

**T.C.**  
**ALANYA ALAADDIN KEYKUBAT UNIVERSITY**  
**SOCIAL SCIENCES INSTITUTE**  
**TOURISM AND HOTEL MANAGEMENT (Ph.D.)**  
**Course Contents**  
**I and II. FALL SEMESTER**

**SBE7901 - SPECIALIZATION FIELD COURSE (8 Theoretical / 0 Credit / 8 ECTS):**

Conceptual and empirical studies concerning special fields in tourism and otel management.

**SBE7903- COUNSELING (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):** Conceptual and practical studies concerning thesis subject.

**TUR7001 SEMINAR II (1. FALL) (0 Theoretical / 0 Practical / 7 ECTS):** Selecting a research topic according to students' research interest, planning and conducting the research and presenting the findings.

**TUR7003 STATISTICS APPLICATIONS (3 Theoretical / 3 Credit / 7 ECTS):** To apply the methods used to reduce the number of variables with multivariate statistical methods, to group the observations and to find the separation functions.

**TUR7005 MODERN ORGANIZATION THEORIES (3 Theoretical / 3 Credit / 7 ECTS):** Overview of organization studies, historical development of organizational studies, early studies of organization theory , theory of bureaucracy, contingency theory, resource dependence theory, transaction cost theory ,population ecology theory, institutional theory, embeddedness theory.

**TUR7007 STRATEGIC MANAGEMENT IN TOURISM BUSINESS (3 Theoretical / 3 Credit / 7 ECTS):** To be able to identify the fundamental concepts of strategic management; to differentiate the concepts of goal, strategy, tactic, policy, plan, and method; and to list the tools used in the process of strategic management.

**TUR7009 ECOTOURISM MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS):** This course covers topics of the sustainable development approach, the concept of sustainable tourism, emergence of ecotourism, growth of ecotourism, definition of ecotourism, characteristics of ecotourism, principles of ecotourism, relationship between ecotourism and other sorts of tourism, environmental, economic and socio-cultural impacts of ecotourism, types of ecotourism activities, structural analyses of ecotourism, ecotourism industry, tour operators and travel agents, ecolodges, national and local governments, local people, NGOs and international organizations, ecotourism marketing, ecotourist market profile, size of the ecotourism market, ecotourism planning, regulations in ecotourism, ethics in ecotourism, certification systems in ecotourism.

**TUR7011 ORGANIZATIONAL PSYCHOLOGY (3 Theoretical / 3 Credit / 7 ECTS):** Science topics in the areas of Organizational Behavior: Organizations working arrangement, or construction work. Organization's interaction with the environment outside the organization. Was in the organization of the management process. All of the management process.

**TUR7013 STRATEGIC MARKETING MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS):** It contains marketing of the general characteristics, the differences between goods and services, environmental factors affecting marketing, consumer markets and consumer buying behavior and marketing mix comprises of topics discussed.

**TUR7015 TOURISM SOCIOLOGY (3 Theoretical / 3 Credit / 7 ECTS):** Within the context of this Course after handling Tourism structure and sociology theories , social extent of tourism and its effects on social change will be examined in PhD level.

**TUR7017 GASTRONOMY RESEARCH (3 Theoretical / 3 Credit / 7 ECTS):** Studies on gastronomic identity, gastronomic experiences, gastronomy tourism, tourist behaviors related to gastronomy as well as gastronomy concept itself with assistance of research articles in the field, and deeply researching a selected topic.

**TUR7019 PROMOTION AND BRANDING IN TOURISM ENTERPRISES (3 Theoretical / 3 Credit / 7 ECTS):** In the tourism business brand and corporate image building process, giving information about the in this direction is to a point of view.

**TUR7021 TOURISM LAW (3 Theoretical / 3 Credit / 7 ECTS):** This course covers topics of history of tourism law; Tourism encouragement law; the regulations related to tourism enterprises, and tourist guides; The contracts and consumer rights in tourism and, Other regulations that are directly and indirectly related with tourism.

**TUR7023 COST MANAGEMENT IN TOURISM ENTERPRISES (3 Theoretical / 3 Credit / 7 ECTS):** To be able to differentiate mixed costs into fixed and variable components in lodging businesses.

**SBE8901- SPECIALIZATION FIELD COURSE (2. FALL) (8 Theoretical / 0 Credit / 8 ECTS):** Conceptual and empirical studies concerning special fields in tourism and otel management

**SBE8903- COUNSELING (2. FALL) (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):** Conceptual and practical studies concerning thesis subject.

#### **I and II. SPRING SEMESTER**

**SBE7902 SPECIALIZATION FIELD COURSE (8 Theoretical / 0 Credit / 8 ECTS):** Conceptual and empirical studies concerning special fields in tourism and otel management.

**SBE7904-COUNSELING (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):** Conceptual and practical studies concerning thesis subject.

**TUR7002 SEMINAR II (1. FALL) (0 Theoretical / 0 Practical / 7 ECTS):** Selecting a research topic according to students' research interest, planning and conducting the research and presenting the findings.

**TUR7004 ADVANCED RESEARCH METHODS (3 Theoretical / 3 Credit / 7 ECTS):** To be able to identify fundamental concepts related to research methods, To be able to explain data collection techniques in research process.

**TUR7006 INTERNATIONAL HOTEL MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS):** Describe the factors that have contributed to globalization and a global economy, understand the composition, size and growth of international tourism and lodging, explain the factors affecting international hotel expansion into different regions of the world.

**TUR7008 TOURISM POLICY AND PLANNING (3 Theoretical / 3 Credit / 7 ECTS):** Policy and planning concept, theoretical approaches and implementations.

**TUR7010 INFORMATION TECHNOLOGIES IN TOURISM BUSINESS (3 Theoretical / 3 Credit / 7 ECTS):** Methods and strategies of the emarketing and information technologies suggested by UNWTO and European Travel Commision authorities.

**TUR7012 CONTEMPORARY DEVELOPMENTS IN FOOD AND BEVERAGE MANAGEMENT (3 Theoretical / 3 Credit / 7 ECTS):** Studying on eating out, meal experience and consumers behaviors in restaurants with assistance of research articles in the field, and deeply researching a selected topic.

**TUR7014 PERFORMANCE MEASUREMENT AND EVALUATION IN TOURISM COMPANIES (3 Theoretical / 3 Credit / 7 ECTS):** Performance concept is handled with different dimensions and various performance measurement and management frameworks and models are discussed for the tourism companies.

**TUR7016 HUMAN RESOURCES APPLICATIONS IN TOURISM BUSINESS (3 Theoretical / 3 Credit / 7 ECTS):** Theoretical developments in organizational learning and human resource development; Effective human resource identification, analysis and development; Designing training programs to develop human resources for different environments; Developing policies and processes for the preparation of an educational program in an organizational perspective; Requirement analysis, identification of educational goals, content identification and regulation; Teaching and evaluation strategies.

**TUR 7018 ALTERNATIVE TOURISM AND NEW TRENDS IN INTERNATIONAL TOURISM (3 Theoretical / 3 Credit / 7 ECTS):** By learning alternative tourism approach, investigating the types of alternative tourism and discussing their importance for the new trends.

**TUR7020 FINANCIAL AUDITING IN TOURISM BUSINESS (3 Theoretical / 3 Credit / 7 ECTS):** The aim of this course is how the independent auditing of a tourism operation is conducted for the intended students.

**TUR7022 TOURIST PRODUCT POLICY (3 Theoretical / 3 Credit / 7 ECTS):** Learn how to make a tourism product diversification for country, region, and the destinations to demand, be able to do analysis of tourism demand and supply.

**TUR7024 MARKETING RESEARCH IN TOURISM (3 Theoretical / 3 Credit / 7 ECTS):** In this course, all aspects of marketing research process is presented students with an applied orientation. All topics such as information need analysis, hypothesis development, research design, scaling and scale development, sampling, data collection process, data preparation and analysis, and reporting are discussed in class and students are expected to experience all aspects of marketing research process in group projects.

**TUR7026 PHILOSOPHY OF SCIENCE (3 Theoretical / 3 Credit / 7 ECTS):** In this course, it is aimed to inform the students about:

- What is science and scientific knowledge?
- What is the source, value and boundary of science?
- What are the principles on which knowledge is based in order to be characterized as science.
- What are spoken about the comprehension of modern and postmodern science all over the world?
- What is the contribution of science to our lives?
- What is information ethics and environmental ethics?

**TUR7028 SOCIAL PSYCHOLOGY (3 Theoretical / 3 Credit / 7 ECTS):** Defines basic concepts of social psychology such as attitude, perception, motivation, propaganda, communication, role, group, socialization, culture, personality, language, collective interaction and social movements, urban and environmental psychology.

**SBE 8902 SPECIALIZATION FIELD COURSE (8 Theoretical / 0 Credit / 8 ECTS):** Conceptual and empirical studies concerning special fields in tourism and otel management.

**SBE8904 COUNSELING (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):** Conceptual and practical studies concerning thesis subject.

### **III. FALL SEMESTER**

#### **SBE9901 - SPECIALIZATION FIELD COURSE (8 Theoretical / 0 Credit / 8 ECTS):**

Conceptual and empirical studies concerning special fields in tourism and otel management.

**SBE9903- COUNSELING (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):** Conceptual and practical studies concerning thesis subject.

**TUR9905 THESIS (0 Theoretical – 0 Practical / 0 Credit / 21 ECTS):** Determination of thesis topic, Determination of research methods and thesis preparation.

### **III. SPRING SEMESTER**

#### **SBE9902 - SPECIALIZATION FIELD COURSE (8 Theoretical / 0 Credit / 8 ECTS):**

Conceptual and empirical studies concerning special fields in tourism and otel management.

**SBE9904- COUNSELING (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):** Conceptual and practical studies concerning thesis subject.

**TUR 9906 THESIS (0 Theoretical – 0 Practical / 0 Credit / 21 ECTS):** Determination of thesis topic, Determination of research methods and thesis preparation

### **IV. FALL SEMESTER**

#### **SBE9907 - SPECIALIZATION FIELD COURSE (8 Theoretical / 0 Credit / 8 ECTS):**

Conceptual and empirical studies concerning special fields in tourism and otel management.

**SBE9909- COUNSELING (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):** Conceptual and practical studies concerning thesis subject.

**TUR 9911 THESIS (0 Theoretical – 0 Practical / 0 Credit / 21 ECTS):** Determination of thesis topic, Determination of research methods and thesis preparation

### **IV. SPRING SEMESTER**

#### **SBE9908 - SPECIALIZATION FIELD COURSE (8 Theoretical / 0 Credit / 8 ECTS):**

Conceptual and empirical studies concerning special fields in tourism and otel management.

**SBE9910- COUNSELING (0 Theoretical - 1 Practical / 0 Credit / 1 ECTS):** Conceptual and practical studies concerning thesis subject.

**TUR9912 THESIS (0 Theoretical – 0 Practical / 0 Credit / 21 ECTS):** Determination of thesis topic, Determination of research methods and thesis preparation