

**ALANYA ALAADDİN KEYKUBAT UNIVERSITY**  
**GRADUATE SCHOOL**  
**DEPARTMENT OF TOURISM MANAGEMENT**  
**TOURISM MANAGEMENT**  
**MASTER'S DEGREE PROGRAM (WITH THESIS)**  
**COURSE CONTENTS**

**1st YEAR – FIRST SEMESTER**

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 571	MASTER'S DEGREE SPECIALTY FIELD COURSE	4	0	0	8	Determining the thesis topic, determining research methods and preparing the thesis.
LEE 581	MASTER'S DEGREE CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.
TUR 501	SCIENTIFIC RESEARCH METHODS AND ETHICS	3	0	0	6	Social sciences and research, planning of research in social sciences, research models in social sciences, preparation of research reports in social sciences.
TUR 503	HUMAN RESOURCES MANAGEMENT IN TOURISM	3	0	0	5	The content of the course consists of topics such as strategic HRM, personnel planning, job analysis, finding candidates, personnel selection, orientation, training and development, pricing, performance evaluation, relations with unions.
TUR 505	TOURISM MARKETING MANAGEMENT	3	0	0	5	To provide learning about various applications in which businesses can operate in international markets, to present export practice in detail, to explain marketing issues such as international market selection, planning, creating appropriate product-price-promotion-distribution mixes.
TUR 507	SECTORAL ANALYSIS OF TOURISM	3	0	0	5	Defining the concept of tourism market, explaining the characteristics of the tourism market and explaining the factors affecting tourism supply.
TUR 509	FINANCIAL MANAGEMENT IN TOURISM BUSINESSES	3	0	0	5	Financial analysis, financial planning and financial decision techniques in tourism and hospitality businesses.
TUR 511	TRAVEL BUSINESS AND MANAGEMENT	3	0	0	5	Students will be taught the travel industry and the characteristics of the industry, travel agencies, the functioning of agencies, types of travel agencies, duties and activities of the travel agency, tour operatorship, package tour and package tour preparation, basic dimensions of the relations between tour operators and hotel businesses, management functions in travel businesses and travel businesses. Information is provided on marketing policies and sales efforts.
TUR 513	QUALITY MANAGEMENT IN TOURISM BUSINESSES	3	0	0	5	The quality management course consists of concepts such as the concept of quality, measurement of quality, standard and standardization, quality, cost and efficiency relationship, total quality management, quality management systems, continuous improvement, quality development techniques, benchmarking, quality excellence models and six sigma.
TUR 515	STRATEGIC MANAGEMENT MODELS	3	0	0	5	This course provides a comprehensive integration of strategy concepts at the business strategy level, which is the fundamental level of strategy analysis. This includes learning concepts, developing skills in creating, and ways to think about strategic situations that will help you be more successful in your career.
TUR 517	DESTINATION MANAGEMENT	3	0	0	5	The content of this course is advanced sustainable tourism destinations, rival destinations, tourists' destination decisions and experiences, understanding and managing problems in tourist destinations, destination policy, planning, development, destination management and marketing.
TUR 519	GASTRONOMY AND TOURISM	3	0	0	5	To inform about individual hygiene, kitchen hygiene, first aid, kitchen supplies and kitchen parts. To bring the materials used in the kitchen to a level where they can be classified according to their intended use and used effectively. To inform the student about cooking techniques and methods and to help the student gain experience by giving them the opportunity to practice one-on-one.
TUR 521	INFORMATION SYSTEMS AND E-TOURISM IN TOURISM	3	0	0	5	Teaching e-tourism and information technology tools, methods and strategies in the tourism sector adopted by the World Tourism Organization and the European Travel Commission.
TUR 523	SUSTAINABLE TOURISM MANAGEMENT	3	0	0	5	This course covers new trends and environmental management in the tourism industry; Sustainable development and tourism; Tourism and environmental interaction; It covers the place and importance of sustainability issues in tourism policy and planning.

TUR 525	CURRENT ISSUES IN THE TOURISM SECTOR	3	0	0	5	Being able to evaluate the opportunities and dangers that arise for Turkish tourism includes being able to comment on global tourism movements and changes in customer expectations.
TUR 527	EVENT TOURISM	3	0	0	5	In this course, event types, features, planning, management and marketing functions will be discussed.
TUR 529	INNOVATION MANAGEMENT IN TOURISM BUSINESSES	3	0	0	5	Innovation and innovation management as basic concepts, innovative practices, types of innovation, sources of innovation, innovative thinking methods, innovation process, management of innovation, innovative culture, development of innovative capabilities of enterprises, case studies in innovation management.
TUR 531	ACCOMMODATION MANAGEMENT AND MANAGEMENT	3	0	0	5	Tourism industry and accommodation businesses, management theories and functions in accommodation management, modern management techniques, accommodation businesses of the future.
TUR 533	CULTURAL HERITAGE AND TOURISM	3	0	0	5	In this course, the importance of the concept of cultural heritage will be discussed and information will be given about the cultural heritage values in our country and in the world. Additionally, what tangible and intangible cultural heritage values mean will also be discussed.

**1st YEAR – SECOND SEMESTER**

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 572	MASTER'S DEGREE SPECIALTY FIELD COURSE	4	0	0	8	Determination of thesis topic, Determination of Research Methods and Preparation of Thesis.
LEE 582	MASTER'S DEGREE CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.
TUR 500	MASTER'S SEMINAR	0	2	0	6	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 502	STATISTICS	3	0	0	5	Application of multivariate statistical methods and methods used to reduce the number of variables, grouping observations, finding discrimination functions used in grouping observations.
TUR 504	FOOD AND BEVERAGE OPERATIONS MANAGEMENT	3	0	0	5	This course includes the functions required for the management of food and beverage businesses and basic information on current management issues.
TUR 506	CONGRESS ORGANIZATION AND MANAGEMENT	3	0	0	5	Congress management in Turkey and the World, future and trends of the meeting industry, meeting types and features, meeting and congress organizers, meeting planning and management, agreements, meeting budget planning and control, meeting advertising, promotion and public relations planning and communication, food -beverage and banquet services, meeting management service, post-meeting evaluation process.
TUR 508	ORGANIZATIONAL BEHAVIOR IN TOURISM BUSINESSES	3	0	0	5	Framework of organizational behavioral sciences, group and intra-group relations, conflict and conflict management in the workplace, leadership and leadership behavior analysis, change and change management, power and the use of power in organizations, team management, stress and stress management.
TUR 510	COST AND MANAGEMENT ACCOUNTING IN TOURISM BUSINESSES	3	0	0	5	Preparation of cost information for strategic decisions to be taken by senior managers in businesses, contemporary cost accounting practices such as activity-based costing, kaizen costing, target costing, value engineering.
TUR 512	EFFECTS OF EU POLICIES ON THE TOURISM SECTOR	3	0	0	5	Understanding the European Union tourism policies, comparing the developments in Turkey and world tourism and the common tourism policies and strategies of the European Union member countries.
TUR 514	LEISURE AND RECREATION MANAGEMENT	3	0	0	5	Tourism concept, recreation and animation concepts, animation types, animation applications, recreation types, recreation management.
TUR 516	LABOR LAW PRACTICES IN TOURISM BUSINESSES	3	0	0	5	Legal rules applied in labor relations, employee-employer rights and obligations, social security system, legal rules in employee-employer relations, basic concepts of labor law, employee, employer etc., employment contract, employee and employer debts, working periods, termination of the contract.
TUR 518	INVESTMENT AND PROJECT ANALYSIS IN TOURISM BUSINESSES	3	0	0	5	In this course, in addition to topics such as recognition, importance, management and evaluation of investment projects, the preparation and evaluation process of investment projects and the applications of the investment incentive system in Turkey will also be discussed.
TUR 520	LEADERSHIP PRACTICES IN TOURISM BUSINESSES	3	0	0	5	The content of this course consists of leadership, leadership theories, team (team), team spirit and team building, and management of effective teams.

TUR 522	PUBLIC RELATIONS IN TOURISM BUSINESSES	3	0	0	5	In this course, students; Definitions of public relations, the importance of public relations in the public and private sectors, the historical development of public relations, public relations as a management function, public opinion, public relations campaigns, and the concepts of ethics in public relations are introduced. Students will be able to run public relations campaigns.
TUR 524	INTERNATIONAL TOURISM MANAGEMENT	3	0	0	5	Elements that constitute the general environment of international tourism, competition strategies, destination marketing and management, strategic growth methods, internationalization case studies in hotel, airline and travel businesses.
TUR 526	TOURISM, SOCIETY AND CULTURE	3	0	0	5	The effects of tourism, the effects of tourism on society, the relationship between tourism and culture, the relationship between society and culture, the effect of culture on society and on it.
TUR 528	ALTERNATIVE TOURISM AND ITS APPLICATIONS	3	0	0	5	This course covers the historical development of the concept of alternative tourism, the relations between alternative tourism, sustainable tourism, mass tourism and ecotourism, alternative tourism types, new trends towards alternative tourism types; Covers new trends in international tourism.

**2nd YEAR – THIRD SEMESTER**

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 573	MASTER'S DEGREE SPECIALTY FIELD COURSE	8	0	0	8	Determination of thesis topic, Determination of Research Methods and Preparation of Thesis.
LEE 583	MASTER'S DEGREE CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.
LEE 591	MASTER'S THESIS I	0	0	0	21	Carrying out the necessary writing tasks related to the thesis topic.

**2nd YEAR – FOURTH SEMESTER**

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 574	MASTER'S DEGREE SPECIALTY FIELD COURSE	8	0	0	8	Determination of thesis topic, Determination of Research Methods and Preparation of Thesis.
LEE 584	MASTER'S DEGREE CONSULTANCY	0	1	0	1	Conceptual and applied studies related to the thesis topic.
LEE 592	MASTER'S THESIS II	0	0	0	21	Carrying out the necessary writing tasks related to the thesis topic.