**KIRKLARELI UNIVERSITY**

**FACULTY OF TOURISM**

**TRAVEL MANAGEMENT and TOURISM GUIDANCE**

**COURSE CONTENT**

**1.GRADE FALL TERM**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13101 | Turkish Language-I | 2 | 0 | 0 | 2 | 2 |
| **Course Content** |
| Definition of language. Importance of language in nations life. The place of Turkish language among world languages. The evolution of Turkish language and historical terms. Sounds in Turkish and classifying of them. Sound specialities of Turkish and rules about sound information. Syllable information . Derivational affix in Turkish and application of it. General knowledge about composition and how to plan a composition. Dictation and punctuation.  |
| **Sources** |
| ERGİN Muharrem, Üniversiteler İçin Türk Dili, Bayrak Basım Yayın, İstanbul, 2011.ÖZKAN, Prof. Dr. Mustafa; Yüksek Öğretimde Türk Dili Yazılı Ve Sözlü Anlatım, Filiz Kitabevi, İstanbul, 2001. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13103 | Ataturk’s Pirinciples and Reforms-I | 2 | 0 | 0 | 2 | 2 |
| **Course Content** |
| Definition of reform. Reasons of Ottoman Empire’s fall and Turkish reforms. Turco-italian War, Balkan Wars, I. World War, Mondros ceasefire agreement, Turkey’s situation against occupations and reactions of Mustafa Kemal Pasha. Firs step of Independence War, Organising with Congresses: Amasya, Erzurum ve Sivas congresses, Kuvayı Milliye and Misak-ı Milli, Foundation of TBMM, , Sevr Agreement, Politic events until Sakarya Victory, Sakarya War and Battle of Dumlupınar. |
| **Sources** |
| Mumcu v.d., “Atatürk İlkeleri ve İnkılap Tarihi: Atatürkçülük”, YÖK Yayınları, 1997.Y. Akyüz v.d., “Atatürk İlkeleri ve İnkılap Tarihi”, Ayraç Yayınları, 2007.SEZER, Emin ve ARI, Âdem. "Atatürk İlkeleri ve İnkılâp Tarihi Bölümü Ders Notları" Sakarya 1999. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13105 | English-I | 4 | 0 | 0 | 4 | 4 |
| **Course Content** |
| Basic English with Grammer, vocabulary knowledge, reading and writing |
| **Sources** |
| Barnett, Z.,GrammarFast: A practicegrammar for students of english, Best Publishing. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13107 | Usage of Basic Information Technology | 1 | 1 | 0 | 1,5 | 2 |
| **Course Content** |
| Definition of computer, general specialities, Software-Hardware, Windows operating system, document operating, creating a document with Wordpad, setting up and uninstalling, creating an e-mail account and usage of e-mail account, internet applications, microsoft word program, accounting process, Powerpoint presentation program and its specialities and applications. |
| **Sources** |
| Tekin, Nuray ve Ark., Bilgisayar Kurs Kitabı, 3. baskı, Ankara, Arkadaş Yayınevi. 2007Kardelen, Duygu ve Ark. , Bilgisayar Kurs Kitabı, Ankara, Arkadaş Yayınevi. 2008Levent Çelik, Bilgisayar ve Temel Bilgi Teknolojileri, 1. baskı, Seçkin Yayınevi. 2011 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13101 | General Tourism | 3 | 0 | 0 | 3 | 6 |
| **Course Content** |
| Main aim of this course is to make students unsterstand tourism terminology and helping them to understand national and international relations both micro and macro aspect of tourism discipline.  |
| **Sources** |
| Kozak, Nazmi ve Ark, Genel Turizm İlkeler-Kavramlar, 15. Baskı, Detay Yayıncılık, 2014 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| ISL13101 | Introduction to Management | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Learning basic terms and general knowledge about Business management. |
| **Sources** |
| Şimşek, Şerif ve Çelik, Adnan, İşletme Bilimlerine Giriş, 21. Baskı, Seçkin Yayıncılık, 2014 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16101 | Law of Tourism and Tourist Guiding | 3 | 0 | 0 | 3 | 6 |
| **Course Content** |
| The aim of this course is to deeply investigate legal and public regulations that makes tourism available.  |
| **Sources** |
| Demircan, Mürşidin, Vergi Hukuku Açısından Profesyonel Turist Rehberliği, 1. Baskı, Detay Yayıncılık, 2006Yıldırım, Hüseyin ve Ark, Turizm Hukuku ve Mevzuatı, 8. Baskı, Detay Yayıncılık, 2014 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16103 | Tourism English-I | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| To teach students dialog that focused on tourism industry and improve reading and writing skills of students.  |
| **Sources** |
| Be My Guest / English for the Hotel Industry Francis OHARA Cambridge University Press |

**1.GRADE SPRING TERM**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13102 | Turkish Language-II | 2 | 0 | 0 | 2 | 2 |
| **Course Content** |
| Definition of language. Importance of language in nations life. The place of Turkish language among world languages. The evolution of Turkish language and historical terms. Sounds in Turkish and classifying of them. Sound specialities of Turkish and rules about sound information. Syllable information . Derivational affix in Turkish and application of it. General knowledge about composition and how to plan a composition. Dictation and punctuation. |
| **Course Content** |
| ERGİN Muharrem, Üniversiteler İçin Türk Dili, Bayrak Basım Yayın, İstanbul, 2011.ÖZKAN, Prof. Dr. Mustafa; Yüksek Öğretimde Türk Dili Yazılı Ve Sözlü Anlatım, Filiz Kitabevi, İstanbul, 2001. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13104 | Ataturk’s Principles and Reforms-II | 2 | 0 | 0 | 2 | 2 |
| **Course Content** |
| To teach national and cultural valuables of Turkey and Ataturk’s princeples and reforms to Turkish youth. |
| **Sources** |
| Mumcu, Ahmet ve Ark, Atatürk İlkeleri ve İnkılap Tarihi 2, 9. Baskı, Anadolu Üniversitesi Yayınları, 2009Günal, Zerrin, Atatürk İlkeleri ve İnkilap Tarihi, 1. Baskı, Nobel Yayın, 2008 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13106 | English-II | 4 | 0 | 0 | 4 | 4 |
| **Course Content** |
| This course includes at undergraduated B1 level English;-Basic grammer knowledge,-Listening,-Dialog practices,-Reading,-Writing skills. |
| **Sources** |
| Lizand John Soars, New Headway Intermediate Fourth Edition, Oxford Press, 2010. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH17106 | Special Interest Tourism | 2 | 0 | 0 | 2 | 2 |
| **Course Content** |
| In this course special interest tourism varieties will be handled. The information about situation of special interest tourism in Turkey and World will be given to students. |
| **Sources** |
| Kozak, A. Meryem, Bahçe, S., Özel İlgi Turizmi, 2. Baskı, Detay Yayıncılık, Ankara, 2012.  |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH17108 | Business Mathematic | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Students will be able to calculate percentage, ratios and proportions, purchase, sales, cost of goods sold and gross profit; to solve compound, mixture, alloy problems, to do the four basic operations of arithmetic, simple interest and discount calculations. |
| **Sources** |
| Arslan, Sıddık (2011), Ticari Matematik, Nobel Yayıncılık, Ankara. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13102 | Tourism Sociology | 3 | 0 | 0 | 3 | 5 |
| **Course Content** |
| Production-consumption relation gave birth of social interaction in tourism. Defining and analyzing this social interaction and gaining results that can be used in tourism management is main aim of this course. |
| **Sources** |
| Avcıkurt, Cevdet, Turizm Sosyolojisi, 3. Baskı, Detay Yayıncılık, 2009 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13106 | Tourism Management | 3 | 0 | 0 | 3 | 6 |
| **Course Content** |
| With the help of this course, besides varieties of tourism, accommodation, travel, food and beverage, transportation and recreation business kinds will be understood  |
| **Sources** |
| Akova, Orhan, Kızılırmak, İsmail, ve Tanrıverdi Haluk, Turizm İşletmeciliği Temel Kavramlar ve Uygulamalar, 1. Baskı, Detay Yayıncılık, 2015Aktaş, Ahmet, Turizm İşletmeciliği ve Yönetimi, 2. Baskı, Detay Yayıncılık, 2001 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16104 | Tourism English-II | 3 | 0 | 0 | 3 | 6 |
| **Course Content** |
| Main aim of this course is to teach English about guidance and travel management. |
| **Sources** |
| Longman Iwonna Dubicka,English for International Tourism, Pearson Inc.,2012Wajnryb, R. Travel and Tourism, Nüans Kitabevi, 2005.Oxford English forCareers: Tourism 1 Student’sBook, Oxford UniversityPress. |

**2.GRADE FALL TERM**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13201 | English-III | 4 | 0 | 0 | 4 | 4 |
| **Course Content** |
|  This course includes at undergraduated B1 level English;-Active usage of English,-Applying target language efficiencies,-Improving presentation skills in English,-Effective reading,-Having casual language usage necesity are aimed. |
| **Course Content** |
| Lizand John Soars, New HeadwayUpper-Intermediate, Oxford Press, 2010 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16201 | Tourist Guiding-I | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Historical development of tour guiding, effects on tourism industry, tour and group varieties, tour staff and specialities, guiding regulations and example events are aimed to be learned. |
| **Sources** |
| Ahipaşaoğlu, Suavi, Turizmde Rehberlik, 2. Baskı, Gazi Kitabevi, 2006Çolakoğlu, E. Osman, Epik, Fatih ve Efendi, Ergün, Tur Yönetimi ve Turist Rehberliği, 2. Baskı, Detay Yayıncılık, 2010 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13203 | Organizational Behaviour in Tourism Management | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| The content of this course is to give information about analyzing behaviour of worker individuals group, organization and environment variables on etc. subjects to students. |
| **Sources** |
| Sabuncuoğlu, Zeyyat, Turizm İşletmelerinde Örgütsel Davranış, 1. Baskı, Seçkin Yayıncılık, 2009 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH17207 | Basic Economy | 2 | 0 | 0 | 2 | 5 |
| **Course Content** |
| Students will have knowledge of the basic subjects such as the nature and importance of economics, basic concepts, supply and demand laws, competitive markets, national income, money, inflation, international economic relations, growth and development. |
| **Sources** |
| Ertek, Tümay (2016), Temel Ekonomi, İstanbul: Beta Yayınları.Rehber, Erkan (2012), Temel Ekonomi, İstanbul: Ekin Basım Yayın. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16205 | Mythology-I | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Middle east mythologies like Egypt, Mesopotamia, Sumerian will be handled in this course. |
| **Sources** |
| Kolektif, Mitoloji, NTV Yayınları. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13205 | Accounting Practices in Tourism | 3 | 0 | 0 | 3 | 5 |
| **Course Content** |
| The aim of this course is to hep raising top executive and mid level managers who can make decisions strategicly and qualified about counting processes. |
| **Sources** |
| Atay, M. Serdar, Yücel, Hilal, Turizm İşletmelerinde Kombine Hizmet Muhasebesi, Birinci Baskı, Gazi Kitabevi, 2010 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13020 | Business English-I | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| This course contents teaching basic English which can help students to show foreign tourists round an area. |
| **Sources** |
| Longman Miriam Jacob English for International Tourism, Pearson Inc., 2012.Antonia Clare, JJ Wilson, SimonGreenall, Language ToGo- UpperIntermediateStudent'sBook/Workbook |

**2. GRADE SPRING TERM**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| ISL1328 | Management and Organization | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Management term and its’ historical process, classic, Neo-classic, Modern ve Post Modern management percepts, functions of management, Leadership and kinds of Leadership about tourism.  |
| **Sources** |
| Burhan , Şener, Modern Otel İşletmelerinde Yönetim ve Organizasyon, Detay Yayıncılık, Ankara, 2010.Halis, Muhsin, ÇOBAN, M. ve B. ŞAFAK, B. “Stratejik Liderlik” Alfa Basım Yayım, İstanbul, 2007.Genç, Nurullah, Yönetim ve Organizasyon-Çağdaş Sistemler ve Yaklaşımlar, Seçkin Yayıncılık, Ankara, 2012 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16202 | Tourist Guiding-II | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| The content of this course is to give information about analyzing behaviour of worker individuals group, organization and environment variables on etc. subjects to students. |
| **Sources** |
| Ahipaşaoğlu, Suavi, Turizmde Rehberlik, 2. Baskı, Gazi Kitabevi, 2006Çolakoğlu, E. Osman, Epik, Fatih ve Efendi, Ergün, Tur Yönetimi ve Turist Rehberliği, 2. Baskı, Detay Yayıncılık, 2010 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13204 | Tourism Marketing | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| In this course marketing term, marketing plan, situation analysis, tourism marketin, touristic product, distribution systems in tourism will be handled. |
| **Sources** |
| Kozak, N., Turizm Pazarlaması, 5. Baskı, Detay Yayıncılık, Ankara, 2014.Avcıkurt, C., Demirkol Ş., Zengin B., Turizm İşletmelerinin Pazarlanmasında 7P ve 7C, 1. Baskı, Değişim Yayınevi, 2009. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13206 | Tourism Geography | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| This course contents tourism geography of Turkey and recreational facilities that can lead sustainable tourism in Turkey and also tourism variaties’ supply and demand. In addition to this, information that can prepare students to tour guiding exams will be given by this course.  |
| **Sources** |
| Şenol, Fazıl, Turizm Coğrafyası ve Dünya Kültürel Mirası, 4. Baskı, Detay Yayıncılık, 2015Aktaş Gürhan, Türkiye Turizm Coğrafyası, 1. Baskı, Detay Yayıncılık, 2007 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16204 | Mythology-II | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| 1. Greek, Roman Mythology, Mythologic universe,
2. 12 Giant God, Second Gods,
3. Homeros ve Hesiodos in Greek Mythology, Hesiodos'un Theogonia'sı, the universe in Greek Mythology,
4. Creation of Gods and People,
5. Machia, Titanomachie, Gigantomachie, Kentauromachie in Greek Mythology
6. Amazonmachie, OlympioiTheoi, Zeus, Hera,Poseidon, Demeter, Hestia, Apollon,
7. Artemis, Athena Hephaistos, Aphrodite, Ares, Dionysos Tanrıları,

 8)Heroes before Hermes; Troia War  |
| **Sources** |
| Grimal, Pierre, Çev. Tamgüç S., Mitoloji Sözlüğü: Yunan ve Roma, Kabalcı Yayıncılık, İstanbul, 2012.Cömert, Bedrettin, Mitoloji ve İkonografi, Deki Yayınevi, 2010 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13021 | Business English-II | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| 1. E-mail, business letter
2. Job interview.
3. Writing and replying a business letter
4. Tourism related terms.
5. Replying phone calls in English.
6. Translating job related documents.
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| **Sources** |
| John andLizSoars, New HeadwayUpper-IntermediateStudent’sBook, The Third Edition, Oxford Press, 20010. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| STAJ16001 | Profession Internship-1 (40 İş Günü) | 0 | 0 | 0 | 0 | 8 |
| **Course Content** |
| Internship program provides professional experience to students about tourism industry. |

**3. GRADE FALL TERM**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16301 | Introduction to Religion History | 3 | 0 | 0 | 3 | 6 |
| **Course Content** |
| Giving enough knowledge about religion and importance of religion, Jewishness, Christianity, Hinduism. History of religions, religion terms and symbols. |
| **Sources** |
| Abdurrahman Küçük, Günay Tümer, Dinler Tarihi, Tütibay Yayınları, Ankara 2009Mehmet Aydın, Dinler Tarihine Giriş, Din Bilimleri Yayınları, Konya 2002Yaşayan Dünya Dinler, Ed. Şinasi Gündüz, Diyanet Yayınları, Ankara 2007. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16303 | Anatolian Civilisations-I | 2 | 0 | 0 | 2 | 6 |
| **Course Content** |
| Prehistoric eras and civilisations in Anatolia. Transition to historical eras in Anatolia and first civilizations. Alexander The Great, Helenistic Term, Roman hegemony in Anatolia, Helen and Roman architecture, Byzantine Empire, history of Turks in Anatolia. |
| **Sources** |
| Gür, S., İlk İnsandan Selçuklu’ya Anadolu Uygarlıkları ve Antik Şehirler, Alfa Yayınları, 2. Baskı, 2010. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| ISL13307 | Human Resources Management | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| This course includes explaning human resources management aims, functions of human resources in tourism industry, principles and organization, planning of human resources, job analysis, job definition, staff chosing techniques, education management and performance measuring. |
| **Sources** |
| Kozak, A. Meryem ve Güçlü H. Turizmde Etik (Kavramlar, İlke ve Standartlar), Detay Yayıncılık, 2005. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13022 | Business English-III | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| 1. E-mail, business letter
2. Job interview.
3. Writing and replying a business letter
4. Tourism related terms.
5. Replying phone calls in English.

Translating job related documents. |
| **Sources** |
| Walker R., Harding K. Oxford English forCareersTourism 1 Student’sBook, Oxford UniversityPress. |

**ELECTIVE COURSES**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13030 | German-I | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Basic German grammer, creating German sentences. This course aims to help students about expressing themselves in casual life by using German language.  |
| **Sources** |
| Kolektif, German Dictionary andGrammar, Collins PublishingÖzkaynak, S.,SystematicDeutscheGrammar, Beşir Kitabevi, İstanbul. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13033 | Russian-I | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Russian alphabet, basic rules of Russian language, phonetics and grammer education will be given to students. |
| **Sources** |
| RusskyKlass A1 – A2, Nüans Publishing. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16305 | Business Bulgarian-I | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| This course content includes basic knowledge about Bulgarian words and Bulgarian culture. |
| **Sources** |
| Dinç, R., Dinçer, S., Sözlük İlaveli Pratik Bulgarca Konuşma Kılavuzu, Sis Yayın, 2012.Çağdaş Bulgarca (2007), Kolektif. Ankara: Kurmay Yayınevi. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16307 | Business Arabic-I | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Dialogs about tourism in Arabic, sentence system in Arabic language, creation of sentence about tourism in Arabic language. Basic grammer knowledge to help students’ expressing themselves in tourism areas. |
| **Sources** |
| Emrullah İşler, Mesleki Arapça Ders Kitabı , MEB Yayınları, 2012. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16309 | World Geography and Destination Marketing | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Important destinations in the World and specialities about these destinations. Regional geographic facilities and marketing of them. Effects of geographic values to Turkey tourism. Case study analysis about these topics. |
| **Sources** |
| Atalay, İ., Dünya Coğrafyası, İnkılap Kitabevi, İstanbul, 2002.Şenol, F., Türkiye Turizm Coğrafyası ve Dünya Kültürel Mirası, 4. Baskı, Detay Yayıncılık, Ankara, 2015. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16311 | Turkish History and Culture | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Great Hun Empire; I. – II. Gokturk ; Uyghur, Kirgiz ve Turgesh, East Europe Turk Tribes, Social, Organization, Law, Cultural and Economic System in Old Turks, Central Asia Turk Communities and history of these communities, migration of Turks from Central Asia,; First Turk - Islam States, Culture of Turks, Consequences of interaction with Arab, Iran and Byzantine. |
| **Sources** |
| Öztürk, C., Türk Kültürü ve Tarihi, 6. Baskı, Pegem Akademi Yayıncılık, Ankara, 2015. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16313 | Health Precautions and First Aid | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| This course content includes, providing education of students about first aid applications and taking health precautions theoric and pratic (in case of accident, illness, natural disaster etc.) until medical supports’ arrive.  |
| **Sources** |
| Sançar, B., Herkes İçin Temel İlkyardım, Alter Yayınları. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16315 | Flora and Fauna of Turkey | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| 1. Providing education to students about history of nature and biologic wealth,
2. Giving information about geologic, paleontologic and biologic richnesses of our country and importance of classifiying, protecting and sustaining them.
3. Examining flora and fauna of Turkey
4. To raise sensitive people about Universal and social values.
 |
| **Sources** |
| Özhatay, N.,Byfield, A., Atay, S.,Türkiye’nin 122 Önemli Bitki Alanı, WWF Türkiye, İstanbul, 2008. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16317 | Ethics in Tourism | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Ethic term and ethic in tourism, ethic standarts and besides basic ethic principles issues that happens in tourism industry about businnes ethic will be handled in this course.  |
| **Sources** |
| Kozak, A. Meryem ve Güçlü H. Turizmde Etik (Kavramlar, İlke ve Standartlar), Detay Yayıncılık, 2005. |

**3. GRADE SPRING TERM**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13306 | Travel Agency and Tour Operator | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| This course aims to give information to students about cruciality of travel bussinesses in tourism industry. |
| **Sources** |
| Hacıoğlu N., Seyahat Acentacılığı ve Tur Operatörlüğü, 7. Baskı, Nobel Akademik Yayıncılık, 2011.Mısırlı, İ., Seyahat Acentacılığı ve Tur Operatörlüğü, 2. Baskı, Detay Yayıncılık, Ankara, 2005. |
| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13304 | Tourism Economics | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Generally, in this course informations about economy and tourism, tourism demand, tourism supply, setting a price tourism market, consumer behaviours in tourism, production and firm behaviours in tourism, the importance of tourism industry in economy and measuring the economic impacts of tourism will be explained to students.  |
| **Sources** |
| Kozak, Metin ve Bahar, Ozan, Turizm Ekonomisi, 6. Baskı, Detay Yayıncılık, 2014Ünlüönen, Kurban ve Ark, Turizm Ekonomisi, 4. Baskı, Seçkin Yayıncılık, 2014 |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16302 | Anatolian Civilisations-II | 2 | 0 | 0 | 2 | 2 |
| **Course Content** |
| From Neolitic Era till Iron Age, in this term Hitites, Phrygians, Urartu; cultural synthesis of Anatolia, native specialities and their effects to western civilizations. |
| **Sources** |
| Gür, S., İlk İnsandan Selçuklu’ya Anadolu Uygarlıkları ve Antik Şehirler, Alfa Yayınları, 2. Baskı, 2010. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13023 | Business English-IV | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| This course aims to increase communication skills of students with improving business related English level of students  |
| **Sources** |
| Folse, S. Keith, Vokoun-Muchmore A., Solomon V. Elena, Great Sentencesfor Great Paragraphs: Great Writing 1, International Student Edition, Third Edition, HeinleCengage Learning. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| STAJ16002 |  Profesion Internship-II (40 İş Günü) | 0 | 0 | 0 | 0 | 8 |
| **Course Content** |
| Internship program provides professional experience to students about tourism industry. |

**ELECTIVE COURSES**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13031 | German-II | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Basic German grammer, creating German sentences. This course aims to help students about expressing themselves in casual life by using German language. |
| **Sources** |
| Arak, H., Temel Almanca A2 Düzeyi, 2. Baskı, Seçkin Yayıncılık, 2013. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13034 | Russian-II | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Russian alphabet, basic rules of Russian language, phonetics and grammer education will be given to students. Core Course Subjects: Grammer with practices and examples, grammer- possesive constructions, , adjectives and adjective clauses, Russian grammer practices and adverbs, syllable kinds |
| **Sources** |
| Vojmina, L. L.,Osipova, I. A., RusskyKlass A1-A2 Çalışma Kitabı, Nüans Publishing. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16304 | Business Bulgarian-II | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| This course aims to give verbal and written expression skills to students. In addition to this, students will learn Bulgarian morphology and syntax by this course. |
| **Sources** |
| Hoşafçı, D.,Pratik Bulgarca Konuşma Kılavuzu, Dahi Adam Yayıncılık. Çağdaş Bulgarca (2007), Kolektif. Ankara: Kurmay Yayınevi. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16306 | Business Arabic-II | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| With teaching grammer knowledge about structures of sentence and also vocabulary knowledge to students, they can understand texts about tourism and tour guiding.  |
| **Sources** |
| 1. Serdar Mutçalı, Arapça Türkçe Sözlük, İstanbul 1995.
2. Emrullah İşler, Mesleki Arapça Ders Kitabı 11 , MEB Yayınları, 2012.
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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16308 | Art History of Anatolia | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Historic importance of arts like Turkish handcrafts, tile, caligraphy, miniature, rug, carpet, metal and woodcraft etc.  |
| **Sources** |
| Barışta Ö. H., Türk El Sanatları, 2. Baskı, T.C. Kültür Bakanlığı, 1998. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13308 | Travel Business Automation | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| In this course; listing functions of automatisation systems in travel businesses. Airway ticketing applications and Also ticketing processs will be handled.  |
| **Sources** |
| Yağcı K., Akdağ G., Akyurt H., Havayolu Taşımacılığı, Havayolu Ulaşımı ve Örnek Amadeus Sistem Uygulamaları, 1. Baskı, Seçkin Yayıncılık, 2014. |
| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13310 |  Turkish and World Cuisine | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Course content; With the examples from world cuisine provide students a consciousness about cuisine culture. And making students understand Turkish cuisine as touristic product and helping them to create ideas about how to market it. |
| **Sources** |
| Ainley S., Dünya Mutfağı, Türkiye İş Bankası Kültür Yayınları.Ermiş, D., En Güzel Türk Mutfağı ve Dünya Mutfağından Seçmeler, Gün Yayıncılık, 2007. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16310 | Comunication Skills in Tourist Guiding | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Students will learn how to comunicate with tourists from different cultures. |
| **Sources** |
| Kaya A., Kişilerarası İlişkiler ve Etkili İletişim, 7. Baskı, Pegem Akademi Yayıncılık, 2015. |

**4. GRADE FALL TERM**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13401 | Research Methods | 3 | 0 | 0 | 3 | 5 |
| **Course Content** |
| Logic of scientific research, analysis of research phases, examples of qualitative and quantitative research methods will be studied. |
| **Kaynaklar** |
| İslamoğlu H. A.,Alnıaçık, Ü., Sosyal Bilimlerde Araştırma Yöntemleri, 4. Baskı, Beta Yayınları, 2011. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13024 | Business English-V | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Öğrencilere Turizm Endüstrisi odaklı İngilizce öğretmek. |
| **Sources** |
| Folse, S. Keith, Vokoun-Muchmore A., Solomon V. Elena, Great Sentencesfor Great Paragraphs: Great Writing 1, International Student Edition, Third Edition, HeinleCengage Learning. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16401 | Marketing Researches in Tourism | 3 | 0 | 0 | 3 | 7 |
| **Course Content** |
| Importance of market and marketing researches, data gathering, assesment and reporting procedures and usage areas of these terms will be studied in this course. |
| **Sources** |
| Alvin C. Burns, Ronald F. Bush, Pazarlama Araştırması, Nobel Akademik Yayıncılık, Ankara, 2015 |

**ELECTIVE COURSES**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13032 | German-III | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Providing success of speaking german and ability to understand touristic dialogues. Improving speaking, reading, listening, grammer, vocabulary, writing skills are main content of this course. |
| **Sources** |
| Kaplan R., Almanca Temel Dil Bilgisi 3, İnkılap Yayıncılık, İstanbul, 2010. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13035 | Russian-III | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Basic rules of russian language (phonetic and grammer ) will be studied in this course. Also practices about present, past, and future tense will be handled. |
| **Sources** |
| Dorofeyeva M., Özgür C., Gramer Destekli Rusça Konuşma Kılavuzu, Bilge Color Yayınevi.Gültekin, T., Akademik Rusça Grameri ve Öğrenimi, Parıltı Yayınları, İstanbul 2006. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16403 | Business Bulgarian-III | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Pronounciation and phonetic in Bulgarian, vocabulary knowledge, reading and writing. To improve reading and speaking skills there will be practices in this course.. |
| **Sources** |
| Paksoy, A., Pratik Bulgarca Konuşma Kılavuzu, 5. Baskı, Alfa Yayınları.Fono Bulgarca Cep Sözlüğü. Çağdaş Bulgarca (2007), Kolektif. Ankara: Kurmay Yayınevi. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16405 | Business Arabic-III | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| With teaching grammer knowledge about structures of sentence and also vocabulary knowledge to students, they can understand texts about tourism and tour guiding. |
| **Sources** |
| 1. Serdar Mutçalı, Arapça Türkçe Sözlük, İstanbul 1995.
2. Emrullah İşler, Mesleki Arapça Ders Kitabı 11 , MEB Yayınları, 2012.
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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16407 | Ottoman Turkish-I | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Primarily reading of texts which are written in Ottoman Turkish. From easy to difficult texts written in Ottoman Turkish will be read and written by students. |
| **Sources** |
| Külekçi N., Osmanlı Türkçesi, Sahhaflar Kitap Sarayı.Doğan, A., Osmanlı Türkçesi Sözlüğü, Akçağ Yayınları. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13405 | Tourism Investments and Project Analysis | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| This course contains subjects like pre-feasibility process on Tourism investments and management of tourism investing process and crucial decide phases in tourism investments and project analysis techniques. |
| **Sources** |
| Kahraman, N., Turizm Yatırım Projeleri Analizi, 2010, Siyasal Yayınevi |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13407 | Tour Planning and Operation | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Founding process and working stystem of travel agencies, and informations about travel market, tour types and tour staff, tour planning, preparing of a tour, marketing of a tour and ticketing process will be handled in this course. |
| **Sources** |
| Küçükaslan, N., Seyahat İşletmelerinde Tur Planlaması ve Tur Yönetimi, İstanbul, 2009. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13411 | Total Quality Management in Tourism Business | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Quality in Tourism Businesses and quality related terms will be explained in this course. Usage areas of quality tools in tourism will be shown to students. |
| **Sources** |
| Demirkol, Ş.,Halis, M., Turizm İşletmelerinde Toplam Kalite Yönetimi, Detay Yayıncılık, İstanbul, 2010. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16409 | Iconography | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Definition of iconography, frescos, iconos will be explained to students. Symbols in depictions of Christianity Era. Iconography of Byzantine Term religious buildings in Anatolia.  |
| **Sources** |
| Tükel, U., Arsal Y. Serap, Sözden İmgeye Batı Sanatında İkonografi, Kabalcı Yayınevi, İstanbul, 2014.Cömert, B., Mitoloji ve İkonografi, Deki Yayıncılık, 2010. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16411 | Archeology | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Definition of Archeology, history of Archeology and its place in science fields, scientific methods of archeology, pre-historic eras and civilisations, life in pre-historic civilisations, Anatolia in pre-historic eras, Assyrians, Hittites, Late Hittites City-states, mythologic Troia War and Troia ancient city, Iron age civilisations in Anatolia, Urartians, Ancient Era: Phrygians, Lydians. |
| **Sources** |
| Karatağ, M., Arkeoloji Sözlüğü, Midas Kitap, 2013.Bahn, P., Çev., Somuncuoğlu, S., Arkeoloji Anahtar Kavramlar, İletişim Yayınları, 2013. |
| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16413 | Art Objects and Turkish Museums | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| This course is related to location of important museums in Turkey and artworks in these museums.  |
| **Sources** |
| Altun, A.,Türkiye’de Müzecilik: 100 Müze 1000 Eser, T.C. Kültür ve Turizm Bakanlığı Yayınları, İstanbul, 2007.  |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16415 | International Tourism Movements | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Factors that effects international tourism mobility, new developments in tourism sector in World, market shares of tourism sector in World. |
| **Sources** |
| Kozak, M., Küreselleşme Sürecinde Uluslararası Rekabet Edebilirlik, Detay YayıncılıkWorld Tourism Organization, Tourism Highlights 2015 Edition, WTO. |

**4. GRADE SPRING TERM**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16402 | Thesis | 0 | 2 | 0 | 1 | 8 |
| **Course Content** |
| The aim of this course is to provide information and skills to students for making academic researches.  |
| **Sources** |
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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV13025 | Business English-VI | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| This course focuses on tourism businness related English skills. Aim of this course is to prepare students to proffessional business life and improve their language aptitude. |
| **Sources** |
| Folse, S. Keith, Vokoun-Muchmore A., Solomon V. Elena, Great Sentencesfor Great Paragraphs: Great Writing 1, International Student Edition, Third Edition, HeinleCengage Learning. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16404 | Urban Tourism | 3 | 0 | 0 | 3 | 5 |
| **Course Content** |
| Definition of urban tourism, urban tourism in the World and Europe, urban tourism in Turkey, sources of urban tourism, consumer behaviour in urban tourism, types of urban tourists and marketing of urban tourism are subjects of this course. |
| **Sources** |
| Mazanec, A. Josef, Wöber, W. Karl, Analysing International City Tourism, 2nd. Edition, SpringerWienNewyork, 2008. |

**ELECTIVE COURSES**

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| UNV14001 | Russian-IV | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Russian alphabet, basic rules of Russian language, phonetics and grammer education will be given to students. Core Course Subjects: Grammer with practices and examples, grammer- possesive constructions, adjectives and adjective clauses, Russian grammer practices and adverbs, syllable kinds. |
| **Sources** |
| M.N.Anikina, “Lestnitsa” Naçinayem izuçat Russkiy, Moskva Russkiy Yazık Media Multilingual Yabancı Dil Yayınları, İstanbul 2006. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16406 | Bussiness Bulgarian-IV | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| This course aims to give verbal and written expression skills to students. In addition to this, students will learn Bulgarian morphology and syntax by this course. |
| **Sources** |
| Pratik Bulgarca Konuşma Kılavuzu (2015), Tanya Georgieva Çiftçi; Dahi Adam YayıncılıkFono Bulgarca Cep Sözlüğü. Çağdaş Bulgarca (2007), Kolektif. Ankara: Kurmay Yayınevi. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16408 | Bussiness Arabic-IV | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Dialogs about tourism in Arabic, sentence system in Arabic language, creation of sentence about tourism in Arabic language. Basic grammer knowledge to help students’ expressing themselves in tourism areas. |
| **Sources** |
| 1. Serdar Mutçalı, Arapça Türkçe Sözlük, İstanbul 1995.
2. Emrullah İşler, Mesleki Arapça Ders Kitabı 11 , MEB Yayınları, 2012.
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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16410 | Ottoman Turkish-II | 3 | 0 | 0 | 3 | 4 |
| **Course Content** |
| Primarily reading of texts which are written in Ottoman Turkish. From easy to difficult texts written in Ottoman Turkish will be read and written by students. |
| **Sources** |
| Başar, F., Ak M., Osmanlı Türkçesi: Gramer, Tarihi Metinler, Belgeler, Dünya Yayıncılık, İstanbul, 2011. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16412 | Museum Guidance | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Varieties of Museum and definitions of these, apperance of museology, development phases of museology, museums in Turkey, and museum guiding. |
| **Sources** |
| Altun, A.,Türkiye’de Müzecilik: 100 Müze 1000 Eser, T.C. Kültür ve Turizm Bakanlığı Yayınları, İstanbul, 2007.  |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| REH16414 | Health Tourism | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Health tourism will be studied on subjects such as specialities of health tourism, economic, social, industrial and technologic dimensions. Also marketing in health tourism, health tourism in the World, consumer decision making process, and effecting factors in decision making process will be examined. |
| **Sources** |
| Temizkan, S. Pınar, Sağlık Turizmi, Detay Yayıncılık, 2015.Yirik, Ş., Ekici, R., Baltacı, F., Türkiye ve Dünyada Sağlık Turizmi, 2015. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13406 | Recreation and Animation | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Definition of recreation, importance in today’s World, connection with tourism activity, apperance as a spare time evalution activity, plannin of animation activities, and its importance for accomadation businesses will be handled in this course. |
| **Sources** |
| Hacıoğlu, N., Gökdeniz A., Dinç Y., Boş Zaman-Rekreasyon Yönetimi ve Örnek Animasyon Uygulamaları, 3. Baskı, Detay Yayıncılık, Ankara, 2015.Hazar, A., Rekreasyon ve Animasyon, 3. Baskı, Detay Yayıncılık, Ankara. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS134110 | Financial Management in Tourism Businesses | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Finance management in tourism businesses and its effects to businesses’ future will be handled in this course. |
| **Sources** |
| Finansal Yönetim (Niyazi Berk) E. F. Brigham, M. C. Ehrhardt, Financial Management – Theory and Practice, Twelfth Edition, Thomson Higher Education, USA. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit**  | **ECTS** |
| TIS13412 | Current Problems in Tourism | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Current issues of tourism industry will be handled in the aspect of World and Turkey.  |
| **Sources** |
| Tükeltürk, A. Ş., Boz, M., Turizmde Güncel Konu ve Eğilimler, 1. Baskı, Detay Yayıncılık, 2013. |

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| **Code** | **Course** | **T** | **U** | **L** | **Credit** | **ECTS** |
| TIS13414 | Congress and Fair Management | 3 | 0 | 0 | 3 | 3 |
| **Course Content** |
| Definitons of congresses, history of Congress term, effects of congress tourism, oganization of congress tourism, planning of a congress, service management in congress organization, development of congress market in the World, examining of facilities about congress tourism in Turkey, fair term, development of fair activities in Turkey, tourism and fair activity relation will be explained. |
| **Sources** |
| Aymankuy Y., Kongre Turizmi ve Fuar Organizasyonları, Detay Yayıncılık, 2006. |