

KARABUK UNIVERSITY
SAFRANBOLU FACULTY OF TOURISM
Tourism Management - Course Contents

1. SEMESTER COURSES

TFI101- Introduction to Tourism (3-0-3 ECTS:3)

Tourism and tourism concepts, tourism types, tourism management, tourism history, tourism opportunities, regional, national and international organizations related to tourism, hospitality services, distribution system in tourism, tourism positive and negative effects, tourism policy and planning, tourism in Turkey.

TFI103- Economics I (3-0-3 ECTS:3)

Economics is the study of the choices people make and the actions they take in order to make the best use of scarce resources to fulfil their wants and needs. This course is an introduction to the basic principles of microeconomics, which analyzes the choices and actions of the individual parts of the economy – households, firms, and the government. This course covers resource allocation and opportunity cost; supply and demand; pricing and the market system; elasticity; theories of production and consumption; perfect and imperfect competition and factor markets.

TFI105- Introduction to Business (3-0-3 ECTS:3)

The basic principles of business science, the relationship between business science and other branches of science, the aims and responsibilities of businesses, classification of businesses, business and environment, enterprise operations in enterprises, size and capacity, management functions-management-production-marketing-human resources-finance- Development-public relations.

TFI107- Food & Beverage Services I I (2-2-3 ECTS:4)

In the course, basic information will be given about the presentation of the materials used in the service, cleaning of these materials and making them ready for hygienic use so that the students will be successful in the service applications. In addition, in order to be more experienced individuals in the sector, students will be able to gain the necessary skills to enable them to work faster and more effectively during service and to provide customer satisfaction.

TFI109- Financial Accounting I I (3-0-3 ECTS:4)

Definition of accounting, history, basic concepts and accounting types, account definition, characteristics, operation, account plan, accounting processes, accounting, information flow, documents, books accounting vouchers, trial balances, the definition of the balance sheet, sections, types and, preparation, Balance sheet accounts: Cash

and cash equivalents, Securities, Trade receivables, Stocks, Tangible fixed assets, Intangible assets, Financial liabilities, Trade payables, Balance sheet acco

TFI111- Business Mathematics (2-0-2 ECTS:3)

Concept of Percentage and Bain, Calculation of Simple Percentage, Calculation of Internal Percentage, Calculation of External Percentage, Proportion, Proportion, Purchase, Cost, Sales and Profit Concepts, Profit (Loss) Simple Rate and Simple Discount, Compound Interest and Compound Discount, Future Value in Annuities, Present Value in Annuities, Debt Payments, Valuation in Treasury, Equity Share

TFI113- English for Tourism I (2-2-3 ECTS:4)

Front Office and Personnel, Types of Rooms, Months, Days, Ordinal Numbers, Accepting a booking, Reserving a room, Enquiries, The time, Which company, The address, Telephone numbers, Guests names, Ouestiones about reservations, Transformations, Extra beds, Housekeeping supplies, Booking into a hotel (walk in), Filling in "The Registration Form", Saying room numbers What is your roon number? Types of guests, Chance arrivals, A Mistake in reservations, Paying bills, Telling time, Morning, Noon, Afternoon, Evening, Midnight, Countries, Languages, Nationalities, Cities, Countries, Airlines, Checking in, Guest who arrive late, Checking in tour groups

AIT181- Atatürk's Principles and History of Revolutions I (2-0-2 ECTS:2)

Introduction, Fall of the Ottoman Empire, Tanzimat and Islahat Eras, Tripoli and Balkan Wars, World War I, The Armistice of Moudros, the Occupation of Anatolia and the National Reactions, The Birth of the Turkish Revolution, Turkish War of Independence, The Armistice of Mudanya, The Treaty of Lausanne

TUR181- Turkish Language I (2-0-2 ECTS:2)

This course is designed to teach the definiton of language and culture, language-culture relation, the role of language as a social institution in societies, the situation of Turkish Language among world languages, the development and historical periods of Turkish language, the current condition of Turkish Language and span of usage, Turkish Phonology, inflectional and derivational morphemes in Turkish, types of lexicon in Turkish, and elements of the sentence.

YDL181- Foreign Language I (2-0-2 ECTS:2)

To be, there is/are, have/has got, tenses, modals, passives, conditionals, noun clauses, reported speech, gerunds/infinitives.

2. SEMESTER COURSES

TFI102- Tourism Management (2-0-2 ECTS:3)

Tourism phenomena, general characteristics of tourism sector, classification of tourism enterprises, travel enterprises, accommodation enterprises, food and beverage enterprises, yacht and marina enterprises, recreation enterprises, international tourism enterprises.

TFI104- Economics II (3-0-3 ECTS:3)

Production function and law of diminishing returns, producer equilibrium, changes in equilibrium, costs of production, equilibrium in perfect competition, monopoly, monopsony, oligopoly, monopolistic competition, and the other markets, the market for the factors of production, welfare economic and general equilibrium, externalities and public goods

TFI106- Front Office Management (3-0-3 ECTS:3)

Accommodation operations, management and management functions, front office organization, pre arrival - reservation, reception, check-in for guests without reservation and reservation, uniformed services, night services, check out operations, front office reports, front office application errors and ethics.

TFI108- Food & Beverage Services II (2-2-3 ECTS:4)

The course will provide basic information on the structure, managerial processes and marketing insights of the food and beverage

businesses to ensure that students are successful in food and beverage services. It will also provide students with the skills needed to become more experienced individuals in the sector, work faster, work more effectively and provide customer satisfaction

TFI110- Financial Accounting II (3-0-3 ECTS:4)

Cost Accounts: 7/A and 7/B Options, Income Statement and Accounts, Inventory Operations and Records.

TFI112- Information Technologies in Tourism (2-2-3 ECTS:3)

Office Package Program, Word processor (WORD), Preparing a Presentation (Power Point), Electronic spreadsheet (Excel) Introduction to hotel automation programs (Assist)

TFI114- English for Tourism II (2-2-3 ECTS:4)

The bellboy shows the guest his room, key cards, guest room, something is not working, services, mails, sending letters, parcels and post cards, leaving a message, changing rooms, explaining where things are, city maps, renting a car, I need something, the geography of Turkey, paying bills, accepting credit cards, a problem with the bill, exchanging money, guest supplies and services the hotel garage, parking, sport centers, health clubs, the lost and found things, a safe deposit box, suggesting, complaints

AIT182- Atatürk's Principles and History of Revolutions II (2-0-2 ECTS:2)

Political Reforms, Legal Reforms, Educational and Cultural Reforms, Economic Reforms, Social Reforms, Atatürk's Principles, Atatürk's Foreign Policy, Turkey in the World War II, The concept of Jeopolitics and Jeopolitics of Turkey.

TUR182- Turkish Language II (2-0-2 ECTS:2)

This course is designed to teach the definition of sentence and elements of sentence; sentence analysis and examples of sentence analysis; types of sentences; composition skills; planning of written composition; types of written and oral expression and examples; means of expression and brainstorming in forming paragraphs; ambiguities in sentences; and the rules employed in the conduction of research articles.

YDL182- Foreign Language II (2-0-2 ECTS:2)

Adjectives and adverbs, relative clauses, adverbial clauses, pronouns, nouns, quantifiers, articles, causatives, tag questions, prepositions.

3. SEMESTER COURSES

TFI201- Principle of Marketing (3-0-3 ECTS:3)

Market segmentation, targeting, positioning and sales forecasts, product development (product concept, product development, product development, marketing strategy and marketing), marketing research and

information system, consumer markets and consumer behavior, industrial markets and international markets, Product sales and product strategies in marketing), product management (product mix, new product concept and product life cycle, brand and branding strategies), pricing, promotion (engagement

TFI203- Introduction to Law (2-0-2 ECTS:2)

Community life, the function of law in society, Rules governing social life, classification of legal rules, law, morality, legal values, science of law, Legal structure, positive and natural law, different legal definitions, legal problems in law, concept of rights, hierarchy of legal norms, methods of interpretation in law, Judicial decisions, courts, law-abiding, differentiation of public-private law, explanations about different branches of law basic concepts and institutions of law, legal currency

TFI205- Tourism Economics (3-0-3 ECTS:4)

The concept of tourism economy, the concept of famine, basic concepts (necessity, benefit, goods and services, production, production factors, income, consumption, saving, investment) tourism supply, tourism, demand, inflation in tourism, deflation, stagflation, devaluation and monetary policy, Price formation in the tourism market, market types and tourism sector, firm balance in the tourism sector consumer balance in tourism demand

forecast in tourism monetary and monetary and real economic ef

TFI207- Cost Accounting (3-0-3 ECTS:4)

Definition of Accounts, Historical Development, Basic Concepts, Accounting Types, Definition of Accounts, Qualifications, Functioning, Account Plan, Accounting Process, Accounting Information Flow, Documents, Books, Accounting Fiches, Trial Balances, Balance Sheet Accounts: Securities, Balance Sheet Accounts: Trade Receivables, Balance Sheet Accounts: Stocks

TFI209- Food Production (1-2-2 ECTS:4)

Kitchen, soups, salads, canape, meat and offal dishes , Poultry dishes, aquatic food dishes, curd dishes, egg dishes, vegetables, cereals and dairy products, food flavors.

TFI211- English for Tourism III (2-2-3 ECTS:4)

Food & Beverage department and perssonel the cloakroom, seating guests, the cloakroom, seating guests, seating small children would you like another table? this table is reserved today's special, here is the menu, what you like to order from the menu? do you anything else? suggesting cocktails, ordering steak (rare, medium, well done), hors-d' oeuvres, soups, salads, a reservation at the restaurant, ordering drinks from room service the main course, what would you like with it? complaints & requests, paying bills, a problem with the bill.

TFI213- German I (2-0-2 ECTS:3)

Introducing yourself, giving and asking names, greeting people at different times of the day, numbers, greeting people formally and informally, saying where you come from and your nationality, recognising and asking about objects in your bag and pockets, talking and asking about your likes and dislikes (music, sport, animals, people), saying and asking where you live, occupations (saying and asking what people do), the alphabet, food and drink (asking what people want, ordering), money (saying and asking prices), talking and asking about skills and sport, asking about age, apologising.

TFI215- Russian I (2-0-2 ECTS:3)

Introducing yourself, giving and asking names, greeting people at different times of the day, numbers, greeting people formally and informally, saying where you come from and your nationality, recognising and asking about objects in your bag and pockets, talking and asking about your likes and dislikes (music, sport, animals, people), saying and asking where you live, occupations (saying and asking what people do), the alphabet, food and drink (asking what people want, ordering), money (saying and asking prices), talking and asking about skills and sport, asking about age, apologising.

TFI217- French I (2-0-2 ECTS:3)

Introducing yourself, giving and asking names, greeting people at different times of the day, numbers, greeting people formally and

informally, saying where you come from and your nationality, recognising and asking about objects in your bag and pockets, talking and asking about your likes and dislikes (music, sport, animals, people), saying and asking where you live, occupations (saying and asking what people do), the alphabet, food and drink (asking what people want, ordering), money (saying and asking prices), talking and asking about skills and sport, asking about age, apologising.

TFI219- Japanese I (2-0-2 ECTS:3)

Introducing yourself, giving and asking names, greeting people at different times of the day, numbers, greeting people formally and informally, saying where you come from and your nationality, recognising and asking about objects in your bag and pockets, talking and asking about your likes and dislikes (music, sport, animals, people), saying and asking where you live, occupations (saying and asking what people do), the alphabet, food and drink (asking what people want, ordering), money (saying and asking prices), talking and asking about skills and sport, asking about age, apologising.

TFI221- Social Behavior in Tourism (2-0-2 ECTS:3)

Concepts of behaviour, ability and individual characteristics, anticipating guest needs, offering options, the art of sales, communication with guests, listening to the guest, speaking with the guest, communication on the phone, self-introduction, speech tempo,

addressing the spoken individual by name, polite expressions, careful and respectful listening, preparing a checklist, taking notes, sincere and understandable speech, putting the caller on hold / redialing in response, telephone connections, long distance and international conversations, proving oneself and representing the institution, service sales, being polite and democratic, joking, approaching and solving complaints, social behaviour in direct contact with guests, physical appearance, eye contact, greetings, smiling, respecting the privacy of individuals, unpleasant physical habits, avoiding nervous gestures, gestural communication, expectations of foreign guests, avoiding misunderstandings, approaching emergencies, developing professional awareness, discipline in the workplace, ideal attendant, developing necessary social behaviour in the workplace

TFI223- Banquet (2-0-2 ECTS:3)

Definition and history of banquet, banquet concept from past to present, banquet section organisation, banquet reservation, banquet types, meeting organisations, layout and organisation of banquet hall, banquet sales, customer relations in banquets, protocol rules in banquets.

TFI225- Anatolian Civilizations (2-0-2 ECTS:3)

Prehistoric Civilisations in Anatolia, Assyrian, Urartu, Hatti and Hittite Civilisations, Phrygia, Lydia, Caria and Lycia Civilisations, Ionia Civilisation: Ephesos and Pergamon -

architecture, art and state administration, Aspendos, Side and Perge -architecture, art and state administration, scientists and artists trained in Anatolia, Eastern Roman (Byzantine) Empire, Seljuks and Principalities Period in Anatolia, Ottoman arts.

TFI227- Values Education (2-0-2 ECTS:3)

Definitions of value and morals, brief literature on morals in terms of religion and philosophy, models of values education, schools and values education, development of ethics and character in child, values of Turkish National Education, teaching of values in schools, Values of Turkish society.

TFI229- Modern Management Techniques (2-0-2 ECTS:3)

Downsizing and downsizing, core competence, outsourcing, restructuring, benchmarking, change engineering, crisis management, time management, stress management, conflict management, personnel empowerment, career management, learning organisations, network organisations, virtual organisations, total quality management, balanced scorecard, customer relationship management, lean organisations, 6 Sigma.

TFI231- Consumer Behaviours (2-0-2 ECTS:3)

Overview of consumers and consumers, the birth and development of universal consumer rights, consumer recognition, understanding consumer behaviour models, consumer problems before, during and after purchasing, determining the factors affecting the

consumer's purchasing behaviour, determining the dependence of consumers on the brand, consumer behaviour and marketing strategy relationship, consumer theories, consumer balance, consumer attitudes and changing attitudes, consumer satisfaction, Consumer Protection Law, Consumer decision making process.

4. SEMESTER COURSES

TFI202- Management and Organization (2-0-2 ECTS:2)

Classical Theory of Management: Scientific management, process management, bureaucratic management, Neoclassical Theory of Management, The modern Theory of Management, management of objectives, Functions of Management, Managerial planning, strategy, vision, mission and objectives, targets, Strategic management, Managerial control, leadership, motivation, Organizing, simple structures, mechanistic structures, partitioned structures, Contemporary management approaches: Learning organizations, Total quality management, Competency-based management, Team management

TFI204- Travel Agency and Tour Operator Management (2-0-2 ECTS:2)

Tourism and travel, Travel distribution systems, Travel agencies, Duties and departments of travel agencies, Legal arrangements for travel agencies, Travel agency related organizations, Reservation procedures, technical terms and abbreviations, Reservation

on air travel, Other duties of the Agency, Congress, meetings, fair organizations, Tour operator, package tours, Tour cost calculation types

TFI206- Food Science and Nutrition (2-0-2 ECTS:2)

Food and nutrition concepts, Nutrition mistakes, Classification of food, Nutrition according to age and human structure, Classification of food items, Cooking calorie calculation, Nutrition paradigm, Carbohydrates, fats, vitamins, proteins and minerals, Causes of food deterioration, Definition and importance of HACCP, definition of sanitation and precaution

TFI208- Tourism Legislation (2-0-2 ECTS:2)

Definition of law, basic sources of law, concept of tourism law, development and importance of tourism law in terms of tourism policy, sources of Turkish tourism law, Other laws related to tourism, Statutes and regulations, Tourism investment certificate Tourism operation document and travel agency document, Regulation on tourism enterprises relations with ministry, each other and with customers, Hotel, customer and agency associations, tourism incentive measures, international tourism organiza

TFI210- Housekeeping Services (1-2-2 ECTS:3)

Introduction to housekeeping management, its importance and characteristics, Application areas and scope of housekeeping management

in hospitality management, planning process in housekeeping management, Organization process in housekeeping management ,Coordination process in housekeeping management ,Control and supervision process in housekeeping management ,Housekeeping management, Conceptual and managerial analysis ,Laundry management, Equipment and material types and supervision in housekeep

TFI212- English for Tourism IV (2-2-3 ECTS:4)

Breakfast (a la carte, continental, english, american, turkish), the breakfast card, a reservation at the restaurant, ordering drinks from room service, cocktails, non- alcoholic cocktails, suggesting cocktails, beer, whisky, liqueurs, cognac, armannac, port, madeira, sherry, a drink before the meal, ordering wine, selling turkish wines, portions or servings, ordering dessert, turkish menus, complaints & requests.

TFI214- German II (2-0-2 ECTS:3)

Asking and telling about seasons, months, days, saying what you want to buy at the shops, asking about prices, asking and telling about places, giving directions, asking and telling about time, asking and telling about activities and habits, talking about family, asking and telling about the weather, talking about past events, talking on the phone, offers of help.

TFI216- Russian II (2-0-2 ECTS:3)

Asking and telling about seasons, months, days, saying what you want to buy at the shops, asking about prices, asking and telling about places, giving directions, asking and telling about time, asking and telling about activities and habits, talking about family, asking and telling about the weather, talking about past events, talking on the phone, offers of help.

TFI218- French II (2-0-2 ECTS:3)

Asking and telling about seasons, months, days, saying what you want to buy at the shops, asking about prices, asking and telling about places, giving directions, asking and telling about time, asking and telling about activities and habits, talking about family, asking and telling about the weather, talking about past events, talking on the phone, offers of help.

TFI220- Japanese II (2-0-2 ECTS:3)

Asking and telling about seasons, months, days, saying what you want to buy at the shops, asking about prices, asking and telling about places, giving directions, asking and telling about time, asking and telling about activities and habits, talking about family, asking and telling about the weather, talking about past events, talking on the phone, offers of help.

TFI222- Tourism Geography (2-0-2 ECTS:3)

The relationship between tourism and geography, definition, characteristics and principles of tourism geography, historical ages and civilisations of Anatolia, civilisations and nations in Anatolia in the historical age, Turkey's geographical regions and tourism assets (Marmara Region, Aegean Region, Mediterranean Region, Central Anatolia Region, Black Sea Region, Eastern Anatolia Region, Southeastern Anatolia Region)

TFI224- Tour Planning and Management (2-0-2 ECTS:3)

Package tour concept, history of package tour, characteristics of package tour, reasons for preference of package tours, classification of package tours, production stages in package tours, marketing research in package tours, sales stage in package tours, management stage in package tours, consumption stage in package tours, consumer problems in package tours, package tour cost calculation, definitions related to tour operators, relations between tour operators and hotels (contracts, payment terms, cancellations, legal problems).

TFI226- History of Art (2-0-2 ECTS:3)

Terms and concepts related to prehistoric civilisations, terms and resources related to Greek architecture, terms and concepts related to Roman architecture, terms and concepts related to Byzantine architecture, Greek sculpture and ceramic workmanship, Roman sculpture and ceramic workmanship, materials

and techniques in architecture: material definitions, use of materials according to the type of building, wall knitting techniques, load-bearing elements, support elements, opening elements, covering elements, construction techniques, covering transition elements, religious architecture, military architecture, civil architecture.

TFI228- Customer Relationship Management (2-0-2 ECTS:3)

Customer relationship management (CRM) (basic concepts, development process), creating customer value, customer orientation, creating customer loyalty, customer relationship management and information technologies, analytical and operational customer relationship management, basic rules of customer relationship management, customer relationship management strategies, benefits of customer relationship management, customer relationship management applications in businesses.

TFI230- Learning Organizations (2-0-2 ECTS:3)

Concepts of organisation, management and manager, management functions and connection processes, concept and types of information, concept and types of learning, concept and methods of learning, organisational learning, organisational development, need for organisational development, techniques of organisational development Stages of organisational development process (defining the problem,

evaluating the current situation, developing solutions for the problem, implementing solutions, evaluating the results of implementation), concept of learning organisation, relearning cycle in organisations, transition from traditional organisations to learning organisations, comparison of traditional and learning organisations, management gurus (Peter M. Senge, Philip B. Crosby, W. Edwards Deming), Building blocks and principles of learning organisations (Mental models, Personal mastery, Shared vision, Systems thinking, Team learning), Factors affecting transformation to learning organisations (Support of top management, Communication and internal information distribution, Shared vision and values, Training and development activities, Reward and incentive, Open-mindedness, Organisational culture, organisational structure and flexibility).

TFI232- New Approaches in Marketing (2-0-2 ECTS:3)

Modern marketing approach, market orientation concept, postmodern marketing, green marketing, database marketing, permission marketing, gedik marketing, relationship marketing, intrinsic marketing.

TFI234- Industrial Training (0-0-0 ECTS:6)

Creating an information file about the history, the field of activity and the goods and services it offers of the internship organizations, Preparing activities related to departments that

are working with rotation method, Filing and analyzing activity reports, Providing communication between the internship organizations and the university department during the internship period.

5. SEMESTER COURSES

TFI301- Human Relations Management (2-0-2 ECTS:2)

Business, production, management, management functions, historical development of HRM, Important and main areas of activity of HRM, Human resources planning and process, Personnel needs within the scope of human resources planning, Performance management, Performance evaluation, Career management, Conflicts and possible effects in organizations, Human resource selection process and techniques, Personality and personality analysis, Salary and salary systems, Discipline, complaints and violence in

TFI303- Hospitality Management (2-0-2 ECTS:3)

Accommodation industry, types of accommodation management, development of accommodation businesses in the world, management and organization of accommodation businesses (HRM, marketing, customer relations management, public relations, accounting, financial management, rooms department, food and beverage department, technical service, other units) Living problems and techniques of settlement, general structure and structural problems of

accommodation enterprises, measures to be taken in extraordi

TFI305- Financial Management in Tourism (3-0-3 ECTS:3)

Financial management and functions, time value of money, financial analysis, financial planning and control, break-even and leverage analysis, working capital, capital budgeting, capital cost, capital structure and long term financing, special issues (financial derivatives, corporate mergers and international finance)

TFI307- Food and Beverage Cost Control (3-0-3 ECTS:3)

Cost, expenditure and cost concepts, Classification of costs (accounting technique), Classification of costs (mathematics and statistics technique), Cost centers in accommodation businesses, Break-even point, Cost control process (menu planning), cost control process (order), cost control process (Purchasing), cost control process (receiving), cost control process (storage), cost control process (production), cost control process (sales).

TFI309- Automation Programs in Hospitality (2-2-3 ECTS:4)

Pre- arrival (Sispar Packet Program) arrival (Sispar Packet Program), occupy (Sispar Packet Program), departure (Sispar Packet Program), pre- arrival (Elektra Packet Program), arrival (Elektra Packet Program), occupy (Elektra Packet Program), departure (Elektra Packet Program), pre- arrival (Fidelio Packet Program), arrival (Fidelio Packet

Program), occupancy (Fidelio Packet Program), departure (Fidelio Packet Program), Assist Packet Program (pre arrival-arrival-occupancy-departure).

TFI311- Occupational Health and Safety in Tourism Businesses (2-0-2 ECTS:2)

Basic concepts of occupational safety and health. Basic working areas of ergonomics. Reasons of work accidents. Avoidance models. Calculation of costs. Investigation and reporting. Occupational illness, its types and avoidance methods. Occupational safety methods at workshop and laboratories. Personal and machine protective equipments. Fire and explosion prevention methods. Principles and objectives of first aid. ISG legislation.

TFI313- English for Tourism V (2-2-3 ECTS:4)

Housekeeping and personnel, housekeeping supplies, sorry to disturb you. would you like your room cleaned?, a guest room, signs (don't disturb), saying room numbers, sending things up, losing and finding, borrowing things, something is not working, problems with the room, complaints & requests.

TFI315- German III (2-0-2 ECTS:3)

Accepting and refusing offers of food and drink, Talking about parts of the house, Asking and telling colours, Accepting and refusing invitations, Suggestions, Asking and giving opinions, Talking about future plans, Asking about clothes, price and size, Talking about past activities, Confirmation, Requests,

Determining ownership, Talking about recent activities.

TFI317- Russian III (2-0-2 ECTS:3)

Accepting and refusing offers of food and drink, Talking about parts of the house, Asking and telling colours, Accepting and refusing invitations, Suggestions, Asking and giving opinions, Talking about future plans, Asking about clothes, price and size, Talking about past activities, Confirmation, Requests, Determining ownership, Talking about recent activities.

TFI319- French III (2-0-2 ECTS:3)

Accepting and refusing offers of food and drink, Talking about parts of the house, Asking and telling colours, Accepting and refusing invitations, Suggestions, Asking and giving opinions, Talking about future plans, Asking about clothes, price and size, Talking about past activities, Confirmation, Requests, Determining ownership, Talking about recent activities.

TFI321- Japanese III (2-0-2 ECTS:3)

Accepting and refusing offers of food and drink, Talking about parts of the house, Asking and telling colours, Accepting and refusing invitations, Suggestions, Asking and giving opinions, Talking about future plans, Asking about clothes, price and size, Talking about past activities, Confirmation, Requests, Determining ownership, Talking about recent activities.

TFI323- Conflict Management in Tourism Businesses (2-0-2 ECTS:3)

The concept of conflict, factors causing conflict, determining the sources of conflicts, managing conflicts, conflict resolution methods and how these methods should be applied in tourism enterprises, what managers should do in conflict situations, the rules that employees should apply in conflict situations, methods of protection from conflicts in enterprises.

TFI325- Bar Management (2-0-2 ECTS:3)

Definition of bar; historical development and concepts, bar organisation; technical features of bar and bar stock. Technical equipment and tools used in the bar, making the bar in accommodation establishments, job descriptions of the personnel working in the bar, bar types, bar preparation (bar mise en place). History, production, preparation and serving methods of alcoholic and non-alcoholic beverages prepared in the bar.

TFI327- Airway Management (2-0-2 ECTS:3)

Basic definitions and rules related to airline management, airline management classification and organisational characteristics, development of airline transport in the world and in Turkey, supply-demand in airline transport and basic characteristics of airline transport, regulations on international airline transport, network structures of airline companies, revenue structures of airline businesses, cost structures

of airline businesses, cost structures of airline businesses, fields of activity and competitive strategies of airline businesses, global airline business concept and airline co-operations, marketing in airline businesses, marketing in airline businesses, fleet planning in airline businesses.

TFI329- Project Management (2-0-2 ECTS:3)

Basic project management terminology, general concepts, initiation, planning, implementation, monitoring and control and closure processes within the framework of integration management, scope management, time management, cost management, quality management, human resources management, communication management, risk management, supply and procurement management knowledge areas.

TFI331- Public Relations (2-0-2 ECTS:3)

The birth and importance of public relations, neighbouring concepts and definitions in public relations, disclosure of the structure, functioning and decisions of the management to the public (introduction), management learning the wishes of the public (recognition), public relations in enterprises and development of public relations programme, target audience in public relations, integrated marketing communication, internal public relations, tools and methods in public relations, public relations in crisis periods, ethics in public relations.

TFI333- Innovation and Technology Management in Business (2-0-2 ECTS:3)

This course is related to the strategic management of innovation and technology within the framework of the general concepts and techniques are concerned with the role of business organizations and the economy. Innovation (Innovation) processes, research and development (R & D) management, technology transfer, R & D cooperation between firms, human resources and technology relations, competitive analysis, technology, and demand forecasting, strategic decision-making and implementation are among the issues considered within the framework of the course. Innovation and Technology Management course context of recent developments in these issues and to address long-term goals are achieved, especially in business management decision-making and implementation needed to convey the practical and theoretical knowledge.

6. SEMESTER COURSES

TFI302- Research Methods (2-0-2 ECTS:2)

The basis of knowledge, The practical basis of problem solving, Science, scientific method, research, basic qualities of research types, variable types, hypothesis and hypotheses, sampling theory, questionnaire planning, questionnaire design and application.

TFI304- Tourism Marketing (3-0-3 ECTS:3)

Definition, scope and development of marketing, service marketing, definition and

scope of tourism marketing, tourism marketing environment, strategic planning and marketing planning in tourism businesses, tourism marketing information system and marketing research, tourist consumer buying behavior, market segmentation in tourism businesses, And positioning, marketing mix in tourism enterprises (product, price, distribution, promotion, physical environment, participants, process management).

TFI306- Hospitality Accounting (3-0-3 ECTS:3)

Accommodations business and accounting department, accounting processes and its regulations, uniform accounting plan for the hospitality business, Accounting records in accommodation businesses (accounting records of income, accounting records of expenses, Accounting records of fixed assets, Short-term and long-term foreign resources accounting records, period end inventory transactions).

TFI308- Menu Planning (3-0-3 ECTS:3)

Menu concept and importance, menu types, menu planning, menu composition selection, standard prescription cards, stock control, purchase, delivery and storage, menu cards, menu analysis, popularity index.

TFI310- Automation Programs in Travel Industry (2-2-3 ECTS:4)

Classification of travel businesses, areas of activity of travel businesses, information systems in travel businesses, computer

reservation systems (CRS), AMADEUS central reservation system.

TFI312- Sustainable Tourism (2-0-2 ECTS:2)

Sustainability concept and approaches, Sustainable tourism concept and its features, Basic principles of sustainable tourism, Sustainable tourism, economic approach, The relationship between sustainable tourism and transport capacity, Tourism transport capacity concept, The dimensions of tourism transport capacity (physical dimension, economic dimension, social dimension, psychological dimension) Factors affecting tourism transport capacity, Tourism development level and transport capacity balan

TFI314- English for Tourism VI (2-2-3 ECTS:4)

Problems with the room, problems with the bathroom, problems with toilets, medical problems, where is it? accidents & first aid, a babysitter, the laundry list, the dry cleaning, list the pressing list, lost of laundry, claning conference rooms, public areas, claning conference rooms, public areas, emergency assistance, making the bed, explaining things to new staff, cleanig the bedroom, removing stains.

TFI316- German IV (2-0-2 ECTS:3)

Asking and giving personal information, asking and giving information about geographical locations, asking and giving information about likes, dislikes and preferences, asking and giving opinions,

asking for and giving ideas, suggestions and plans, expressing agreement or disagreement, describing past events, asking and giving complaints about physical health, asking and giving information about the recent past, asking and giving addresses, directions.

TFI318- Russian IV (2-0-2 ECTS:3)

Asking and giving personal information, asking and giving information about geographical locations, asking and giving information about likes, dislikes and preferences, asking and giving opinions, asking for and giving ideas, suggestions and plans, expressing agreement or disagreement, describing past events, asking and giving complaints about physical health, asking and giving information about the recent past, asking and giving addresses, directions.

TFI320- French IV (2-0-2 ECTS:3)

Asking and giving personal information, asking and giving information about geographical locations, asking and giving information about likes, dislikes and preferences, asking and giving opinions, asking for and giving ideas, suggestions and plans, expressing agreement or disagreement, describing past events, asking and giving complaints about physical health, asking and giving information about the recent past, asking and giving addresses, directions.

TFI322- Japanese IV (2-0-2 ECTS:3)

Asking and giving personal information, asking and giving information about geographical locations, asking and giving

information about likes, dislikes and preferences, asking and giving opinions, asking for and giving ideas, suggestions and plans, expressing agreement or disagreement, describing past events, asking and giving complaints about physical health, asking and giving information about the recent past, asking and giving addresses, directions.

TFI324- Recreation and Leisure Management (2-0-2 ECTS:3)

Kişisel bilgi sorma ve verme, coğrafi konumlar hakkında bilgi sorma ve verme, hoşlanma, hoşlanmama ve tercihler hakkında bilgi sorma ve verme, görüş sorma ve verme, fikir, öneri ve plan sorma ve verme, katıldığını veya katılmadığını ifade etme, geçmiş olayları anlatma, fiziksel sağlık hakkında şikayet sorma ve verme, yakın geçmiş hakkında bilgi sorma ve verme, adres sorma ve verme, yol tarifi.

TFI326- Food Safety (2-0-2 ECTS:3)

Hygiene, food hygiene, causes of food spoilage, HACCP, information about packaging, food additives. Sanitation and food safety, personnel hygiene, workplace hygiene and regulations on the production, consumption and inspection of food.

TFI328- International Cuisines (2-0-2 ECTS:3)

Evaluation of Turkish cuisine in terms of regions, North and South American cuisines, Asian cuisine, European cuisine, African cuisine, Middle Eastern cuisine, food and beverage culture and food types related to Pacific cuisines.

TFI330- Cost Analysis and Budgeting (2-0-2 ECTS:3)

Cost volume profit analysis (price determination, machinery and equipment renewal decisions, decisions to increase capacity), cost volume profit analyses in the production of more than one product, cost volume profit analyses in case of uncertainty, cost volume profit analyses in case of uncertainty, application of valid cost analyses in management decisions, combined products and management decisions, the nature of standard costs, the establishment of standard cost method and determination of costs, deviation analysis and recording order in standard costs, budget concept, characteristics and types, reasons for preparing the budget, budget preparation case study.

TFI332- E-Commerce (2-0-2 ECTS:3)

New economy and business rules in the new economy, the development process of the internet and globalisation, digital consumers, the concept and importance of trade, e-business and e-commerce concepts, e-business models and scope, e-business basics and benefits to businesses, administrative and technical steps in e-commerce, website features and e-service quality, e-transformation strategies and SWOT analysis, customer relationship management and e-miy, digital marketing, data warehouse and data mining, payment systems in e-commerce, security in electronic businesses, e-business and e-commerce applications.

TFI334- Organizational Communication (2-0-2 ECTS:3)

Definition and meaning of the concept of communication, basic elements and functions of communication, functioning of the communication process, verbal communication, written communication, non-verbal communication, communication barriers and problems, communication models, effective communication methods, function and importance of organisational communication concept, information and communication technologies, mass and mass communication.

7. SEMESTER COURSES**TFI401- Statistical Analysis Methods I (2-2-3 ECTS:4)**

Scientific research, population-sample, Data collection techniques, Selection of statistical technique to be used in data analysis, Presentation-report writing, data entry operations, and creating a database, Scientific statistics, Data sorting, Adding data, Data filtering and selection, Percent frequency analysis, t-test, variance analysis, Correlation analysis, regression analysis.

TFI403- Sociology of Tourism (2-0-2 ECTS:3)

Concept of sociology; Concept and importance of tourism sociology; Social environment and business; Social environment and society as a tourist product; Positive and negative effects of tourism on the social structure; The social interaction framework of tourism; Local

cultures and tourism; Employee values and tourism; Tourism perception and tourism; Tourist and local community relations; Tourist-official relations; Case Study analyzing of tourism social effects.

TFI405- Tourism and Environment (2-0-2 ECTS:3)

Tourism dimensions (social dimension, environmental dimension), impact of tourism development on the environment (natural environment, socio-cultural environment, urban environment), sustainability and ecotourism; Environmental management in tourism (water management, energy management, solid wastes, noise pollution), establishment of environmental management system, environmental impact assessment, description and types of eco tourism; Eco tourism projects.

TFI407- Tourism Seminar I (2-2-3 ECTS:4)

Seminar concept, features and importance, Seminar topic determination, Determining the purpose and importance of the seminar topic, Determining the method of preparing the seminar, Research of relevant literature, Development of the data collection tool to be used in the research, Discussion of analysis techniques, Defining the research area, Preliminary research, application of research, Collection of results, Analysis of the research, Interpretation of findings, reporting, Presentation of the

TFI409- Entrepreneurship (2-2-3 ECTS:3)

Entrepreneurship related concepts, The importance and development of entrepreneurship, Features in entrepreneurs, Internal and external entrepreneurship; Motivation in entrepreneurship, creativity and innovation in entrepreneurship; invention, Protection of brands and designs, Business ideas in entrepreneurship, Preparing a business plan and making it into a document. Within the business plan management, marketing, finance and production plans, Entrepreneurship stories, Case studies in entrepreneurship

TFI411- English for Tourism VII (2-2-3 ECTS:4)

It is aimed to train students as needed in the sector by developing the foreign language skills needed in the field of hotel management. Kitchen and personnel, Kitchen Floor Plan, Kitchen Equipment, What shall we make? Vegetables

TFI413- German V (2-0-2 ECTS:3)

Formal and informal asking for permission, refusing permission, describing the house and belongings, requests, giving advice and information, talking about activities that have ended, talking about current activities, inviting people to do something, accepting and refusing an invitation, making excuses, apologising, making comparisons.

TFI415- Russian V (2-0-2 ECTS:3)

Formal and informal asking for permission, refusing permission, describing the house and

belongings, requests, giving advice and information, talking about activities that have ended, talking about current activities, inviting people to do something, accepting and refusing an invitation, making excuses, apologising, making comparisons.

TFI417- French V (2-0-2 ECTS:3)

Formal and informal asking for permission, refusing permission, describing the house and belongings, requests, giving advice and information, talking about activities that have ended, talking about current activities, inviting people to do something, accepting and refusing an invitation, making excuses, apologising, making comparisons.

TFI419- Japanese V (2-0-2 ECTS:3)

Formal and informal asking for permission, refusing permission, describing the house and belongings, requests, giving advice and information, talking about activities that have ended, talking about current activities, inviting people to do something, accepting and refusing an invitation, making excuses, apologising, making comparisons.

TFI421- Congress and Event Management (2-0-2 ECTS:3)

Types and characteristics of meetings, meeting and congress organisers, meeting planning and management, meeting budgeting and control, meeting marketing, communication in meeting management, event concept and scope, planning of event agreements, menu planning and process, table arrangement and planning, preliminary preparation and sanitation in

events, menu pricing, buffet-cocktail organisation, event budgeting.

TFI423- Culture and Tourism (2-0-2 ECTS:3)

The concept of culture, the relationship between culture and tourism, culture, art and entertainment marketing, culture-based tourism types (cultural heritage tourism, dark tourism, ethnic tourism, event tourism, silk road tourism), community participation in cultural tourism, cultural tourism revitalisation.

TFI425- Crisis Management in Tourism Businesses (2-0-2 ECTS:3)

The concept of crisis, types of crisis, crisis process and stages, exit strategies for crises, the concept of crisis management, characteristics of crisis management, crisis management process, techniques that can be used in crisis management process, crisis phase, solution or collapse, growth strategy and crisis relationship.

TFI427- Sales Management (2-0-2 ECTS:3)

This course includes Sales Force Concept, Sales Force Management, Sales Management and Planning; Organization of Sales Force, Demand measurement and Sales Schedule; Sales Budgets; Sales Quotas and Sales Quotas Regulation; Sales Territory Creation, Selection and Training of Sales Force representatives; salary system of salesmen; salesmen Motivation ; Demand Measurement and Estimation: Sales Potential, Company Potential, Sales Forecasting, Methods Used,

Sales Based on regions: Sales Based on Product, Strategic Sales Planning, Sales Process: Preparation, Sales conversation and sales stages, answering appeals, making sales, Tracking and control; Moral and Legal Aspects of Sales Management

TFI431- Labour and Social Security Law (2-0-2 ECTS:3)

Basic concepts, history and sources of labour law, application area of labour law and employment contract; form, types, obligations of employee and employer, termination of employment contract, results of termination of employment contract: severance pay, working document, working order: working hours, overtime work, night work, paid holidays and leaves, history of trade unions and the establishment, structure, activities and termination of trade unions, trade union membership and membership security, collective labour agreement, collective labour disputes and resolution of collective labour disputes, strike and lockout in collective labour disputes, history of social security, social security institutions in Turkey and the scope of social insurance law.

8. SEMESTER COURSES

TFI402- Statistical Analysis Methods II (2-2-3 ECTS:4)

Regulation of data tables, Graph drawing, Nonparametric tests, Chi-square analysis, Mann-Whitney U test, Wilcoxon test, Kruskal-Wallis H test, Friedman test, Factor analysis,

Reliability analysis, Normal distribution test, Homogeneity test of variances.

TFI404- Tourism Policy and Planning (2-0-2 ECTS:3)

Conceptual framework of politics and planning and historical development, Tourism policy and planning, Public and private sector tourism policies, Sustainability concept and sustainable tourism, Planning types, Tourism product distribution channels policy, Tourist product price policy, The place and importance of tourism in regional development policies, EU tourism policy, Tourism policy and planning in Turkey, Multinational international state and local tourism organizations, The role of the go

TFI406- Tourism and Ethic (2-0-2 ECTS:3)

Epistemology, morality, Calculative hypocritical, The concept of ethics, codes of ethics, Tourism ethics, The birth of ethical codes in tourism, Voluntary and voluntary mechanisms, Sustainability and ethics in tourism, Meditative thinking, application code development, Moral development, values, applied ethics, World Tourism Organization global codes of ethics.

TFI408- Tourism Seminar II (2-2-3 ECTS:4)

Determining the project theme, Determining the purpose and importance of the project topic, Determining the method of preparing the plant, Research of relevant literature, Development of the data collection tool to be used in the research, Discussion of analysis

techniques, Defining the research area, Preliminary research, application of research, Collection of results, Analysis of the research, Interpretation of findings, reporting, Delivery of the project.

TFI410- Special Interest Tourism (2-2-3 ECTS:3)

Tourism and development process, Factors affecting participation in tourism, Marketing and tourism marketing, Product development in tourism, Sustainability and alternative tourism, Special interest tourist, Special interest tourism (factors affecting development, characteristics, classification, marketing) Special interest tourism based on cultur, Special interest tourism based on nature , Special interest tourism based on education, Special interest tourism based on the hobby.

TFI412- English for Tourism VIII (2-2-3 ECTS:4)

It is aimed to train students as needed in the sector by developing the foreign language skills needed in the field of hotel management.

TFI414- German VI (2-0-2 ECTS:3)

Asking and telling about future plans, holiday plans, reminders, talking about the weather, telling personal news, verifying and correcting, saying goodbyes and greetings, apologising, complaints, talking about experiences and interactions, describing past events, describing people's appearance, writing a biography, asking and telling about travel arrangements, general evaluation and consolidation.

TFI416- Russian VI (2-0-2 ECTS:3)

Asking and telling about future plans, holiday plans, reminders, talking about the weather, telling personal news, verifying and correcting, saying goodbyes and greetings, apologising, complaints, talking about experiences and interactions, describing past events, describing people's appearance, writing a biography, asking and telling about travel arrangements, general evaluation and consolidation.

TFI418- French VI (2-0-2 ECTS:3)

Asking and telling about future plans, holiday plans, reminders, talking about the weather, telling personal news, verifying and correcting, saying goodbyes and greetings, apologising, complaints, talking about experiences and interactions, describing past events, describing people's appearance, writing a biography, asking and telling about travel arrangements, general evaluation and consolidation.

TFI420- Japanese VI (2-0-2 ECTS:3)

Asking and telling about future plans, holiday plans, reminders, talking about the weather, telling personal news, verifying and correcting, saying goodbyes and greetings, apologising, complaints, talking about experiences and interactions, describing past events, describing people's appearance, writing a biography, asking and telling about travel arrangements, general evaluation and consolidation.

TFI422- Restaurant Management (2-0-2 ECTS:3)

The history of the restaurant, setting up a restaurant system, organisation chart, restaurant strategies and policies, employee behaviour in the restaurant, restaurant establishment and what to do afterwards, restaurant units, human resource management of the restaurant, restaurant promotion and image, customer relations in the restaurant, supervision and inspection of the business, profitability and growth in restaurants, crisis management in restaurants.

TFI424- Health Tourism (2-0-2 ECTS:3)

Overview of health tourism, health tourism industry, health tourism market, health tourism market, macro level health tourism, micro level health tourism, medical tourism, dental tourism, SPA tourism, wellness tourism, sports tourism, culinary tourism, accessible tourism, assisted housing tourism.

TFI426- Tourist Product Policies (2-0-2 ECTS:3)

Defining the concept of tourism product, elements of tourism product, dimensions of tourism product, characteristics of tourism product, process of creating a new touristic product, market analysis, product analysis, product development, marketing, touristic product dynamics (changes in social structure, technological developments, new economy, increasing environmental awareness and sustainable development approach, changing

consumer preferences and alternative searches in tourism).

TFI428- Service Marketing (2-0-2 ECTS:3)

Service concept, importance of service sector today, characteristics of services, classification of services, capacity and demand management in service marketing, introduction to service marketing mix (7p) and product in service marketing, price in service marketing, promotion and marketing communication in service marketing, distribution in service, process management in service marketing, physical environment in service marketing, human in service marketing, service marketing strategies (internal marketing, external marketing, interactive marketing, relationship marketing, customer loyalty etc.), service quality, quality models in service (Deming quality models, Malcolm Baldrige national quality model, EFQM excellence model, Kalder quality model etc.), total service quality management, service sectors.), service quality, service quality models (Deming quality model, Malcolm Baldrige national quality model, EFQM excellence model, Kalder quality model etc.), total service quality management, service marketing mix in service sectors (health, banking, tourism etc.) and case studies.

TFI430- Strategic Management (2-0-2 ECTS:3)

Strategic management concept, mission, vision, goals and objectives, strategic management process, strategy development, external environment analysis, business

analysis, implementation of strategies, SWOT analysis, strategy types, strategy formulation and portfolio analyses, Michael Porter value chain analysis, competitive advantage), generic strategies.

TFI432- Marketing Researches (2-0-2 ECTS:3)

Content, importance and benefits of marketing research, marketing decisions, and decision making in case of certainty, uncertainty and risk, research planning, measurement and scaling in marketing research, data and information collection methods and tools in marketing research, preparation of collected information and given analysis, factor analysis, Chi-Square analysis, correlation analysis, regression analysis.