

Course category: UC = University Core; FC = Faculty Core; AC = Area Core; AE = Area Elective; FAE = Faculty Elective; UE = University Elective; FE = Free Elective

Semester	Course Code	Full Course Title	Course Category	Hours and Credit				PRE-REQUISITE	ECTS Credits	
				Lec.	Tut.	Lab/Pr.	Tot.			
1	TRCA101	INTRODUCTION TO TOURISM	FC	3	0	0	3		5	
1	TRCA103	BUSINESS OF TOURISM	FC	3	0	0	3		5	
1	TRCA105	TOURISM ECONOMICS	FC	3	0	0	3		5	
1	TRCA107	NUTRITION AND SANITATION	FC	3	0	0	3		5	
1	ENGL121	ENGLISH-I	UC	3	0	0	3		4	
1	TUOG101/TURK131	TURKISH LANGUAGE-I/TURKISH AS A FOREIGN LANGUAGE-I	UC	2	0	0	2		3	
1	TARH101/HIST111	ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REFORMS-I	UC	2	0	0	2		3	
Ulster Courses: 5; FIU Extra Courses: 2; TOTAL Courses: 7				TOTAL:	19	0	0	19	30	
2	TRHM102	WORLD GEOGRAPHY DESTINATIONS	AC	3	0	0	3		5	
2	TRHM104	HOUSEKEEPING OPERATIONS	AC	2	0	2	3		5	
2	ITEC100	INFORMATION TECHNOLOGIES	UC	2	0	2	3		5	
2	TRHM106	TRAVEL AGENCY AND TOUR OPERATING	AC	2	0	2	3		5	
2	ENGL122	ENGLISH-II	UC	3	0	0	3	ENGL121	4	
2	TUOG102 /TURK132	TURKISH LANGUAGE-II/TURKISH AS A FOREIGN LANGUAGE-II	UC	2	0	0	2	TURK131	3	
2	TARH102 / HIST112	ATATURK'S PRINCIPLES AND HISTORY OF TURKISH REFORMS-II	UC	2	0	0	2	HIST111	3	
Ulster Courses: 5; FIU Extra Courses: 2; TOTAL Courses: 7				TOTAL:	16	0	6	19	30	
3	TRCA201	FOOD AND BEVERAGE PRODUCTION AND SERVICE-I	FC	2	0	2	3		5	
3	TRCA203	RESEARCH METHODS FOR TOURISM AND CULINARY ARTS	FC	3	0	0	3		5	
3	TRCA205	CUSTOMER RELATIONSHIP	FC	3	0	0	3		4	
3	TRHM201	HOSPITALITY ACCOUNTING	AC	3	0	0	3		4	
3	TRHM152	SPECIAL INTEREST TOURISM	AC	3	0	0	3		4	
3	UNIEXX1	UNIVERSITY ELECTIVE	UE	3	0	0	3		4	
Ulster Courses: 5; FIU Extra Courses: 1; TOTAL Courses: 6				TOTAL:	17	0	2	18	26	
4	TRCA202	FOOD AND BEVERAGE PRODUCTION AND SERVICE-II	FC	2	0	2	3	TRCA201	5	
4	TRHM202	SUSTAINABLE TOURISM MANAGEMENT	AC	3	0	0	3		4	
4	TRHM204	TOUR GUIDING	AC	2	0	2	3		4	
4	TRHM206	FRONT OFFICE OPERATIONS	AC	2	0	2	3		5	
4	TRHM151	INTERNATIONAL HOTEL MANAGEMENT	AC	3	0	0	3		4	
4	UNIEXX2	UNIVERSITY ELECTIVE	UE	3	0	0	3		4	
Ulster Courses: 5; FIU Extra Courses: 1; TOTAL Courses: 6				TOTAL:	15	0	6	18	26	
5	TRHM300	SUMMER INTERNSHIP-I	FC	0	0	0	0		6	
5	TRHM301	ENTREPRENEURSHIP IN TOURISM	AC	3	0	0	3		5	
5	TRHM303	TOURISM POLICY AND PLANNING	AC	3	0	0	3		5	
5	MARK201	INTRODUCTION TO MARKETING	FC	3	0	0	3		6	
5	TRCAXX1	FACULTY ELECTIVE	FE	3	0	0	3		4	
Ulster Courses: 4; FIU Extra Courses: 1; TOTAL Courses: 5				TOTAL:	12	0	0	12	26	
6	TRCA302	MARKETING STRATEGIES IN TOURISM	FC	3	0	0	3		6	
6	TRCA304	COST ANALYSIS AND CONTROL IN HOSPITALITY	FC	3	0	1	3		6	
6	TRHM302	BEVERAGE CULTURE AND RESTAURANT MANAGEMENT	AC	2	0	2	3		6	
6	TRCA401	HUMAN RESOURCE MANAGEMENT IN HOSPITALITY	FC	3	0	0	3		4	
6	TRHM160	EVENTS MANAGEMENT	AC	3	0	0	3		4	
6	UNIEXX4	UNIVERSITY ELECTIVE	UE	3	0	0	3		4	
6	TRHM400	SUMMER INTERNSHIP-II	FC	0	0	0	0		8	
Ulster Courses: 4; FIU Extra Courses: 3; TOTAL Courses: 7				TOTAL:	17	0	3	18	38	
4TH YEAR IN ULSTER UNIVERSITY Northern Ireland										
7										
7										
7										
7										
Ulster Courses: 5; FIU Extra Courses: 0; TOTAL Courses: 5				TOTAL:	0	0	0	0	0	
8										
8										
8										
Ulster Courses: 3; FIU Extra Courses: 0; TOTAL Courses: 3				TOTAL:	0	0	0	0	0	
				GENEL TOPLAM:	96	0	17	104	0	176

Area and Faculty Elective Courses									
No.	Course Code	Course Title	Course Category	Lecture	Tutorial	Lab/Prac.	Total Credit	Pre-requisite	ECTS Credit
1	TRHM151	INTERNATIONAL HOTEL MANAGEMENT	AE	3	0	0	3	-	4
2	TRHM152	SPECIAL INTEREST TOURISM	AE	3	0	0	3	-	4
3	TRHM153	E-TOURISM	AE	3	0	0	3	-	4
4	TRHM154	RESORTS, SPA AND CASINO OPERATIONS MANAGEMENT	AE	3	0	0	3	-	4
5	TRHM155	INTERNATIONAL CUISINES	AE	3	0	0	3	-	4
6	TRHM156	ACCOMMODATION INDUSTRY	AE	3	0	0	3	-	4
7	TRHM157	HISTORY OF CIVILIZATION	AE	3	0	0	3	-	4
8	TRHM158	AIRLINE MANAGEMENT	AE	3	0	0	3	-	4
9	TRHM159	AVIATION MANAGEMENT	AE	3	0	0	3	-	4
10	TRHM160	EVENTS MANAGEMENT	AE	3	0	0	3	-	4
11	TRHM163	COFFEE CULTURE AND THE ART OF BARISTA	AE	3	0	0	3	-	4
12	TRHM161	CULTURAL HERITAGE MANAGEMENT	AE	3	0	0	3	-	4

PROGRAM INFORMATION	
General Goal of the Program	The aim of the Tourism Management program is to educate and train, through simulated and real-life professional experiences, experts and innovators in the tourism and hospitality sector. The
Program Outputs	1 Demonstrated the ability to communicate effectively in English in both speech and writing. 2 Shown development in analytical, critical thinking and problem solving skills as foundations for creative and innovative Tourism and Hotel Management practice. 3 Acquired the core concepts as well as the theoretical and practical knowledge of Tourism and Hotel Management compatible with contemporary requirements in the professional field. 4 Developed skills for effective planning, execution and evaluation of Tourism and Hotel Management related tasks and projects in academic, professional and practical contexts through individual 5 Applied the skills, knowledge, responsibilities and commitment to quality required for high level professional practice in Tourism and Hotel Management within both simulated and real-life 6 Demonstrated receptivity to the philosophy of lifelong learning and the ability to engage in both autonomous and team-based academic and professional development. 7 Gained sufficient academic competence in Tourism and Hotel Management to enable progression into further academic studies, including the capacity to conduct independent research and 8 Shown responsibility and commitment to academic and professional ethics, and to civic and social responsibilities, including environmental protection, sustainability, health, safety and security 9 Shown awareness of the impact of Tourism in the globalizing world and developed the social and linguistic skills to underpin intercultural communication in an academic and professional context 10 Develop the skills of students with theoretical and practical knowledge in the field of tourism and hospitality and in the basic branches (Housekeeping Operations, Food and Beverage Services

COURSE DESCRIPTIONS						
Course Descriptions – I: All Area Core and Faculty/School Core courses offered by the department of the program.						
Course	Course Title	Credit	ECTS	Pre-requisite	Teaching Language	
TRCA101	INTRODUCTION TO TOURISM	(3, 0, 0) 3	5	FC	-	English
Course Content	Tourism history and introductory principles as: Tourism in perspective; cultural tourism; sociology of tourism; tourism psychology and motivation as to the different features of the total tourism product. Total tourism product such as accommodation units, leisure and recreation facilities; transportation, travel, cultural activities, supporting services as insurance, banking etc. Positive and negative tourism impacts. Cases on tourism practices and philosophies as to past, present & future. The topics of this course includes; Historical development of Tourism and definitions; The Tourism System and its components (The Tourism Product); Consumer Behavior and motivation theories; Economic, Environmental, Socio-cultural and Political Impacts of Tourism; Tourism Destination Cycle; International Tourism Developments.					
TRCA103	BUSINESS OF TOURISM	(3, 0, 0) 3	5	FC	-	English
	In this course, students will explore international tourism business organizations and employment with particular reference to the four main components of tourism (Accommodation, Accessibility, Amenities and					

Course Content	Accessibility). At the end of this course, a student will be able to understand the business systems, global context of the nature of the tourism business industry and have an idea of what a business plan is. Students will develop knowledge of leadership and the associated skills necessary for management in this dynamic and exciting global industry.							
TRCA105	TOURISM ECONOMICS	(3, 0, 0) 3	5	FC	-	English		
Course Content	This course introduces students to the key concept and topic of micro- and macroeconomics such as demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly, monopolistic competition, oligopoly and factor markets in the tourism and hospitality industry. The aim of the course is to respond to major challenges faced in advanced economies by tourism-related industries and destination organizations and to give students a theoretical economic perspective that they can use to examine and solve actual issues for a deeper understanding of international tourism.							
TRCA107	NUTRITION AND SANITATION	(3, 0, 0) 3	5	FC	-	English		
Course Content	This course begins by presenting basic food safety and food defense standard operating procedures, and explaining why they are so important. Next, it covers all elements of creating and using an effective HACCP plan, including: conducting hazard analyses, determining critical control points, establishing critical limits monitoring procedures, and corrective actions; verifying that the system works, and keeping records; basic nutrition concepts for health and fitness. Emphasizes current dietary recommendations for maximizing well-being and minimizing risk of chronic disease. Focuses on use of tables and guidelines for making healthy food choices. Focuses on safe and sanitary food service facilities and equipment and employee habits and personal hygiene. Includes time-temperature principles, foodborne illnesses, pest control, accident prevention, standards for cleaning and sanitizing.							
TRHM102	WORLD GEOGRAPHY DESTINATIONS	(3, 0, 0) 3	5	AC	-	English		
Course Content	Geography for Tourism introduces students to the importance of geography in the hospitality and tourism industry through the study of travel or "destination" geography. Students explore the world's geographic regions, focusing on the factors that create desirable travel destinations: weather and climate, physical features, cultural elements, historical interest, and tourist attractions. Students study the ways that the tourism industry promotes destinations, and they learn about current trends in travel. Finally, students learn about careers in the hospitality and tourism industry that are particularly dependent on a deep knowledge of geography. Students apply their understanding of these factors to a detailed analysis of one country from a travel geography standpoint as the culminating project of the course.							
TRHM104	HOUSEKEEPING OPERATIONS	(2, 0, 2) 3	5	AC	-	English		
Course Content	This course is designed to provide students with the principles of housekeeping management as they apply specifically to the hospitality industry and to teach the fundamentals of housekeeping. Students are equipped both theoretically and practically in learning how the housekeeping department runs and works. The topics of this course includes; the Structure; Responsibilities of the housekeeping department; Description of duties, required skills; Planning and Organizing activities; Principles of housekeeping department; Task and Cleaning Procedures; Cleaning Equipment and Materials; Terminologies and Codes of Ethics.							
TRHM106	TRAVEL AGENCY AND TOUR OPERATING	(2, 0, 2) 3	5	AC	-	English		
Course Content	The aim of this course is to provide the basics of travel industry. In this course, the operations of tour operators (as wholesaler) and travel agencies (as retailer). Will be examined. The topics of this course includes; Features of Industrial Tourism; Production and distribution channels in Tourism; Leading Travel companies and tour operators; Operations and Ticketing activities; Automation systems; International terms; Virtual agencies; Online Channels. The objective of this course is to define the concepts of travel and tourism, the variations between the concepts of travel and tourism, the historical evolution of the concepts of travel and tourism, the nature of the travel industry and the impact of travel and tourism on the destination countries.							
TRHM201	HOSPITALITY ACCOUNTING	(3, 0, 0) 3	5	AC	-	English		
Course Content	This course discusses and focuses on contemporary accounting management on the asset side of the balance sheet: Cash, accounts and notes receivable, inventory, marketable securities, equity investments, and intangibles. The course also covers revenue and expense recognition issues, and generally accepted accounting principles that affect the format and presentation of the financial statements. Real cases from the industry are utilized. This course focuses on the principles and procedures of hospitality accounting that are used for decision making and control purposes by those in managerial roles within the industry. Topics include: review of statements and activities, cash balances and accounting, internal measures, expense principles, requirements for pricing, and budgeting.							
TRCA201	FOOD AND BEVERAGE PRODUCTION AND SERVICE-I	(2, 0, 2) 3	5	FC	-	English		
Course Content	This course explains the various forms of table services and applications. The main topics of the course are; basic skills in service, use of service equipment, service order, and menu ordering and customer relations. This course is designed to create professionals who has advance knowledge of food and beverage production and service applications in both national and international level considering HACCP hygiene principles. The subjects cover equipment of kitchen and service, hygiene and cleanliness of kitchen, food and beverage purchasing, storing, issuing and production, menu planning and cost controlling etc.							
TRCA203	RESEARCH METHODS FOR TOURISM AND CULINARY ARTS	(3, 0, 0) 3	5	FC	-	English		
Course Content	Research Methods introduces students to foundational issues of social scientific research. Students will examine the strengths and weaknesses of major quantitative and qualitative data collection techniques as well as the processes involved in planning and executing such projects. The research methods course also includes information about the areas of use of research methods in education and processing, researching and following academic publications from different channels, research areas, etc. Includes topics. As students learn these research methods, they will also learn which broadcasts are on which channels.							
TRCA205	CUSTOMER RELATIONSHIP	(3, 0, 0) 3	4	FC	-	English		
Course Content	The ethos of "the customer is always right" is hammered to the students understanding. Managing people and understanding the customer as the guest is the focus of this course. The aim of this course is to provide students with the understanding of dealing with sales, complaints and after sales on an international context. It has become inevitable for a company to learn customer expectations and provide services accordingly for the continuity and profitability of a company, where customer satisfaction and customer experience are at the top for marketing strategies.							
TRHM202	SUSTAINABLE TOURISM MANAGEMENT	(3, 0, 0) 3	4	AC	-	English		
Course Content	This course critically examines tourism planning as a process and set of techniques for sustainable tourism development. It focuses on the physical environment of tourism planning, and the social, cultural and political realities of planning and policy making. Public and private sector roles are evaluated, as well as the nature of, and parameters and constraints relating to, tourism development in specific settings. Students will engage with practical planning tools and strategies, outside practitioners, field work, and individual / group projects. Additional aims of the course are to develop an understanding of tourism policy-making processes, and to gain skills in both evaluation, development of tourism plans and policies, tourism as a strategy for urban revitalization, conservation, agriculture, and historic preservation.							
TRHM204	TOUR GUIDING	(2, 0, 2) 3	4	AC	-	English		
Course Content	The aim of this course is to understand the requirements for planning itineraries, effective communication in guiding and exhibiting and for students to be prepared to plan and organize tours. Students are given the opportunity to plan and organize a tour in the capacity of guides. The place and importance of guidance in the tourism sector will be explored. It is aimed to gain skills related to travel and tour organizations, hotel accommodations, guiding services in daily and other tours.							
TRHM206	FRONT OFFICE OPERATIONS	(2, 0, 2) 3	5	AC	-	English		
Course Content	FIDELIO Front Office and F&B programs are designed to create professionals who enjoy working in a fast paced environment. It is also intends to increase student's implementation for effective communication in tourism industry. This course will help students to learn how to use Fidelio Front Office and F&B applications. Front office services course content includes the issues to be considered while making the work schedule and distribution in the front office. In addition, matters to be considered in personal care and uniform control, body language used in the front office department, equipment and forms, the relationship between the front office department and other departments, reports and forms that provide the relationship between the front office and other departments.							
TRCA202	FOOD AND BEVERAGE PRODUCTION AND SERVICE-II	(2, 0, 2) 3	5	FC	TRCA201	English		
Course Content	This course is designed to create professionals who has advance ability of food and beverage production and service applications in both national and international level considering HACCP hygiene principles. And the subjects cover methods of plate design, cooking methods, storing of cooked food, and after the foundation theoretical knowledge, application of practical service skills for national and international menus. This course is designed to teach service methods to be applied in the restaurant and the bar, the way of serving the banquet, the preparation of breakfast and other buffet, sauce equipment, sauces according to their characteristics, cold and hot starters, pastries, salads, main dishes, desserts and fruits, cheeses, guest satisfaction, to follow and control the flow of the service.							

TRHM300	SUMMER INTERNSHIP-I		(0, 0, 0) 0	6	AC	-			English
Course Content	At the end of the first year, students will complete their compulsory first summer internship at hotels for 60 working days. It is essential for students to gain experience in the industry so that they have all the knowledge and skills required for success in the 21st century work environment. A rich and valuable internship experience will be invaluable and supportive for our students. Students will be able to observe the challenging world of employment, participate and develop their perspectives through this program. Internship outcomes; Contact; Analytical, critical thinking and problem solving; Planning, implementation and evaluation; Initiative and autonomy; Teamwork and cooperation; Responsibility and commitment to quality; To develop professional ethical understanding and civic and social responsibilities and Technological skills.								
TRHM301	ENTREPRENEURSHIP IN TOURISM		(3, 0, 0) 3	5	AC	-			English
Course Content	This course is designed to help students evaluate the business skills and commitment necessary to successfully operate an entrepreneurial venture and review the challenges and rewards of entrepreneurship. Students will be able to recognize the entrepreneurial potential within themselves and others in their environment, appreciate the role of entrepreneurship within the tourism industry, at the level of the organization, and in their own personal life, understand the process nature of entrepreneurship in tourism, hospitality and leisure, and ways to manage the process of a forever changing industry and demands.								
TRHM303	TOURISM POLICY AND PLANNING		(3, 0, 0) 3	5	AC	-			English
Course Content	This course provides a comprehensive, in-depth study of the business tourism market worldwide, an analysis of the relevant theoretical issues and a detailed investigation of the practice of managing and organizing facilities and destinations for the business travel and tourism market. Students are expected to conduct a research on the development of a tourism plan in Catalkoy. Tourism policy and planning course including a physical building plan that includes infrastructure and major tourist sites, selected tourism development zones, facilities and services topics.								
TRHM302	BEVERAGE CULTURE AND RESTAURANT MANAGEMENT		(2, 0, 2) 3	6	AC	-			English
Course Content	The first part of this course introduces students to the history, science and varieties of alcoholic beverages which are essential for today's hospitality manager. It is designed to teach wine by the grape, beers by the type of yeast used in fermentation, and spirits by breaking them into two categories (aged or non-aged and fruit or grain-based). The second part of this course is dealt with important issues of restaurant managers which includes how the business is planned and implemented and operated and how to overcome on-going challenges that are confronted in the restaurant business. Students are also provided with practical training on the knowhow of beverage service.								
TRCA302	MARKETING STRATEGIES IN TOURISM		(3, 0, 0) 3	6	FC	-			English
Course Content	Students develop actual marketing campaign for business within hospitality industry. Emphasis on (a) analysis of market, competition and product, (b) planning financial budget and (c) developing short-term and long-range strategies to achieve desired profit through effective advertising, sales and public relations plan. This course includes, long term marketing strategies in tourism sector such as tourism marketing planning, tourism marketing mixed elements, international tourism marketing topics and services. The content of strategic marketing topics includes CRM application, long-term customer satisfaction, customer loyalty, guest satisfaction programs, etc.								
TRCA304	COST ANALYSIS AND CONTROL IN HOSPITALITY		(3, 0, 1) 3	6	FC	-			English
Course Content	The aim of this course to provide the students with the principles and procedures involved in an effective food and beverage control system, including standards determination, the operating budget, cost-volume-profit analysis and cost control, menu pricing, theft prevention, and food and beverage cost report applications. Scope and importance of food and beverage cost control, food and beverage cost control processes and stages, preparation of standard food and beverage prescriptions and cost calculations of prescriptions, reporting periodic data on food and beverage activities with statistical methods.								
TRHM400	SUMMER INTERNSHIP-II		(0, 0, 0) 0	8	AC	-			English
Course Content	Students who have completed their first internship will continue to improve in hotels for 60 working days in order to complete their second summer internship and increase their experience in tourism and hotel management. Through this course, students will be able to add new knowledge and skills they have learned in the first internship, observe the challenging world of employment, participate and develop their perspectives in order to be successful in the tourism and hospitality industry. As an outcome of the internship students will learn; Contact; Analytical, critical thinking and problem solving; Planning, implementation and evaluation; Initiative and autonomy; Teamwork and cooperation; Responsibility and commitment to quality; professional understanding of ethics and their technological skills.								
TRHM401	ETHICS IN TOURISM AND HOSPITALITY		(3, 0, 0) 3	5	AC	-			English
Course Content	This course examines societies and cultures from ancient until early modern times. It provides students with knowledge about the concepts and principles in ethics. The course also deals with professional status of tourism, the philosophy and ethics applicable in tourism and how they influence its development. Students will be given the opportunity to apply given theories and issues to an ethical topic of their choice related to tourism for which they will research and analyse and present to the rest of their class. The first half of the course will awaken the ethics importance and its existence in tourism through definitions, issues, systems and development. Then the student will be asked to present their views and research.								
TRCA401	HUMAN RESOURCE MANAGEMENT IN HOSPITALITY		(3, 0, 0) 3	5	FC	-			English
Course Content	The course provides a strategic and issues-driven approach to present a reflective analysis of how human resource evolves in the context of international tourism, hospitality and leisure. Drawing on wide-ranging, international academic and application sources to illustrate the debates and vital issues that exist within people management in this sector, this course is designed to develop students' critical understanding of why things operate in the manner that they do and how the international context creates diversity in the application of management principles. In addition, this process of reflecting on human resource issues will allow students to arrive at ideas and solutions that will assist them in the workplace.								
TRHM402	TOURISM SEMINAR		(3, 0, 0) 3	8	AC	-			English
Course Content	This course aims to provide students with the opportunity to apply creative skills and research skills. Students are supposed to apply the theoretical and practical knowledge gained over their studies to a preparation of a project to be reported and presented. This course aims to provide students with the opportunity to apply creative skills and research skills. Students are supposed to apply the theoretical and practical knowledge gained over their studies to a preparation of a project to be reported and presented. Students will have an opportunity to develop their creative and research skills by consolidating and applying theoretical knowledge.								
TRHM404	GRADUATION INTERNSHIP		(0, 0, 18) 9	18	AC	-			English
Course Content	Students are allocated a mentor and an internship supervisor during the internship placement. They will specialize alongside a professional in travel, tourism or hospitality as part of the internship. The aim of the course is to provide students with the opportunity to have a real experience to apply the theoretical knowledge gained over their studies to practice. Students will be able to observe the challenging world of employment, participate and develop their perspectives through this program. Internship outcomes; Contact; Analytical, critical thinking and problem solving; Planning, implementation and evaluation; Initiative and autonomy; Teamwork and cooperation; Responsibility and commitment to quality; to develop professional ethical understanding and civic and social responsibilities and technological skills.								
Course Descriptions – II: All Area Core and Faculty/School Core courses offered by other academic units.									
Course	Course Title	Credit	ECTS	Course	Pre-requisite	Teaching Language			
MARK201	INTRODUCTION TO MARKETING	(3, 0, 0) 3	6	FC	-	English			
Course Content	An understanding of consumer decision processes is developed through application of behavioral sciences and the principle marketing concepts. Students are introduced to the main principles and definition of marketing. Organizational decision-making processes are also considered. The main subjects of this course are market segmentation, product development policies and methods, distribution decisions, and international marketing. Students develop an understanding of the theories and techniques of planning, conducting, analyzing and presenting market studies.								
Course Descriptions – III: All Area Elective and Faculty/School Elective courses offered by the department of the program.									
Course	Course Title	Credit	ECTS	Course	Pre-requisite	Teaching Language			
TRHM151	INTERNATIONAL HOTEL MANAGEMENT	(3, 0, 0) 3	4	AE	-	English			
Course Content	This course provides the background every hospitality student will need in today's rapidly changing global marketplace. It introduces students to issues involved in planning, developing, marketing, and managing hotels								

Course Content	in the international arena. It also gives students a solid foundation for understanding and managing cultural diversity in the workplace, and underscores the importance of protocol in international interactions. Students will develop themselves in international hotel management by combining practical experience with theory, the management of hotel products and services in a global economy, develop a strategic approach to the ever-changing business, economic and social demands of the international hospitality industry.	(3, 0, 0) 3	4	AE	-	English
TRHM152	SPECIAL INTEREST TOURISM	(3, 0, 0) 3	4	AE	-	English
Course Content	Definition and types of special interest tourism, various types of special interest tourism activities such as ecotourism, responsible, dark tourism, adventure etc. in different destinations, the efforts of the development of special interest tourism activities. Special interest tourism lecture exposes students to special interest phenomena and its interaction with more conventional modes of tourism and recreation. The creation and diversity of these segments and their effect on people, cultures and tourism industry and policy makers was critically analyzed by separate special interest and 'niche' tourism market segments.					
TRHM153	E-TOURISM	(3, 0, 0) 3	4	AE	-	English
Course Content	The course demonstrates the contribution of ICTs to tourism organizations' competitiveness. Students are provided with a wealth of international examples to ensure global application and relevance, extensive use of case studies and illustrative examples demonstrate the link between theory and real world tourism situations. Further discussion topics encourage students to analyse further the information and content covered by the Destination Management Group which is a part of the FIU consortium. The objective of this course is to teach students the most important application fields of information and communication technologies in tourism.					
TRHM154	RESORTS, SPA AND CASINO OPERATIONS MANAGEMENT	(3, 0, 0) 3	4	AE	-	English
Course Content	This course is an introduction to the casino, resorts, and spa sectors of the tourism industry. Often these sectors are interdependent of each other, but can operate within each other. Modern day resorts will feature both a casino and a spa as part of the product mix. Resorts will look at the unique differences in resort properties, as compared to the typical hotel. Factors included will be the physical location, support infrastructures and the management of providing guest activities to this market segment. Emphasis will be placed on current business models and practices. All three modules will be linked together by the following threads: tourism significance and marketing, revenue impact, and job and career development.					
TRHM155	INTERNATIONAL CUISINES	(3, 0, 0) 3	4	AE	-	English
Course Content	In this course students are introduced to various cuisines from around the world. This course allows students to examine the influence of geography and climate upon the people, the land features and the production of agriculture, the available natural resources and industry of many lands. In the development of classical cooking principles and food preparation, students will be able to explain the impact of global cuisines; learn to interpret basic and advanced cooking principles in the preparation of classical food dishes, and to identify the origin of menu items.					
TRHM156	ACCOMMODATION INDUSTRY	(3, 0, 0) 3	4	AE	-	English
Course Content	This course is designed to teach students the importance of the hospitality industry in the field of tourism and hospitality. This course examines the components of the tourism industry: transportation, accommodation, food and beverage, and attractions. The goal of this course is to provide the accommodation industry with a basic understanding. During the course, the accommodation industry divisions, guest characteristics, hotel administration, hotel departments such as rooms, food and beverage division, sales and marketing division will be checked, and emerging developments in the accommodation industry will be examined.					
TRHM157	HISTORY OF CIVILIZATION	(3, 0, 0) 3	4	AE	-	English
Course Content	This course examines societies and cultures from ancient until early modern times with the underlying assumption that world history is an important conceptual tool for understanding our interdependent world. This course also offers a consideration of issues related to the connections and relationships that shaped civilizations as a result of migration, war, commerce, and the various cultural expressions of self and society. This course includes interrelated historical and socio-cultural heritage and tourism. It provides historical information from early history and ancient tourism activities to the present.					
TRHM158	AIRLINE MANAGEMENT	(3, 0, 0) 3	4	AE	-	English
Course Content	This course is designed to provide an understanding of a number of key issues in air transport management, marketing and business planning. Both the airline and airport sectors of the industry will be considered. The course includes theoretical studies, simulation videos, the operation of all areas of an airline and related personnel. Thanks to this course, students will help to maximize their knowledge of the airport. Students will develop their competencies required to ensure safety and efficiency in the aviation field.					
TRHM159	AVIATION MANAGEMENT	(3, 0, 0) 3	4	AE	-	English
Course Content	This course presents an overview of the marketing activities and the decisions affecting them in consumer, industrial, and international markets. Marketing planning and decision making are examined from firms' and consumers' points of view. Topics include the marketing concept and its company-wide implications, integration of marketing with other functions, the activities of marketing research, identification of marketing opportunities, and the development of marketing mix strategies including the decisions concerning pricing, distribution, promotion and product design, and marketing systems views in terms of both public and private policy.					
TRHM160	EVENTS MANAGEMENT	(3, 0, 0) 3	4	AE	-	English
Course Content	This course gives students the experience in developing an event, meeting and/or conference program. Students will go through the step-by-step process of pre-planning, budget/agenda preparation, and marketing the event. Students who receive event management are responsible for event planning, organizing, monitoring, planning and providing a smooth working environment, and evaluating their success after completion. The topic of event management requires the use of project management to establish and grow small and/or large-scale private or organizational activities, such as conferences or conventions, etc.					
TRHM163	COFFEE CULTURE AND THE ART OF BARISTA	(3, 0, 0) 3	4	AE	-	English
Course Content	In this course, students will develop the diversity and intricacies of the coffee world. Topics will include the origins, types, and processing methods of coffee beans, as well as grinding techniques. A comprehensive understanding of espresso machine operation, extraction processes, and flavor profiles will be developed. Milk frothing techniques, latte art, and innovative coffee presentations will be practiced. Additionally, the significance of sustainable coffee farming and the impact of global coffee culture will be discussed. This course provides students with both professional barista skills and a profound appreciation for the essence of coffee will equip themselves in this field.					
TRHM161	CULTURAL HERITAGE MANAGEMENT	(3, 0, 0) 3	4	AE	-	English
Course Content	The course covers cultural heritage regulations, applications and practices in North Cyprus and in a global comparative perspective. How does it affect increasingly urbanized, multicultural and global society, and people's personal ties to places in the cultural landscape. The traditional antiquarian and museum approaches have also come to be highly questionable. In urban planning is heritage, conservation, economics and other social interests often collide and difficult trade-offs must be made. The course is aimed against this background to present the image of a dynamic and problematic cultural situation, starting with North Cyprus and with global comparisons.					