Academic Year
List of Courses Offered in Foreign Language
2025-2026 Akademik Yılı
Yabancı Dilde Açılacak Dersler Listesi

Faculty of Tourism
Turizm Fakültesi

Department <i>Bölüm</i>	Course Code <i>Ders Kodu</i>	ECTS <i>AKTS</i>	Course Title <i>Dersin Adı</i>	Semester <i>Dönem</i>	Course Content <i>Dersin İçeriği</i>	Academic Staff <i>Dersi Veren Öğretim Elemanı</i>	Online Available <i>Çevrimiçi</i>
1 Tourism Management	TMP102	6	BUSINESS MATHEMATICS	Spring	The course aims to provide the students with information about the financial calculations that they may encounter in business life. Topics of the course include: 1. Time Value of Money Concept, 2. Simple and Compound Interest Rate, 3. Present and Future Value, 4. Annuities, 5. Effective Interest Rate, 6. Real & Nominal Interest Rate Separation, 7. Amortisation Table, 8. Perpetuity Concept, 9. Pricing models of Bond and Debenture, 10. Capital Budgeting Methods taking into time value of money consideration	Doç. Dr. Yeşim HELHEL	
2 Tourism Management	TMP104	6	TOURISM GEOGRAPHY	Spring	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.	Arş.Gör.Dr.Zeynep KARSAVURAN	
3 Tourism Management	KPD102	2	CAREER PLANNING	Spring	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. Be able to create their CVs, do their job search effectively	Arş.Gör.Dr.Zeynep KARSAVURAN	
4 Tourism Management	TMP 202	5	ECONOMY	Spring	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	Dr. Öğr.Üyesi Edina AJANOVİĆ	
5 Tourism Management	TMP204	6	ACCOUNTING PRACTICES	Spring	Accounts and their recording principles, transactions related with matching principle, regulation of financial tables at the end of the period are covered. Topics covered: 1. Inventory systems, 2. Trade payables, 3. Equity capital, 4. Cost accounts, 5. Revenue and expense accounts, 6. Closing accounts, 7. Arrangement of financial tables	Doç. Dr. Yeşim HELHEL	
6 Tourism Management	TMP 206	5	MARKETING	Spring	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	
7 Tourism Management	TMP 302	5	TOURISM SOCIOLOGY	Spring	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	TMP304	5	TOURISM INFORMATION SYSTEMS	Spring	The aim of this course is to provide students with basic knowledge and main concepts regarding information and communication systems used in the tourism industry. In this context, some of the topics covered during the course are: development of information systems and their importance for businesses, dynamic interaction of tourism and information systems, supply and demand elements affecting the use of information systems in tourism, use of information systems in tourism distribution channels, in air transportation, in accommodation industry, in tour operators and travel agencies as well as in destination management. Latest development and usage in VR/AR, metaverse and AI in tourism industry will also be introduced.	Dr. Öğr.Üyesi Edina AJANOVİĆ	

9	Tourism Management	TMP306	6	SUSTAINABLE TOURISM	Spring	Contribution of Tourism to GDP, multiplier effect, the characteristics of employment and income created by tourism. Sustainable tourism planning approaches and models tourism policy creation processes cooperation and involvement of stakeholders, role of public sector in policy setting and planning on issues such as taxation, government support and regulations in sustainable tourism development. Evaluation of tourism plans and policies on local, national and international scale, comparison of Tourism Planning and policy approaches in selected countries and regions.	Arş.Gör.Dr. Onur SELÇUK	
10	Tourism Management	TMP312	6	TOURISM MARKETING COMMUNICATION	Spring	The aim of the course; to teach the basic principles of advertising and the importance of integrated marketing communication. This course focuses on marketing communication, integrated brand communication, segmentation, strategic research, planning, media planning, procurement and promotion.	Prof.Dr. Tahir ALBAYRAK	