



**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<br><i>Bölüm</i> | Course Code<br><i>Ders Kodu</i> | ECTS<br><i>AKTS</i> | Course Title<br><i>Dersin Adı</i> | Semester<br><i>Dönem</i> | Course Content<br><i>Dersin İçeriği</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Academic Staff<br><i>Dersi Veren Öğretim Elemanı</i> | Online<br>Available<br><i>Çevrimiçi</i> |
|---|----------------------------|---------------------------------|---------------------|-----------------------------------|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|-----------------------------------------|
| 1 | Tourism Management         | 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.                                                                                                                                                                                               | Research Asst. Dr. Zeynep Karsavuran                 |                                         |
| 2 | Tourism Management         | 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 | Tourism Management         | TMP105                          | 6                   | Tourism Ethics and Legislation    | Fall                     | Course object is to present the provisions of the legislation related to tourism sector and to teach the ethical principles and rules in the field of Tourism. Course content focuses on Tourism Law, importance and development of Tourism Law in terms of Tourism Policy, regulations for travel agencies, professional tour guides, coastal areas, environmental law, visa regime, and international ethical codes in tourism.                                                                                                                                                                                         | Asst. Prof. Dr. Abdullah Akgün                       |                                         |
| 4 | Tourism Management         | 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.                                                                                                                                                                                    | Asst. Prof. Dr. Edina Ajanovic                       |                                         |
| 5 | Tourism Management         | TMP203                          | 5                   | Accounting                        | Fall                     | The course concentrates on the application of accounting theory and the importance of accounting in business management to students. Course content includes: 1. Definition and functions of accounting, users of accounting knowledge, coverage of accounting and basic concepts of accounting, 2. Definition of balance sheet, accounting equation, effects of financial transactions on balance sheet, 4. Account concept, transaction rules of accounts in accounting, row of accounting procedures, 5. Cash equivalents, 6. Current assets, 7. Fixed Assets, 8. Marketable securities, and 9. Short term liabilities | Assoc. Prof. Dr. Yeşim Helhel                        |                                         |
| 6 | Tourism Management         | 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.                                                                                                                                                        | Research Asst. Dr. Zeynep Karsavuran                 |                                         |
| 7 | Tourism Management         | TMP207                          | 6                   | Alternative Tourism               | Fall                     | Concepts such as rural tourism, ecotourism, responsible tourism, which can be defined as components of alternative tourism, and their meanings for Turkish tourism will be discussed.                                                                                                                                                                                                                                                                                                                                                                                                                                     | Research Asst. Dr. Onur Selçuk                       |                                         |
| 8 | Tourism Management         | TMP209                          | 6                   | Room Division Management          | Fall                     | Beginning with an introduction to the Rooms Department, the course examines its administrative structure, communication, and relationships with other departments. Focusing on the work of the front office and housekeeping departments, which encompass the rooms department in hotels, the factors that influence hotel efficiency and success are examined. Students will gain an understanding of the importance and management of the rooms department.                                                                                                                                                             | Asst. Prof. Dr. Edina Ajanovic                       |                                         |
| 9 | Tourism Management         | TMP211                          | 6                   | Research Methods                  | Fall                     | This course aims to introduce the students to the research methodologies generally used in the social sciences. The focus is on understanding the steps of research as a problem solving tool. This encompasses the understanding and application of appropriate research designs, sampling methods, data collection and data analysis methodologies and presentation of the research results.                                                                                                                                                                                                                            | Asst. Prof. Dr. Abdullah Akgün                       |                                         |

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| 10 | Tourism Management | TMP213 | 6 | Travel Agency and Tour Operating       | Fall | The objective of the course is to provide the student with knowledge about the operational environment and fundamentals of travel agencies and tour operators. Students will be provided with the overall insight into how the tour packages are created and distributed as well as what are the critical points in managing the contemporary travel agencies and tour operators. Course aim is to offer a more detailed understanding of modern technologies use in the travel agencies and how should future travel agent candidates deal with the current and future trends in the sector.                             | Asst. Prof. Dr. Edina Ajanovic       |  |
| 11 | Tourism Management | TMP301 | 5 | Business Finance                       | Fall | The aim of this course is to introduce the basic principles of business finance management and start-up issues and to enable them to approach start-up financial decisions from a financial manager's perspective and to determine the least financial costs that bring competitive advantage.                                                                                                                                                                                                                                                                                                                            | Assoc. Prof. Dr. Yeşim Helhel        |  |
| 12 | Tourism Management | 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.                                                                                                                                                                                                                                   | Asst. Prof. Dr. Edina Ajanovic       |  |
| 13 | Tourism Management | TMP311 | 6 | Hotel Operation Systems                | Fall | This is an advanced information processing course for undergraduate students who have fundamental knowledge and skills of hotels. Students will address practical issues involved in front office automations, including reservations, front office transactions, cashiering and room management.                                                                                                                                                                                                                                                                                                                         | Asst. Prof. Dr. Abdullah Akgün       |  |
| 14 | Tourism Management | TMP313 | 6 | Communication and Behavior             | Fall | The course aims to provide an understanding of the main concepts and importance of communication, while also considering the characteristics of human behavior to develop effective communication skills in social and professional life. The course covers the principles and components of communication and social psychology, behavioral and social psychology theories, listening and understanding skills in communication, empathy, conflict and negotiation, and the importance of communication skills in professional life.                                                                                     | Research Asst. Dr. Zeynep Karsavuran |  |
| 15 | Tourism Management | 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 Yüzbaşıoğlu          |  |
| 16 | Tourism Management | TMP403 | 5 | Investment Project Analysis            | Fall | The aim of the course is to provide students with the knowledge and skills to prepare, evaluate and present a tourism investment project. The course covers market analysis of feasibility (feasibility) study, technical analysis and financial analysis studies and evaluation of commercial analysis of projects within the framework of tourism investments.                                                                                                                                                                                                                                                          | Prof. Dr. Yıldırım Yılmaz            |  |
| 17 | Tourism Management | TMP407 | 6 | Performance Measurement and Management | Fall | The aim of the course is to teach students various methods of measuring and evaluating the performance of tourism enterprises. It covers the examination of various models, systems and techniques that enable the evaluation of tourism enterprises with financial and non-financial performance criteria.                                                                                                                                                                                                                                                                                                               | Prof. Dr. Yıldırım Yılmaz            |  |
| 18 | Tourism Management | 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             |  |