

ALANYA ALAADDİN KEYKUBAT UNIVERSITY
GRADUATE EDUCATION INSTITUTE
DEPARTMENT OF TOURISM MANAGEMENT
TOURISM MANAGEMENT
MASTER'S DEGREE PROGRAM (WITHOUT THESIS – EVENING EDUCATION)
COURSE CONTENTS

1st YEAR – FIRST SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
TTI 501	Scientific Research Methods and Ethics	3	0	0	6	The aim of lesson; To teach the use of the knowledge and skills gained regarding the planning, implementation and reporting of a research within the framework of the necessity and functionality of ethical rules. Course content; Within the scope of this course, the concepts of writing a research proposal, research report preparation and methodology, basic rules and regulations in article writing, ethical problems in research and preventing unethical behavior, validity and reliability are explained and discussed.
TTI 503	Marketing in the Tourism Industry	3	0	0	6	Marketing science, which provides vital data in the production of goods and services that can respond to ever-changing customer demands and needs in the globalizing world, is used to provide students with the information they will need in working life, taking into account the characteristic features of the tourism sector, and to be able to interpret Marketing principles and general marketing practices for Accommodation, Travel and Food and Beverage businesses. It is aimed to provide the knowledge and skills to realize Basic concepts related to tourism marketing, marketing environment analysis of tourism enterprises, consumer behavior in tourism, determination of target markets, tourism product, pricing in tourism enterprises, distribution channels in tourism, promotion in tourism enterprises, implementation of marketing activities, evaluation of marketing activities, destination marketing.
TTI 505	Sectoral Analysis of Tourism	3	0	0	6	Defining the concept of tourism market, explaining the characteristics of the tourism market and explaining the factors affecting tourism supply.
TTI 507	Organizational Behavior and Leadership	3	0	0	6	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.
TTI 509	Creating Satisfaction in Tourism	3	0	0	6	Understanding the role of customer satisfaction in planning, implementation and control for effective relationship marketing. Calculating the lifetime value of the customer and explaining the areas of use in customer relationship management applications. Revealing the role of customer relationship management in acquiring, growing and making customers loyal. Identifying critical success factors in successful customer relationship management practices. Making explanations about existing and developing technologies used in customer relationship management applications.
TTI 511	Feasibility Studies in the Tourism Industry	3	0	0	6	Giving basic information about feasibility studies in the tourism sector, explaining the points to be considered during the preparation of feasibility studies and finalizing the feasibility studies.
TTI 513	Strategic Management Accounting	3	0	0	6	The aim of this course is to establish a connection between strategic management and management accounting; To provide students with information about the use of strategic management accounting techniques in strategic decision-making processes. The course content includes Basic Concepts, Factors Affecting Business Performance and Management Accounting Relationship, Comparison of Traditional Management Accounting Methods and Strategic Management Accounting Methods, Strategic Performance Measurement, Life Cycle Costing, Strategic Performance Management and Techniques, Activity Based Costing and Management, Value Based Management, Quality Management, Balanced Scorecard, Environmental Management Accounting, Information Technologies and Management Accounting, Transfer Pricing, Benchmarking, Lean Management.
TTI 515	Crisis Management in Tourism Businesses	3	0	0	6	Providing information about the precautions that managers of tourism enterprises can take against the current crisis in economic and social crisis environments. Teaching basic concepts to understand the causes of crises and ways to get out of them.
TTI 517	Corporate Social Responsibility in Tourism Enterprises	3	0	0	6	This course aims to examine the role of corporate social responsibility in tourism businesses and the potential contributions of businesses to society on the basis of sustainable development. Beyond the classical management approach of businesses maximizing their profits while meeting the demands and needs of their customers, this course focuses on the interaction of businesses with their stakeholders. In this context, issues and examples related to innovation and sustainability will be discussed, as well as the need for businesses to respond to social issues.
TTI 519	Entrepreneurship	3	0	0	6	To give a basic introduction to entrepreneurship. To encourage students to start their own businesses. Characteristic features of entrepreneurs, the place of entrepreneurship in the economy, business plan development and the process of starting a new business.
TTI 521	Sales Management in the Tourism Industry	3	0	0	6	In this course, students will be taught marketing, promotion, promotion and sales development activities. Strategies to be developed to increase sales in tourism businesses will be presented. Additionally, steps that can be taken in terms of sales development during crisis periods will also be discussed.
TTI 523	Strategic Human Resources Management	3	0	0	6	This lesson; Introduction and Introduction of Subjects, Basic Concepts Related to Human Resources Management, Development of Human Resources Management, Important Concepts Related to Strategic Management, Strategic Historical Process of Human Resources Management, Conceptual Foundations of Strategic Human Resources Management, Strategic Harmony Between Strategic Management and Human Resources Management, Strategic Human Resources Management Opinions on I Situational View Aligning Intangible Assets with Strategy, Opinions on Strategic Human Resources Management II Universalist View, Readiness of Human Capital, Dimensions of Strategic Human Resources Management I Strategic Human Resources Management and Environmental Factors Readiness of Knowledge Capital, Dimensions of Strategic Human Resources Management II The Importance of Human Resources in Terms of Industrial Relations Limits of Strategic HRM Readiness of Organizational Capital, Cultural Foundations of Strategic Human Resources Management Global Human Resources Management: Similarities and Differences, Cultural Foundations of Strategic Human Resources Management II American HRM Approach, European HRM Approach, Japan' Human Resources Management and HRM in Korea, Relationship between Strategic Human Resources Management and Organizational Performance, Human Resources Strategies, Important Studies on Strategic Human Resources, Evaluation of Strategic Human Resources Management Approach in Turkey; Includes topics.
TTI 525	Leadership and Motivation Theories	3	0	0	6	The course covers the definition and importance of leadership, leadership theories (traits approach in leadership, behavioral approach, contingency approach, modern approaches), leadership in public administration, variables related to leadership, definition, importance and purposes of motivation, incentive tools in motivation, motivation theories (scope and scope). Process theories, other theories and approaches), motivation in public institutions and variables related to motivation will be discussed.

1st YEAR – SECOND SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		

TTI 504	Decision Making and Leadership in Tourism Businesses	3	0	0	6	This course aims to convey the leadership vision that can adapt to and overcome today's rapidly changing, complex, dynamic and competitive conditions. In this context, an infrastructure will be created for students to become leaders suitable for the rapidly changing future in the context of management positions. Various aspects of the literature on leadership will be examined in the course, with the aim of evaluating students' strengths and weaknesses as leaders and developing leadership management skills. The subject of leadership, which is of critical importance in business management, will be conveyed to students with various theories and approaches. Additionally, necessary information will be conveyed to effectively manage the decision-making process.
TTI 506	New Trends in the Tourism Industry	3	0	0	6	It is aimed to convey national and international trends in tourism to students. Additionally, strategies that tourism businesses can develop to get a share from these trends will be discussed. In addition, opportunities and threats that arise in line with trends in customer expectations will be analyzed.
TTI 508	International Marketing Strategies in Tourism	3	0	0	6	The phenomenon of financial value creation envisaged by the modern marketing approach will be explained in detail. The reasons for the emergence of value-based marketing will be discussed.
TTI 510	Intellectual Financial Skills for Managers	3	0	0	6	This course provides a basic knowledge and experience about the structure and function of the financial system that emerges as a result of the interaction between banking, capital markets and other financial institutions. Necessary strategies will be conveyed to create financial value by using the information and knowledge presented by tourism businesses.
TTI 512	Management and Strategy	3	0	0	6	This course provides a comprehensive combination of strategy concepts at the business strategy level, which is the basic level of strategy analysis. It provides (integration). 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. In addition, it provides students with the necessary knowledge to evaluate the internal and external environmental factors affecting businesses, to develop the necessary analysis skills to ensure the adaptation of the business to the environment, and to determine the strategies and policies that the business can follow to compete in the markets.
TTI 514	Revenue Management in Tourism Businesses	3	0	0	6	The studies of applications that will increase efficiency in tourism enterprises will be explained, and the concept of efficiency in enterprises will be examined in detail. While students learn efficiency studies through accepted methods and theories, they will make analytical studies on their legal structures and reflections. They will learn by examining pricing in tourism businesses and its contribution to profitability and its effects on future forecasts.
TTI 516	Sustainable Practices in Tourism Businesses	3	0	0	6	Principles and characteristics of sustainable business development and their impact on corporate performance. Establishing sustainable business strategies, balancing economic profit targets and broader economic, social and environmental values. Shareholder and stakeholder focused company models; "triple bottom line" (people, planet, profit) approach. Sustainability reporting using the Global Reporting Initiative Principles.
TTI 518	Strategic Brand Management in the Tourism Industry	3	0	0	6	The aim of this course is to teach students how to effectively manage the critical thinking and research process in brand management. Course topics include customer knowledge (learning, memory, and categorization), attitudes and persuasion theories, emotions, and social influences. The content of the course is based on marketing and psychology literature. The course will provide students with the necessary skills in generating research ideas, creating and measuring concepts. For this reason, many theoretical and methodological approaches on the subject of strategic brand management will be included, as well as theoretical perspectives to contribute to existing academic knowledge.
TTI 520	Sustainable Value Maximization in Tourism Enterprises	3	0	0	6	Various strategies will be presented to ensure sustainable value maximization and cost minimization in tourism businesses.
TTI 522	Modern Management Approaches	3	0	0	6	Within the scope of management discipline, thoughts on business management, theory discussions, current criticisms and new approaches that have emerged in the last century constitute the content of the course. The aim is to enable managerial candidates to gain knowledge and develop their foresight regarding the intellectual evolution of the management discipline.
TTI 524	Cost Control and Profit Increasing Strategies	3	0	0	6	Strategies for reducing costs and increasing profits in tourism businesses will be explained.
TTI 526	Digital Marketing in Tourism	3	0	0	6	In parallel with the use of technological developments in every stage of life, it is seen that digitalization is becoming increasingly widespread in the tourism sector. It is very important for tourism businesses and destinations to continue their marketing activities by keeping up with the digitalizing world and increases their competitiveness. The aim of the course is to explain the importance of digital marketing activities in tourism with concrete examples and to examine various applications.
TTI 528	Persuasion and Attitude Change in Communication	3	0	0	6	This course aims to teach the basic principles and theories of persuasion. Students of this course will be able to integrate theories about persuasion with their practices. Topics of this course include: Theories on Persuasion, Perception, Attitude and Attitude Change, Characteristics of the Source of the Persuasive Message, Characteristics of the Message and the Receiver, Persuasion Techniques Used in Advertisements

2nd YEAR / THIRD SEMESTER

COURSE CODE	COURSE TITLE	COURSE HOURS			ECTS	CONTENTS
		T	A	L		
LEE 500	TERM PROJECT	0	1	0	30	This course is carried out on the basis of independent study of the student. After first determining the research topic with the advisor, the student must inform his/her advisor about his/her work every week. The student is responsible for preparing the research proposal, which includes the purpose, justification, resources to be used and main plan of the research topic, by taking the necessary advice and changes from his advisor, until the midterm exam. The aim of this course is to provide students with the habit of working independently and the ability to analyze a subject related to their field in depth and draw conclusions from these.