

ALANYA ALAADDİN KEYKUBAT UNIVERSITY
GRADUATE SCHOOL
DEPARTMENT OF TOURISM MANAGEMENT
TOURISM MANAGEMENT
DOCTORAL PROGRAM COURSE CONTENTS

1st YEAR - FIRST SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 671	DOCTORAL SPECIALTY FIELD COURSE	4	0	0	8	Determination of thesis topic, Determination of Research Methods and Preparation of Thesis.
LEE 681	DOCTORAL CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.
TUR 603	STATISTICS APPLICATIONS	3	0	0	7	The application of multivariate statistical methods and methods used to reduce the number of variables is to group observations and find the discrimination functions used to group observations.
TUR 601	ADVANCED SCIENTIFIC RESEARCH METHODS AND ETHICS	3	0	0	7	Research to their methods aimed at basis concepts outlined be able to specify . Research in the process data collection techniques be able to explain . What is scientific research? What are the scientific research methods/approaches? What are quantitative research approaches? (What are the types of experimental research and how are they conducted? What is correlational research? What is causal-comparative research? What is survey research?) How to write a research question in quantitative studies? What are the variables? How to write subproblems and hypotheses? How to choose the population and sample? What is the procedure? How to conduct a literature review? How to prepare data collection tools? How are validity and reliability studies carried out? How is the research implemented? How to do data analysis? How to interpret and write data?
TUR 609	STRATEGIC MANAGEMENT IN TOURISM BUSINESSES	3	0	0	7	To be able to define the basic concepts of strategic management, the differences between concepts such as target, strategy, tactics, policy, plan and method, to list the tools to be used in the strategic management process, to understand the strategic management process and to list the stages that make up the process according to their specific characteristics.
TUR 611	ECOTOURISM MANAGEMENT	3	0	0	7	Within the scope of this course; sustainable development approach, concept of sustainable tourism, emergence and development of ecotourism, definition and characteristics of ecotourism, principles of ecotourism, relationship between ecotourism and other types of tourism, environmental, economic and socio-cultural effects of ecotourism, types of ecotourism activities, structural analysis of ecotourism, ecotourism industry , tour operators and travel agencies, eco accommodation facilities, national and local governments, local people, non-governmental organizations and international organizations, ecotourism marketing, ecotourist market profile, size of the ecotourism market, ecotourism planning, regulations for ecotourism, ethics in ecotourism and certification systems in ecotourism Topics are included
TUR 613	ORGANIZATIONAL PSYCHOLOGY	3	0	0	7	Subjects of Organizational Behavior science include: Working order or the way work is done in organizations. The interaction of the organization with the environment outside the organization. The organization in which the management process takes place. The entire management process.
TUR 615	TOURISM SOCIOLOGY	3	0	0	7	After discussing the structure of tourism and sociological theories within the scope of this course, the social dimensions of tourism and its effects on social change will be examined at the doctoral level.
TUR 617	PROMOTION AND BRANDING IN TOURISM BUSINESSES	3	0	0	7	To provide information about brand and corporate image creation processes in tourism businesses and to create a perspective in this direction.

1st YEAR - SECOND SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 672	DOCTORAL SPECIALTY FIELD COURSE	4	0	0	8	Determination of thesis topic, Determination of Research Methods and Preparation of Thesis.
LEE 682	DOCTORAL CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.
TUR 602	QUALITATIVE RESEARCH METHODS	3	0	0	7	Qualitative research methods lesson , education research between increasingly published One research method the one which... qualitative research of techniques to the participants to introduce aims . Education in sciences qualitative research methods , qualitative research design , qualitative in research data collection And data analysis techniques applied aspect lesson in the scope of will be examined . Course content , Qualitative of research definition And scientific research in the tradition place , qualitative of research features And types [biography , phenomenology , theory ground theory, ethnography , case study] action research (action research), Qualitative research planning , research of your questions Creation , Data collection methods . Interview , Data collection methods . Observation , Data collection methods . Document review , Quality And reliability , Data analysis , Qualitative research of the consequences use .
TUR 604	POLICY PLANNING IN THE TOURISM SECTOR	3	0	0	7	Policy and Planning concept, theoretical approaches and applications.
TUR 606	CONTEMPORARY DEVELOPMENTS IN FOOD AND BEVERAGE BUSINESSES	3	0	0	7	To examine issues such as the phenomenon of eating out, dining experience, and customer behavior in the field of food and beverage management, with the help of articles in the literature, and to conduct in-depth research on a selected topic.
TUR 608	HUMAN RESOURCES PRACTICES IN TOURISM BUSINESSES	3	0	0	7	Theoretical developments in the field of organizational learning and human resources development; identifying, analyzing and developing effective human resources; designing training programs to develop human resources for different environments; developing policies and processes for educational program preparation from an organizational perspective; needs analysis, determination of educational goals, content determination and editing; Methods of creating teaching and assessment strategies.
TUR 610	TOURISM LAW	3	0	0	7	This course covers the history of tourism law; Tourism Promotion Law; regulations regarding tourism businesses and tourist guides; It covers issues regarding contracts and consumer rights in tourism and other direct and indirect regulations related to tourism.
TUR 612	MARKETING RESEARCH IN TOURISM	3	0	0	7	In this course, all aspects of the marketing research process are presented to students with a practical orientation. All relevant information etc. are discussed in class. Group work is carried out where students can apply the information they have learned.
TUR 614	PHILOSOPHY OF SCIENCE	3	0	0	7	What is science and scientific knowledge, the sources, value and limits of knowledge, what are the principles on which knowledge is based to become science? What is being said in the world about modern and post-modern understandings of science? Adequate information will be given on the contributions of science to our lives, information ethics and the environment.
TUR 616	COST MANAGEMENT IN TOURISM BUSINESSES	3	0	0	7	To be able to separate mixed costs into fixed and variable components in hotel businesses.

TUR 618	SECTORAL ANALYSIS IN TOURISM	3	0	0	7	Tourism season and off-season analysis of sectoral balance in the short and long term in the tourism sector, interpretation of the variables affecting the balance.
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2nd YEAR - THIRD SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 673	DOCTORAL SPECIALTY FIELD COURSE	4	0	0	8	Determination of thesis topic, Determination of Research Methods and Preparation of Thesis.
LEE 683	DOCTORAL CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.
TUR 600	PHD SEMINAR	0	2	0	7	To choose the topics to be researched according to students' interests, to plan and carry out the research step by step, and to present the research results.
TUR 619	ECONOMETRIC ANALYSIS IN TOURISM	3	0	0	7	The main purpose of this course is to develop students' basic statistical knowledge so that they can perform advanced econometric analysis. In particular, this course aims to provide students with a comprehensive background in econometric techniques, the application of this background and the high-level use of a program such as the R-studio statistical package program.
TUR 621	ALTERNATIVE TOURISM AND NEW TRENDS IN INTERNATIONAL TOURISM	3	0	0	7	By learning the concept of alternative tourism, examining alternative tourism types in detail, researching exemplary destinations and discussing their importance in terms of world tourism trends.
TUR 623	STRATEGIC MARKETING MANAGEMENT	3	0	0	7	It includes discussion of general characteristics of marketing, differences between goods and services, environmental factors affecting marketing, consumer markets and consumer purchasing behavior and marketing mix.
TUR 625	CONTEMPORARY ORGANIZATIONAL APPROACHES	3	0	0	7	The course covers the philosophical and sociological foundations of organization studies, its historical development, its predecessor studies (such as bureaucracy theory, scientific management, managerial process and human relations approaches) and structural condition dependency, resource dependency, transaction cost, organizational ecology, institutional, critical and postmodern approaches and It includes the analysis of theories. The course concludes with a discussion of the future of the field of organization theory.
TUR 627	PERFORMANCE MEASUREMENT AND EVALUATION IN TOURISM BUSINESSES	3	0	0	7	The concept of performance is discussed in different dimensions and various performance measurement and management frameworks and models are discussed and evaluated from the perspective of tourism businesses.
TUR 629	INFORMATION TECHNOLOGY APPLICATIONS IN TOURISM BUSINESSES	3	0	0	7	Teaching e-marketing and information technology tools, methods and strategies in the tourism sector adopted by the World Tourism Organization and the European Travel Commission.
TUR 631	TOURISTIC PRODUCT POLICY	3	0	0	7	Learn how to diversify touristic products that create demand for the country, region and destination.
TUR 633	INTERNATIONAL HOTEL MANAGEMENT	3	0	0	7	Globalization and International Business, Globalization and the Hospitality Industry, History of International Hotels, Political Dimensions of the International Tourism and Hospitality Industry.

2nd YEAR - FOURTH SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		

LEE 674	DOCTORAL SPECIALTY FIELD COURSE	4	0	0	8	Determination of thesis topic, Determination of Research Methods and Preparation of Thesis.
LEE 684	DOCTORAL CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.
LEE 690	DOCTORAL QUALIFICATION EXAM	0	0	0	21	The course is an independent study course that students must take to self-prepare for the proficiency exam.

3rd YEAR - FIFTH SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 675	DOCTORAL SPECIALTY FIELD COURSE	8	0	0	8	Determination of thesis topic, Determination of Research Methods and Preparation of Thesis.
LEE 685	DOCTORAL CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.
LEE 691	PhD THESIS PROPOSAL	0	0	0	21	Determination of the doctoral thesis topic.

3rd YEAR - SIXTH SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 676	DOCTORAL SPECIALTY FIELD COURSE	8	0	0	8	Determination of thesis topic, Determination of Research Methods and Preparation of Thesis.
LEE 686	DOCTORAL CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.
LEE 692	PhD THESIS I	0	0	0	21	Carrying out the necessary writing tasks related to the thesis topic.

4th YEAR - SEVENTH SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 677	DOCTORAL SPECIALTY FIELD COURSE	8	0	0	8	Determination of thesis topic, Determination of Research Methods and Preparation of Thesis.
LEE 687	DOCTORAL CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.
LEE 693	PhD THESIS II	0	0	0	21	Carrying out the necessary writing tasks related to the thesis topic.

4th YEAR - EIGHTH SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 678	DOCTORAL SPECIALTY FIELD COURSE	8	0	0	8	Determination of thesis topic, Determination of Research Methods and Preparation of Thesis.
LEE 688	DOCTORAL CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.

LEE 694	PhD THESIS III	0	0	0	21	Carrying out the necessary writing tasks related to the thesis topic.
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