

**ALANYA ALAADDIN KEYKUBAT UNIVERSITY INSTITUTE OF POSTGRADUATE EDUCATION  
TOURISM MANAGEMENT (PhD)  
CURRICULUM**

**I. AND II. FALL SEMESTER**

COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SBE7901	Specialization Field Course (1. Fall)	8	0	0	8	C	Turkish
SBE7903	Counseling (1. Fall)	0	1	0	1	C	Turkish
TUR7001	Seminar I (1. Fall)	0	2	0	7	C	Turkish
TUR7003	Statistics Applications	3	0	3	7	C	Turkish
TUR7005	Modern Organization Theories	3	0	3	7	E	Turkish
TUR7007	Strategic Management in Tourism Enterprises	3	0	3	7	E	Turkish
TUR7009	Ecotourism Management	3	0	3	7	E	Turkish
TUR7011	Organizational Psychology	3	0	3	7	E	Turkish
TUR7013	Strategic Marketing Management	3	0	3	7	E	Turkish
TUR7015	Tourism Sociology	3	0	3	7	E	Turkish
TUR7019	Promotion and Branding in Tourism Enterprises	3	0	3	7	E	Turkish
TUR7021	Tourism Law	3	0	3	7	E	Turkish
TUR7023	Cost Management in Tourism Enterprises	3	0	3	7	E	Turkish
TUR7027	Econometric Analysis in Tourism	3	0	3	7	E	Turkish
TUR7029	Sectoral Analysis in Tourism	3	0	3	7	E	Turkish
TUR7031	Philosophy of Science	3	0	3	7	E	Turkish
SBE8901	Specialization Field Course (2. Fall)	8	0	0	8	C	Turkish
SBE8903	Counseling (2. Fall)	0	1	0	1	C	Turkish
TUR7025	PhD Qualification (Fall)	0	0	0	21	C	Turkish

**I. AND II. SPRING SEMESTER**

COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SBE7902	Specialization Field Course (1. Spring)	8	0	0	8	C	Turkish
SBE7904	Counseling (1. Spring)	0	1	0	1	C	Turkish
TUR7002	Seminar II (1. Spring)	0	2	0	7	C	Turkish
TUR7004	Advanced Research Methods	3	0	3	7	C	Turkish
TUR7006	International Hotel Management	3	0	3	7	E	Turkish
TUR7008	Tourism Policy and Planning	3	0	3	7	E	Turkish
TUR7010	Information Technologies in Tourism Enterprises	3	0	3	7	E	Turkish
TUR7012	Contemporary Developments in Food and Beverage Enterprises	3	0	3	7	E	Turkish
TUR7014	Performance Measurement and Evaluation in Tourism Enterprises	3	0	3	7	E	Turkish
TUR7016	Human Resources Applications in Tourism Enterprises	3	0	3	7	E	Turkish
TUR7018	Alternative Tourism and New Trends in International Tourism	3	0	3	7	E	Turkish
TUR7022	Tourist Product Policy	3	0	3	7	E	Turkish
TUR7024	Marketing Research in Tourism	3	0	3	7	E	Turkish
SBE8902	Specialization Field Course (2. Spring)	8	0	0	8	C	Turkish
SBE8904	Counseling (2. Spring)	0	1	0	1	C	Turkish
TUR7030	PhD Qualification (Spring)	0	0	0	21	C	Turkish

**III. FALL SEMESTER**

COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SBE9901	Specialization Field Course	8	0	0	8	C	Turkish
SBE9903	Counseling	0	1	0	1	C	Turkish
TUR9905	Thesis	0	0	0	21	C	Turkish

**III. SPRING SEMESTER**

COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SBE9902	Specialization Field Course	8	0	0	8	C	Turkish
SBE9904	Counseling	0	1	0	1	C	Turkish
TUR9906	Thesis	0	0	0	21	C	Turkish

**IV. FALL SEMESTER**

COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SBE9907	Specialization Field Course	8	0	0	8	C	Turkish
SBE9909	Counseling	0	1	0	1	C	Turkish
TUR9911	Thesis	0	0	0	21	C	Turkish

**IV. SPRING SEMESTER**

COURSE CODE	COURSE NAME	COURSE HOUR		LOCAL CREDIT	ECTS	COURSE TYPE	TEACHING LANGUAGE
		THEORETICAL	PRACTICAL				
SBE9908	Specialization Field Course	8	0	0	8	C	Turkish
SBE9910	Counseling	0	1	0	1	C	Turkish
TUR9912	Thesis	0	0	0	21	C	Turkish

Course Type: "C" means compulsory and "E" means elective.