



2024-2025 Academic Year
List of Courses Offered in Foreign Language
2024-2025 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>Cevrimici</i>
1 Turizm İşletmeciliği <i>Tourism Management</i>	TMP101	6	GENERAL TOURISM	Fall	The aim of this course is to provide the student an understanding of the key issues of tourism. This introductory course is designed for first year students to study the key terms, general concepts, and history of tourism. The course will provide an insight of tourism system, its economic, social and environmental aspects, demand and supply of tourism, planning and development, and the management of tourism.	Arş.Gör.Dr.Zeynep KARSAVURAN	
2 Turizm İşletmeciliği <i>Tourism Management</i>	TMP103	6	INTRODUCTION TO BUSINESS	Fall	The course aims to provide the students with the ability to analyse, interpret and explain the basic concepts of the business and their applications in real life events. The course covers the basic concepts of business, basic objectives of the enterprise and relations with the environment, establishment of enterprises, selection of the location of the enterprise and determination of the capacity of the enterprise, discussion of the business functions and the relations between them.	Prof.Dr. Tahir ALBAYRAK	
3 Turizm İşletmeciliği <i>Tourism Management</i>	TMP201	6	TOURIST BEHAVIOR	Fall	The course will explore a number of themes and issues related to tourist behaviour such as perspectives explaining who tourists are, motivations to travel, different ways to classify tourists, tourist typologies, variables influence the choices and decisions made by tourists, factors that shape tourist behaviour. The study of tourist behaviour is significant for students who plan to have a career in the tourism sector.	Dr. Öğr.Üyesi Edina AJANOVİĆ	
4 Turizm İşletmeciliği <i>Tourism Management</i>	TMP205	5	MANAGEMENT AND ORGANIZATION	Fall	The aim of this course is to provide the student an understanding of the key issues of management and organization. This course is designed for second year students to study the key terms, general concepts, and history of management. The course will provide an insight of concepts, theories, applications, and functions of management. Students are expected to fully participate class meetings and submit take home assignments given by the instructor.	Arş.Gör.Dr.Zeynep KARSAVURAN	
5 Turizm İşletmeciliği <i>Tourism Management</i>	TMP305	5	ORGANIZATIONAL BEHAVIOR	Fall	Defining the field of organization behaviour, individuals in organization, job attitudes, emotions and moods, personality and values, perception and individual decision making, motivation, group foundations and teams in organizations, leadership, power and politics, conflict and negotiation, organizational structure and culture, organizational change and stress management.	Dr. Öğr.Üyesi Edina AJANOVİĆ	
6 Turizm İşletmeciliği <i>Tourism Management</i>	TMP401	6	STRATEGIC MANAGEMENT	Fall	The course emphasizes the value and process of strategic management. In addition to familiarizing students with new subject matter, students are expected to integrate and apply their prior learning to strategic decision making in organisations. The Strategic Management course is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.	Prof.Dr. Nedim YÜZBAŞIOĞLU	
7 Turizm İşletmeciliği <i>Tourism Management</i>	TMP409	6	TOURISM MARKETING MANAGEMENT	Fall	This course aims to teach basic approaches, concepts and techniques in marketing management. The theoretical principles of marketing management as well as their applications will be covered. The course aims to enable the student to recognize the marketing problems in real business life, to develop and apply appropriate solutions to these problems. The course content covers marketing planning, market segmentation, corporate purchasing behavior, marketing information system and destination marketing.	Prof.Dr. Tahir ALBAYRAK	
8 Turizm İşletmeciliği <i>Tourism Management</i>	TMP 104	6	TOURİSM 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	
9 Turizm İşletmeciliği <i>Tourism Management</i>	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	

10	Turizm İşletmeciliği <i>Tourism Management</i>	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	
11	Turizm İşletmeciliği <i>Tourism Management</i>	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	
12	Turizm İşletmeciliği <i>Tourism Management</i>	TMP304		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 AJANOVIC	