

KIRKLARELİ UNIVERSITY
FACULTY OF TOURISM
DEPARTMENT OF TOURISM GUIDANCE

1. CLASS I. SEMESTER

Code	Course Name	T	U	L	Credit	AKTS
UNV13101	TURKISH LANGUAGE-I	2	0	0	2	2
Course Content						
Definition of language. Importance of language in nations life. The place of Turkish language among world languages. The evolution of Turkish language and historical terms. Sounds in Turkish and classifying of them. Sound specialities of Turkish and rules about sound information. Syllable information . Derivational affix in Turkish and application of it. General knowledge about composition and how to plan a composition. Dictation and punctuation.						
Sources						
ERGİN Muharrem, Üniversiteler İçin Türk Dili, Bayrak Basım Yayın, İstanbul, 2011. ÖZKAN, Prof. Dr. Mustafa; Yüksek Öğretimde Türk Dili Yazılı Ve Sözlü Anlatım, Filiz Kitabevi, İstanbul, 2001.						

Code	Course Name	T	U	L	Credit	AKTS
UNV13103	ATATURK'S PRINCIPLES AND REFORMS-I	2	0	0	2	2
Course Content						
Definition of reform. Reasons of Ottoman Empire's fall and Turkish reforms. Turco-italian War, Balkan Wars, I. World War, Mondros ceasefire agreement, Turkey's situation against occupations and reactions of Mustafa Kemal Pasha. Firs step of Independence War, Organising with Congresses: Amasya, Erzurum ve Sivas congresses, Kuvayı Milliye and Misak-ı Milli, Foundation of TBMM, , Sevr Agreement, Politic events until Sakarya Victory, Sakarya War and Battle of Dumlupınar.						
References						
MUMCU v.d., "Atatürk İlkeleri ve İnkılap Tarihi: Atatürkçülük", YÖK Yayınları, 1997. AKYÜZ Y. v.d., "Atatürk İlkeleri ve İnkılap Tarihi", Ayraç Yayınları, 2007. SEZER, Emin ve ARI, Âdem. "Atatürk İlkeleri ve İnkılâp Tarihi Bölümü Ders Notları" Sakarya 1999.						

Code	Course Name	T	U	L	Credit	AKTS
UNV13105	ENGLISH-I	4	0	0	4	4
Course Content						
Students will be able to follow the professional English courses they will see in the following years; and in their professional life; English grammar, vocabulary, reading comprehension, oral expression and writing skills.						
References						
BARNETT, Z., GrammarFast: A practicegrammar for students of english, Best Publishing.						

Code	Course Name	T	U	L	Credit	AKTS
UNV13107	USAGE OF BASIC INFORMATION TECHNOLOGY	1	1	0	1,5	2
Course Content						
Description of the computer, general features, software-hardware, introduction to basic operations with windows, desktop, keyboard recognition, mouse control, start menu, window operations, file operations, folder opening, move, delete, copy, backup, control panel operations, with wordpad document creation, program creation and removal, e-mail account creation and e-mail usage, internet applications, word program related operations, spreadsheet programs and account functions, graphics and multiple file usage, presentation program features and applications.						
References						
TEKİN, Nuray ve Ark., Bilgisayar Kurs Kitabı, 3. baskı, Ankara, Arkadaş Yayınevi. 2007. KARDELEN, Duygu ve Ark. , Bilgisayar Kurs Kitabı, Ankara, Arkadaş Yayınevi. 2008. ÇELİK, Levent Bilgisayar ve Temel Bilgi Teknolojileri, 1. baskı, Seçkin Yayınevi. 2011.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19101	GENERAL TOURISM	3	0	0	3	5
Course Content						
Main aim of this course is to make students understand tourism terminology and helping them to understand national and international relations both micro and macro aspect of tourism discipline.						
References						
KOZAK, Nazmi ve Ark, Genel Turizm İlkeler-Kavramlar, 15. Baskı, Detay Yayıncılık, 2014						

Code	Course Name	T	U	L	Credit	AKTS
TRF19107	TOURISM ENGLISH-I	4	0	0	4	8
Course Content						
To teach students dialog that focused on tourism industry and improve reading and writing skills of students.						
References						
OHARA, Francis. Be My Guest / English for the Hotel Industry, Cambridge University Press						

Code	Course Name	T	U	L	Credit	AKTS
TRF19103	TOURISM MANAGEMENT	3	0	0	3	4
Course Content						
With the help of this course, besides varieties of tourism, accommodation, travel, food and beverage, transportation and recreation business kinds will be understood						
References						
ŞİMŞEK, Şerif ve ÇELİK, Adnan, İşletme Bilimlerine Giriş, 21. Baskı, Seçkin Yayıncılık, 2014. AKOVA, Orhan, KIZILIRMAK, İsmail, TANRIVERDİ, Haluk, Turizm İşletmeciliği: Temel Kavramlar ve Uygulamalar, 1. Baskı, Detay Yayıncılık, 2015						

Code	Course Name	T	U	L	Credit	AKTS
TRF19105	COMMUNICATION AND HUMAN RELATIONS	3	0	0	3	3
Course Content						
The aim of this course is to develop tourism degree students communication skills to communicate effectively is to provide the techniques and methods to improve themselves.						
References						
VOLTAN ACAR, Nilüfer, İnsan İlişkileri İletişim, Nobel Akademik Yayıncılık, 2012. Mısırlı, İrfan, Konaklama İşletmelerinde Konukla İletişim, Detay Yayıncılık, 2013						

1.CLASS II. SEMESTER

Code	Course Name	T	U	L	Credit	AKTS
UNV13102	TURKISH LANGUAGE-II	2	0	0	2	2
Course Content						
Definition of language. Importance of language in nations life. The place of Turkish language among world languages. The evolution of Turkish language and historical terms. Sounds in Turkish and classifying of them. Sound specialities of Turkish and rules about sound information. Syllable information . Derivational affix in Turkish and application of it. General knowledge about composition and how to plan a composition. Dictation and punctuation.						
References						
ERĞİN Muharrem, Üniversiteler İçin Türk Dili, Bayrak Basım Yayın, İstanbul, 2011. ÖZKAN, Prof. Dr. Mustafa; Yüksek Öğretimde Türk Dili Yazılı Ve Sözlü Anlatım, Filiz Kitabevi, İstanbul, 2001.						

Code	Course Name	T	U	L	Credit	AKTS
UNV13104	ATATURK'S PRINCIPLES AND REFORMS-II	2	0	0	2	2
Course Content						
To teach national and cultural valuables of Turkey and Ataturk's principles and reforms to Turkish youth.						
References						
MUMCU, Ahmet ve Ark, Atatürk İlkeleri ve İnkılap Tarihi 2, 9. Baskı, Anadolu Üniversitesi Yayınları, 2009 GÜNAL, Zerrin, Atatürk İlkeleri ve İnkılap Tarihi, 1. Baskı, Nobel Yayın, 2008						

Code	Course Name	T	U	L	Credit	AKTS
UNV13106	ENGLISH-II	4	0	0	4	4
Course Content						
This course includes at undergraduated B1 level English; Basic grammer knowledge, Listening, Dialog practices, Reading, Writing skills.						
References						
LİZAND John Soars, New Headway Intermediate Fourth Edition, Oxford Press, 2010.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19102	SOCIAL PSYCHOLOGY	3	0	0	3	4
Course Content						
The aim of this course is to strengthen students' theoretical background about social psychology, sociality, human perception, cause of events and behaviors, affection and charm, altruistic behavior, aggression, attitude theories, attitude change, group behavior, leadership and environmental psychology etc. which are directly related to tourism events						
References						
DAVID, O. Sears, Letitia Anne, Peplau ve Shelley, E. Taylor, Sosyal Psikoloji, Çev: Ali Dönmez, 4. Baskı, İmge Kitabevi, 2015						

Code	Course Name	T	U	L	Credit	AKTS
TRF19104	TOURISM LAW	3	0	0	3	3
Course Content						
This lesson which will be building on the basic law course, the students had taken in the first term.The law regulating the tourism sector and related legislation to provide in-depth understanding and insight by examining the legal and public relations.						
References						
DEMİRCAN, Mürşidin, Vergi Hukuku Açısından Profesyonel Turist Rehberliği, 1. Baskı, Detay Yayıncılık, 2006. YILDIRIM, Hüseyin ve Ark, Turizm Hukuku ve Mevzuatı, 8. Baskı, Detay Yayıncılık, 2014						

Code	Course Name	T	U	L	Credit	AKTS
TRF19106	ACCOUNTING PRACTICES IN TOURISM	3	0	0	3	3
Course Content						
The aim of this course is to help raising top executive and mid level managers who can make decisions strategically and qualified about counting processes.						
References						
ATAY, M. Serdar, Yücel, Hilal, Turizm İşletmelerinde Kombine Hizmet Muhasebesi, Birinci Baskı, Gazi Kitabevi, 2010						

Code	Course Name	T	U	L	Credit	AKTS
TRF19110	TOURISM ENGLISH-II	4	0	0	4	8
Course Content						
Main aim of this course is to teach English about guidance and travel management.						
References						
Longman Iwonna Dubicka, English for International Tourism, Pearson Inc., 2012 Wajnryb, R. Travel and Tourism, Nüans Kitabevi, 2005. Oxford English for Careers: Tourism 1 Student's Book, Oxford University Press.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19108	HEALTH PRECAUTIONS AND FIRST AID	2	0	0	2	4
Course Content						
This course content includes, providing education of students about first aid applications and taking health precautions theoretic and pratic (in case of accident, illness, natural disaster etc.) until medical supports' arrive.						
References						
ÖRGEV Cemil, İlk ve Acil Yardım Hizmetleri ve Organizasyonu, Detay Yayıncılık, 2018						

2.CLASS I.SEMESTER

Code	Course Name	T	U	L	Credit	AKTS
TRF19213	TOURISM ENGLISH-III	4	0	0	4	6
Course Content						
Main aim of this course is to teach English about guidance and travel management.						
References						
Longman Iwonna Dubicka,English for International Tourism, Pearson Inc.,2012 WAJNRYB, R. Travel and Tourism, Nüans Kitabevi, 2005. Oxford English forCareers: Tourism 1 Student'sBook, Oxford UniversityPress.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19201	TOUR PLANNING AND OPERATION	3	0	0	3	4
Course Content						
Founding process and working system of travel agencies, and informations about travel market, tour types and tour staff, tour planning, preparing of a tour, marketing of a tour and ticketing process will be handled in this course.						
References						
KÜÇÜKASLAN, N., Seyahat İşletmelerinde Tur Planlaması ve Tur Yönetimi, İstanbul, 2009.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19203	TOURISM ECONOMICS	3	0	0	3	4
Course Content						
Students will have knowledge of the basic subjects such as the nature and importance of economics, basic concepts, supply and demand laws, competitive markets, national income, money, inflation, international economic relations, growth and development.						
References						
KOZAK, Metin ve Bahar, Ozan, Turizm Ekonomisi, 6. Baskı, Detay Yayıncılık, 2014 ÜNLÜÖNEN, Kurban ve Ark, Turizm Ekonomisi, 4. Baskı, Seçkin Yayıncılık, 2014						

Code	Course Name	T	U	L	Credit	AKTS
TRF19205	SPECIAL INTEREST TOURISM	3	0	0	3	4
Course Content						
All types of tourism which are covered by special interest tourism will be examined and examined. With the concept of special interest tourism is to provide information on the situation in Turkey and in the world. The aim of this course is to inform the students about the branches of special interest tourism which are in the category of special interest tourism.						
References						
KOZAK, A. Meryem, BAHÇE, S., Özel İlgi Turizmi, 2. Baskı, Detay Yayıncılık, Ankara, 2012.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19207	TOURISM AND ENVIRONMENT	3	0	0	3	4
Course Content						
In this course; tourism and environment relations, sustainable tourism policy and planning concepts, how sustainable tourism operations are carried out in hotel businesses, tour operators and travel agencies and environmental protection and development practices in the tourism sector will be covered.						
References						
KAHRAMAN, Nüzhet ve TÜRKAY, Oğuz, Turizm ve Çevre, Detay Yayıncılık, 2014						

Code	Course Name	T	U	L	Credit	AKTS
TRF19209	STATISTICS	3	0	0	3	4
Course Content						
Within the scope of this course is aimed to provide education about statistical theories and basic statistics in line with the requirements of the tourism sector.						
References						
DİEZ, David M., CHRISTOPHER D. Barr and ÇETİNKAYA-RUNDEL, Mine, Openintro Statistic, 3.edition, OpenIntro, Incorporated, 2015						

Code	Course Name	T	U	L	Credit	AKTS
TRF19211	TRAVEL AGENCY AND TOUR OPERATOR	3	0	0	3	4
Course Content						
This course aims to give information to students about cruciality of travel bussinesses in tourism industry.						
References						
HACIOĞLU N., Seyahat Acentacılığı ve Tur Operatörlüğü, 7. Baskı, Nobel Akademik Yayıncılık, 2011. MISIRLI, İ., Seyahat Acentacılığı ve Tur Operatörlüğü, 2. Baskı, Detay Yayıncılık, Ankara, 2005.						

2. CLASS 2. SEMESTER

Code	Course Name	T	U	L	Credit	AKTS
TRF19208	TOURISM ENGLISH-IV	4	0	0	4	6
Course Content						
This course will be covered on E-mail, business letter, Job interview, Writing and replying a business letter, Tourism related terms, Replying phone calls in English, Translating job related documents.						
References						
SOARS, John and Liz, New HeadwayUpper-IntermediateStudent'sBook, The Third Edition, Oxford Press, 20010.						

Code	Course	T	U	L	Credit	AKTS
REH19202	TOURIST GUIDING-I	3	0	0	3	4
Course Content						
Historical development of tour guiding, effects on tourism industry, tour and group varieties, tour staff and specialities, guiding regulations and example events are aimed to be learned.						
Sources						
AHİPAŞAOĞLU, Suavi, Turizmde Rehberlik, 2. Baskı, Gazi Kitabevi, 2006. ÇOLAKOĞLU, E. Osman, Epik, Fatih ve Efendi, Ergün, Tur Yönetimi ve Turist Rehberliği, 2. Baskı, Detay Yayıncılık, 2010						

Code	Course Name	T	U	L	Credit	AKTS
TRF19202	TOURISM MARKETING	3	0	0	3	3
Course Content						
In this course, the concept of marketing, marketing plan, situation analysis, tourism marketing, tourism product, tourism market and tourism marketing and distribution systems will be discussed in detail in all matters concerning.						
References						
KOZAK, N., Turizm Pazarlaması, 5. Baskı, Detay Yayıncılık, Ankara, 2014. AVCIKURT, C., Demirkol Ş., Zengin B., Turizm İşletmelerinin Pazarlanmasında 7P ve 7C, 1. Baskı, Değişim Yayınevi, 2009.						
Code	Course Name	T	U	L	Credit	AKTS
TRF19204	TOURISM GEOGRAPHY	3	0	0	3	3
Course Content						
This course contents tourism geography of Turkey and recreational facilities that can lead sustainable tourism in Turkey and also tourism varieties' supply and demand. In addition to this, information that can prepare students to tour guiding exams will be given by this course.						
References						
ŞENOL, Fazıl, Turizm Coğrafyası ve Dünya Kültürel Mirası, 4. Baskı, Detay Yayıncılık, 2015. AKTAŞ Gürhan, Türkiye Turizm Coğrafyası, 1. Baskı, Detay Yayıncılık, 2007						

Code	Course Name	T	U	L	Credit	AKTS
TRF19206	EVENT MANAGEMENT	3	0	0	3	3
Course Content						
The aim of the course is to gain theoretical background about event management, conceptual structure, activity planning and public relations, risk and crisis management, types of activities, branding in events and event tourism.						
References						
KURT, Simge Ünlü, Yeşil Etkinlik Yönetimi, Eğitim Yayınevi, 2018. BABACAN, Eylin, Göztaş, Aysin, Etkinlik Yönetimi, 2. Baskı, 2017						

Code	Course	T	U	L	Credit	AKTS
REH19204	MYTHOLOGY-I	3	0	0	3	3

Course Content
To teach students the examples of Greek, Roman and Anatolian Mythologies and to make them use these Myths in their tours.
Sources
ERHAT, Azra. "Mitoloji Sözlüğü", Remzi Kitabevi,2007. Grimal, Pierre. "Mitoloji Sözlüğü", Sosyal Yayınları, 1997. NTV Yayınları, Mitoloji, 2012. Can, Şefi. . "Klasik Yunan Mitolojisi", Ötüken Neşriyat, 2011. HAMILTON, Edith. "Mitologya", çev: Ülkü Tamer, Varlık yayınları. GÜLTEPE, Necati. "Türk Mitolojisi", Resse, 2013.

Code	Course Name	T	U	L	Credit	AKTS
STAJ16001	PROFESSION INTERNSHIP-I (40 WORKDAYS)	0	0	0	0	8
Course Content						
Internship program provides professional experience to students about tourism industry.						

3. CLASS 1. SEMESTER

Code	Course Name	T	U	L	Credit	AKTS
TRF19303	TOURISM ENGLISH-5	4	0	0	4	6
Course Content						
To teach students the advanced level English with a focus on tourism industry.						
References						
WALKER R., HARDING K. Oxford English for Careers Tourism 1 Student's Book, Oxford University Press.						

Code	Course	T	U	L	Credit	AKTS
REH19301	TOURIST GUIDING-II	3	0	0	3	4
Course Content						
The content of this course is to give information about analyzing behaviour of worker individuals group, organization and environment variables on etc. subjects to students.						
Sources						
AHİPAŞAOĞLU, Suavi, Turizmde Rehberlik, 2. Baskı, Gazi Kitabevi, 2006. ÇOLAKOĞLU, E. Osman, EPİK, Fatih ve EFENDİ, Ergün, Tur Yönetimi ve Turist Rehberliği, 2. Baskı, Detay Yayıncılık, 2010						

Code	Course	T	U	L	Credit	AKTS
REH19303	MYTHOLOGY-II	3	0	3	3	3
Course Content						
To teach students the examples of Greek, Roman and Anatolian Mythologies and to make them use these Myths in their tours.						
Sources						
ERHAT, Azra. "Mitoloji Sözlüğü", Remzi Kitabevi, 2007. Grimal, Pierre. "Mitoloji Sözlüğü", Sosyal Yayınları, 1997. NTV Yayınları, Mitoloji, 2012. Can, Şefi. . "Klasik Yunan Mitolojisi", Ötüken Neşriyat, 2011. HAMILTON, Edith. "Mitologya", çev: Ülkü Tamer, Varlık yayınları. GÜLTEPE, Necati. "Türk Mitolojisi", Resse, 2013.						

Code	Course	T	U	L	Credit	AKTS
REH19305	ANATOLIAN CIVILISATIONS AND HISTORY OF ART -I	3	0	3	3	5
Course Content						
Prehistoric eras and civilisations in Anatolia. Transition to historical eras in Anatolia and first civilizations. Alexander The Great, Hellenistic Term, Roman hegemony in Anatolia, Helen and Roman architecture, Byzantine Empire, history of Turks in Anatolia.						
Sources						
GÜR, S., İlk İnsandan Selçuklu'ya Anadolu Uygarlıkları ve Antik Şehirler, Alfa Yayınları, 2. Baskı, 2010.						

ELECTIVE COURSES - A

Code	Course Name	T	U	L	Credit	AKTS
UNV13030	GERMAN-I	3	0	3	3	4
Course Content						
Students will be able to comprehend the structure of the German language and to form the elements of the dialogue in the touristic environments, to achieve and develop the dialogue in the dialogue. The student has the basic German Grammar to be able to express himself / herself in order to express himself / herself in German; at school, at work, shopping, public institutions, dinner etc. The aim and content of the course is to improve the level of German language to express their wishes and complaints.						
References						

Kolektif, German Dictionary and Grammar, Collins Publishing
ÖZKAYNAK, S., Systematic Deutsche Grammar, Beşir Kitabevi, İstanbul.

Code	Course Name	T	U	L	Credit	AKTS
UNV13033	RUSSIAN-I	3	0	3	3	4
Course Content						
Russian alphabet, basic rules of Russian language, phonetics and grammar education will be given to students.						
References						
RusskyKlass A1 – A2, Nüans Publishing.						

Code	Course Name	T	U	L	Credit	AKTS
REH16305	PROFESION BULGARIAN-I	3	0	3	3	4
Course Content						
This course content includes basic knowledge about Bulgarian words and Bulgarian culture.						
References						
HOŞAFÇI, D., Pratik Bulgarca Konuşma Kılavuzu, Dahi Adam Yayıncılık. Çağdaş Bulgarca, Kolektif. Ankara: Kurmay Yayınevi, 2007.						

Code	Course Name	T	U	L	Credit	AKTS
REH16307	PROFESION ARABIC-I	3	0	3	3	4
Course Content						
Dialogs about tourism in Arabic, sentence system in Arabic language, creation of sentence about tourism in Arabic language. Basic grammar knowledge to help students' expressing themselves in tourism areas.						
References						
İŞLER Emrullah, Mesleki Arapça Ders Kitabı , MEB Yayınları, 2012.						

ELECTIVE COURSES - B

Code	Course	T	U	L	Credit	AKTS
REH19307	NATIONAL TOURISM DESTINATIONS	3	0	3	3	4
Course Content						
To teach students about tourism destination definitions and concepts, destination brand and image of the country with the management patterns as well as cities, regions, destinations and countries, and characteristics of successful destinations in Turkey and to contribute to the development of professional skills of potential tourist guides participating in operations of promoting of destinations. In order to create travel destinations, various sources as tourism products will be defined, interpreted and commercialized, and tourism bases, research methods, travel geography and business concepts will be discussed.						
Sources						
AKTAŞ, G. (EdiTör). Türkiye turizm coğrafyası, Detay yayıncılık , Ankara, 2007.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19301	TURKISH AND WORLD CUISINES	3	0	3	3	4
Course Content						
Characteristics of Turkish Cuisine, examination of Turkish culinary on regional level, examination of important international cuisines.						
References						
OZCAN Ozan. The Sultan's Kitchen: A Turkish Cookbook Paperback , 2001. YOKO, Miyuki and ABBY Chester. Exciting Authentic Meals: Over 150 Japanese, Indian, Chinese, Korean Recipes Plus Spice Mixes from Around the World (Traditional Recipe & National Cuisine), 2016.						

Code	Course	T	U	L	Credit	AKTS
REH19309	CRUISE TOURISM GUIDANCE	3	0	3	3	4
Course Content						
To teach students the subjects regarding policies, practices, objectives, expectations and destinations of cruise tourism in the world and in Turkey as well as types of cruise tourists, and cruise tourism guidance.						
Sources						

Code	Course Name	T	U	L	Credit	AKTS
REK19301	RECREATION ADMINISTRATION	3	0	0	3	4
Course Content						
In this course; concepts of leisure and recreation and its historical development, leisure time motivation, human management, money management, planing and event management, risk management and industries related to recreation is intended to be examined.						
References						
MCLEAN, Daniel; HURD , Amy, Kraus' Recreation and Leisure in Modern Society, Nineth Edition, Jones & Bartlett Publishers, 2011. BYRON Grainger-Jones, Managing Leisure, Taylor & Francis, 2017						

Code	Course Name	T	U	L	Credit	AKTS
REK19305	TOURISM AND GIS	1	2	0	3	4
Course Content						
In the scope of this course, to solve problems emerged in business, like approaches which is based Geographic information system (GIS) and geographic database which is obtained by loading necessary semantic data to geographic / spatial base will be discussed. In addition, the use of geographic information systems in tourism will be explained theoretically and sample applications will be performed on the computer..						
References						
GÜNDOĞDU, Ceren Erdin, GIS Tabanlı Karar Verme, Türkmen kitabevi, 2011. CHAUDHURİ, Somnath, RAY, Nilanjan, GIS Applications in the Tourism and Hospitality Industry, IGI Global, 2018						

Code	Course Name	T	U	L	Credit	AKTS
REK19303	TOURISM AND LEISURE INDUSTRY	3	0	0	3	4
Course Content						
Within the scope of this course it is aimed to gain ability to analyze demography, global supply and demand, globalization, intercultural behavior and mobility to help for prediction of future consumer needs.						
References						
SUNG CHON, Kaye, The Tourism and Leisure Industry: Shaping the Future, Routledge, 2012						

Code	Course Name	T	U	L	Credit	AKTS
ISL13307	HUMAN RESOURCES MANAGEMENT	3	0	0	3	4
Course Content						
This course includes explaining human resources management aims, functions of human resources in tourism industry, principles and organization, planning of human resources, job analysis, job definition, staff chosing techniques, education management and performance measuring.						
References						
KOZAK, A. Meryem ve GÜÇLÜ H. Turizmde Etik (Kavramlar, İlke ve Standartlar), Detay Yayıncılık, 2005.						

Code	Course	T	U	L	Credit	AKTS
REH19311	ARCHITECTURE HISTORY-I	3	0	0	3	4
Course Content						

From the prehistoric period until the end of antiquity architecture development and change process: the Prehistoric period, Egyptian, Mesopotamian, Anatolian Civilizations, Ancient Iran, Ancient Aegean, Greek, Etruscan and Roman architecture. Development and change processes to pre-modern architecture of the Byzantine architecture, the factors affecting the architecture, the characteristics of the architectural style.

Sources

LELAND, M. Roth, "Mimarlığın Öyküsü", Kabalcı Yayınevi: 160, Başvuru Dizisi. 6, İstanbul, 2000. MANGO, C., "Bizans Mimarisi", Reklam Ltd. Şti, Ankara , 2006. MUTLU, B., "Mimarlık Tarihi Ders Notları 1", Mengitan Matbaacılık ve Ambalaj Sanayi, İstanbul, 1996.

3.CLASS 2. SEMESTER

Code	Course	T	U	L	Credit	AKTS
REH19310	TURKISH HISTORY	3	0	0	3	3
Course Content						
Great Hun Empire; I. – II. Gokturk ; Uyghur, Kirgiz ve Turgesh, East Europe Turk Tribes, Social, Organization, Law, Cultural and Economic System in Old Turks, Central Asia Turk Communities and history of these communities, migration of Turks from Central Asia,; First Turk - Islam States, Culture of Turks, Consequences of interaction with Arab, Iran and Byzantine.						
Sources						
ÖZTÜRK, C., Türk Kültürü ve Tarihi, 6. Baskı, Pegem Akademi Yayıncılık, Ankara, 2015.						

Code	Course	T	U	L	Credit	AKTS
REH19302	ANATOLIAN CIVILISATIONS AND HISTORY OF ART –II	3	0	0	3	5
Course Content						
From Neolithic Era till Iron Age, in this term Hitites, Phrygians, Urartu; cultural synthesis of Anatolia, native specialities and their effects to western civilizations.						
Sources						
GÜR, S., İlk İnsandan Selçuklu'ya Anadolu Uygarlıkları ve Antik Şehirler, Alfa Yayınları, 2. Baskı, 2010.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19306	TOURISM ENGLISH-VI	3	0	0	3	6
Course Content						
This course aims to increase communication skills of students with improving business related English level of students						
References						
FOLSE, S. Keith, VOKOUN-MUCHMORE A., SOLOMON V. Elena, Great Sentencesfor Great Paragraphs: Great Writing 1, International Student Edition, Third Edition, HeinleCengage Learning.						

Code	Course Name	T	U	L	Credit	AKTS
STAJ16002	PROFESION INTERNSHIP-II (40 WORKDAYS)	0	0	0	0	8
Course Content						
Internship program provides professional experience to students about tourism industry.						

ELECTIVE COURSES-A

Code	Course Name	T	U	L	Credit	AKTS
UNV13031	GERMAN-II	3	0	0	3	4
Course Content						
The aim of this course is to comprehend the structure of the German language of the student, to form the elements of the dialogue in the touristic environments, to achieve and develop the dialogue in dialogue. The student has the basic German Grammar to be able to express himself / herself in order to express himself / herself in German; at school, at work, shopping, travel, public institutions, dinner etc. The aim and content of the course is to improve the level of German language to express their wishes and complaints.						
References						
ARAK, H., Temel Almanca A2 Düzeyi, 2. Baskı, Seçkin Yayıncılık, 2013.						

Code	Course Name	T	U	L	Credit	AKTS
UNV13034	RUSSIAN-II	3	0	0	3	4
Course Content						
Russian alphabet, basic rules of Russian language, phonetics and grammar education will be given to students. Core Course Subjects: Grammar with practices and examples, grammar- possessive constructions, , adjectives and adjective clauses, Russian grammar practices and adverbs, syllable kinds						
References						
VOJMIANA, L. L., OSIPOVA, I. A., RusskyKlass A1-A2 Çalışma Kitabı, Nüans Publishing.						

Code	Course Name	T	U	L	Credit	AKTS
REH16304	PROFESION BULGARIAN-II	3	0	0	3	4
Course Content						
This course aims to give verbal and written expression skills to students. In addition to this, students will learn Bulgarian morphology and syntax by this course.						
References						
HOŞAFÇI, D., Pratik Bulgarca Konuşma Kılavuzu, Dahi Adam Yayıncılık. Çağdaş Bulgarca, Kolektif. Ankara: Kurmay Yayınevi, 2007.						

Code	Course Name	T	U	L	Credit	AKTS
REH16306	PROFESION ARABIC-II	3	0	0	3	4
Course Content						
With teaching grammar knowledge about structures of sentence and also vocabulary knowledge to students, they can understand texts about tourism and tour guiding.						
References						
MUTÇALI, Serdar, Arapça Türkçe Sözlük, İstanbul 1995. İŞLER, Emrullah, Mesleki Arapça Ders Kitabı 11 , MEB Yayınları, 2012.						

ELECTIVE COURSES-B

Code	Course	T	U	L	Credit	AKTS
REH19304	INTERNATIONAL TOURISM DESTINATIONS	3	0	0	3	4
Course Content						
To teach students about tourism destination definitions and concepts, destination brand and image of the country with the management patterns as well as cities, regions, destinations and countries, and characteristics of successful destinations in Turkey and to contribute to the development of professional skills of potential tourist guides participating in operations of promoting of destinations. In order to create travel destinations, various sources as tourism products will be defined, interpreted and commercialized, and tourism bases, research methods, travel geography and business concepts will be discussed.						
Sources						

Code	Course	T	U	L	Credit	AKTS
REH19306	GASTRONOMY GUIDANCE	3	0	0	3	4
Course Content						
To teach tourist guide candidates the knowledge of gastronomic culture of the region or country and how the food is prepared and what kind of materials are used.						
Kaynaklar						
ESER, Seçkin vd. Turist Rehberliği . Ankara: Detay Yayıncılık, 2018.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19304	TRAVEL BUSINESS AUTOMATION	3	0	0	3	4
Course Content						

In this course; listing functions of automatisisation systems in travel businesses. Airway ticketing applications and Also ticketing processs will be handled.

References

YAĞCI K., AKDAĞ G., Akyurt H., Havayolu Taşımacılığı, Havayolu Ulaşımı ve Örnek Amadeus Sistem Uygulamaları, 1. Baskı, Seçkin Yayıncılık, 2014.

Code	Course	T	U	L	Credit	AKTS
REH19314	CURRENT ISSUES IN TOURISM	3	0	0	3	4
Course Content						
This course includes current problem areas and solutions in tourism industry, structural problems, adventure trip, special interest trip, airport services, a wide range of subjects on various travel and related travel organization systems, such as the corporate travel market along with local tourism and youth travel. Those issues will be discussed as well: Congress organizations; yacht tourism; ship trip market and operation; group travel procedures by presenting different topics by experts in related fields. International tourism system and related issues; Economic issues, cultural issues, environmental issues, regional development, income distribution. The effects of tourism on regional development, issues related to tourism education, issues related to tourism fields, future of tourism and potential problem areas.						
Sources						
TÜKELTÜRK, A. Ş., BOZ, M., Turizmde Güncel Konu ve Eğilimler, 1. Baskı, Detay Yayıncılık, 2013.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19302	CUSTOMER RELATIONS MANAGEMENT	3	0	0	3	4
Course Content						
In this course, the basic concepts of customer relations, principles, functions and stages of customer relations will be examined in detail. In addition issues such as the introduction of customer relations in electronic environment and related managemet systems, functions and application processes which have an important place in tourism marketing in recent years will be covered.						
References						
BAŞ, Mehmet; TOLON, Metehan; AKTEPE, Cemalettin. Müşteri İlişkileri Yönetimi. Ankara: Detay Yayıncılık, 2013.						

Code	Course	T	U	L	Credit	AKTS
REH19308	ARCHITECTURE HISTORY-II	3	0	0	3	4
Course Content						
With dominant architectural concepts in the period from antiquity to the 15th century is an entry-level course that focuses on design and built examples. Selected examples of world art and architecture from planning, design, structure, technique, function, analyzed through social context and meaning. Dominant architectural concepts of the period from the 15th century until the 20th century, is a course that focuses on entry-level design and the sample was built. Selected examples of world art and architecture from planning, design, structure, technique, function, analyzed through social context and meaning.						
Sources						
LELAND, M. Roth, "Mimarlığın Öyküsü", Kabalıcı Yayınevi: 160, Başvuru Dizisi. 6, İstanbul, 2000. MANGO, C., "Bizans Mimarisi", Rekmay Ltd. Şti, Ankara , 2006. MUTLU, B., "Mimarlık Tarihi Ders Notları 1", Mengitan Matbaacılık ve Ambalaj Sanayi, İstanbul, 1996.						

Code	Course	T	U	L	Credit	AKTS
REH19312	ETHICS IN TOURISM	3	0	0	3	4

Course Content
Ethic term and ethic in tourism, ethic standarts and besides basic ethic principles issues that happens in tourism industry about businnes ethic will be handled in this course.
Sources
KOZAK, M. A., GÜÇLÜ H. Turizmde Etik Kavramlar, İlkeler,Standartlar. Ankara: Detay Yayıncılık, 2006.

4. CLASS 1. SEMESTER

Code	Course Name	T	U	L	Credit	AKTS
TRF19401	RESEARCH METHODS	3	0	0	3	5
Course Content						
Logic of scientific research, analysis of research phases, examples of qualitative and quantitative research methods will be studied.						
References						
İSLAMOĞLU H. A.,ALNIAÇIK, Ü., Sosyal Bilimlerde Araştırma Yöntemleri, 4. Baskı, Beta Yayınları, 2011.						

Code	Course	T	U	L	Credit	AKTS
REH19401	HISTORY OF RELIGIONS	3	0	0	3	4
Course Content						
In this course, religions are first examined from birth and development to belief, worship, morality, practice, using historical and philological methods, and religions are compared with other religions in a comparative way.						
Sources						
SARIKÇIOĞLU, Ekrem, Başlangıçtan Günümüze Dinler Tarihi, Fakülte Kitabevi, Isparta, 2004.						

Code	Course	T	U	L	Credit	AKTS
REH19403	BYZANTINE ART AND HISTORY	3	0	0	3	5
Course Content						
Mosaics and wall paintings of the Kariye Museum, wall paintings of the Kariye Museum, architectural plans of the churches, architectural plans of the Hagia Sophia, architecture of the Hagia Sophia, mosaics of the Hagia Sophia, architecture of the Byzantine period, Byzantine works in Cappadocia and other Byzantine works in Turkey.						
Sources						
KRAUTHEİMER, Richard, Early Christian and Byzantine Art and Architecture, 1965. Rice, David Talbot, Art of the Byzantine Era, New York, 1963.						

Code	Course	T	U	L	Credit	AKTS
REH19405	ARCHEOLOGY	3	0	0	3	5
Course Content						
Definition of Archaeology, the place of history and science, scientific methods in archaeology, history in archeology, prehistoric ages and civilizations, life in prehistoric civilization, the transition to the historical era and the first civilizations in Anatolia, Prehistoric in Anatolia, Assyrian, Hittite, Hittite Town States, mythical ancient city of Troy and the Trojan War, the Iron Age civilization in Anatolia, ancient times in Anatolia; Phrygian, Lydian						
Sources						
SALTUK, Secda, Arkeoloji Sözlüğü, İnkılap Yayınevi, İstanbul, 1993. ER, Yasemin, Klasik Arkeoloji Sözlüğü, Phoenix Yayınevi, Ankara, 2006. SEVİN Veli, Anadolu Arkeolojisi, Der Yayınları, İstanbul, 2003. SEVİN Veli, Arkeolojik Kazı Sistemi El Kitabı, Arkeoloji ve Sanat Yayınları, İstanbul, 1999. BAHN, Paul Arkeolojinin ABC'si, Kabalıcı Yayınevi, İstanbul, 1999						

ELECTIVE COURSES

Code	Course	T	U	L	Credit	AKTS
UNV13032	GERMAN-III	3	0	0	3	4
Course Content						
Providing success of speaking german and ability to understand touristic dialogues. Improving speaking, reading, listening, grammer, vocabulary, writing skills are main content of this course.						
Sources						
KAPLAN R., Almanca Temel Dil Bilgisi 3, İnkılap Yayıncılık, İstanbul, 2010.						
Code	Course	T	U	L	Credit	AKTS
UNV13035	RUSSIAN-III	3	0	0	3	4
Course Content						
Basic rules of russian language (phonetic and grammer) will be studied in this course. Also practices about present, past, and future tense will be handled.						
Sources						
DOROFEYEVA M., ÖZGÜR C., Gramer Destekli Rusça Konuşma Kılavuzu, Bilge Color Yayınevi. GÜLTEKİN, T., Akademik Rusça Grameri ve Öğrenimi, Parıltı Yayınları, İstanbul 2006.						

Code	Course	T	U	L	Credit	AKTS
REH16403	PROFESSION BULGARIAN-III	3	0	0	3	4
Course Content						
Pronunciation and phonetic in Bulgarian, vocabulary knowledge, reading and writing. To improve reading and speaking skills there will be practices in this course..						
Sources						
PAKSOY, A., Pratik Bulgarca Konuşma Kılavuzu, 5. Baskı, Alfa Yayınları. Fono Bulgarca Cep Sözlüğü. Çağdaş Bulgarca Kolektif. Ankara: Kurmay Yayınevi, 2007.						
Code	Course	T	U	L	Credit	AKTS
REH16405	PROFESSION ARABIC-III	3	0	0	3	4
Course Content						
With teaching grammer knowledge about structures of sentence and also vocabulary knowledge to students, they can understand texts about tourism and tour guiding.						
Sources						
MUTÇALI, Serdar, Arapça Türkçe Sözlük, İstanbul 1995. İŞLER, Emrullah, Mesleki Arapça Ders Kitabı 11 , MEB Yayınları, 2012.						
Code	Course	T	U	L	Credit	AKTS
REH16407	OTTOMAN TURKISH-I	3	0	0	3	4
Course Content						
In this course, firstly (printed) Ottoman Turkish texts are read by reading Arabic alphabet. Reading and writing of (printed) Ottoman Turkish texts from easy to difficult.						
Sources						
KÜLEKÇİ N., Osmanlı Türkçesi, Sahhaflar Kitap Sarayı. DOĞAN, A., Osmanlı Türkçesi Sözlüğü, Akçağ Yayınları.						

Code	Course Name	T	U	L	Credit	AKTS
REH19411	DICTION	3	0	0	3	4
Course Content						
The main content of this courseis from the perspective of interpersonal communication consist of the social						

role of communication, listening, verbal communication, nonverbal communication, persuasive communication, communication perception.

References

GÜRZAP, Can. Söz Söyleme ve Diksiyon, Remzi Kitabevi, 2008.

Code	Course Name	T	U	L	Credit	AKTS
REH19413	GAMIFICATION IN TOURISM	3	0	0	3	3
Course Content						
Examples of good practices. Utilizing of analyses of available technologies for gamification in tourism marketing. Implementing gaming into tourism marketing strategy. Engaging customers and employees with gamification.						
References						
XU, F., TIAN, F., BUHALIS D., WEBER, J., ZHANG, H.: Tourists as Mobile Gamers: Gamification for Tourism Marketing. Journal of Travel & Tourism Marketing.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19403	MEDICAL TOURISM	3	0	0	3	4
Course Content						
The characteristics of the concept of medical tourism will be taught with economic, social, industrial and technological dimensions. Medical tourism marketing, medical tourism marketing mix in the world countries and decision making processes, demand and supply model, driving factors and attractive factors that affect the decision making process of medical tourists are examined.						
References						
DEMİRKOL, Ş., HALİS, M., Turizm İşletmelerinde Toplam Kalite Yönetimi, Detay Yayıncılık, İstanbul, 2010.						

Code	Course	T	U	L	Credit	AKTS
REH16409	ICONOGRAPHY	3	0	0	3	3
Course Content						
Definition of iconography, frescos, iconos will be explained to students. Symbols in depictions of Christianity Era. Iconography of Byzantine Term religious buildings in Anatolia.						
Sources						
TÜKEL, U., Arsal Y. Serap, Sözen İmgeye Batı Sanatında İkonografi, Kabalcı Yayınevi, İstanbul, 2014. CÖMERT, B., Mitoloji ve İkonografi, Deki Yayıncılık, 2010.						

Code	Course	T	U	L	Credit	AKTS
REH19415	ANCIENT CITIES-I	3	0	0	3	4
Course Content						
To introduce students to the ancient cities in Anatolia and to teach them how to introduce the tourists. Definitions, Establishments and Distributions of Cities by Centuries, Examples from the First Settlements in Anatolia.						
Sources						
ÜNSAL, Demir, Efes, 2006. TÜRKÖĞLU, Sabahattin. Efes'in Öyküsü, 1999. ERŞEN, Devrim, Antik Kentleri Gezme ve Anlama Rehberi, 2007. BORTAÇINA, Azer, Kültürün Gerçek Tanığı Güney Doğu Anadolu, 2004. AYVAZOĞLU, Ali vd., Pratik Anadolu Rehberi, 2000.						

4.CLASS 2. SEMESTER

Code	Course Name	T	U	L	Credit	AKTS
TRF19404	THESIS	0	2	0	2	8
Course Content						
The aim of this course is to provide the students with the knowledge and skills to be able to study at the academic level in the fields they want to "specialize in" as a result of their knowledge and experience gained through the university education.						
References						

Code	Course	T	U	L	Credit	AKTS
REH19402	MUSEUM GUIDANCE	3	0	0	3	5
Course Content						
The historical development of museums in Turkey, exhibitions and the roles of museums from the beginning of Turkish Republic.						
Sources						
ALTUN, A.,Türkiye’de Müzecilik: 100 Müze 1000 Eser, T.C. Kültür ve Turizm Bakanlığı Yayınları, İstanbul, 2007. KAI-KEE, Elliot, BURNHAM Rika. Müze Dersleri, (çeviren:Aylin Onacak), Koç Üniversitesi Yayınları, 2015. AYAOKUR, Alev. Müzelerde Bilgi Yönetimi,Vekam(Vehbi Koç Ankara Ar. Uy ve Ar Merkezi), 2015.						

Code	Course	T	U	L	Credit	AKTS
REH19404	SELJUK AND OTTOMAN ART	3	0	0	3	5
Course Content						
To provide a general overview of Seljuk and Ottoman art.						
Sources						
MÜLAYİM Selçuk, Anadolu Türk Mimarisinde Geometrik Süslemeler, 1982.						

Code	Course Name	T	U	L	Credit	AKTS
TRF19402	NATURE BASED TOURISM	3	0	0	3	4
Course Content						
In this course, the development of nature-based tourism, basic concepts, tourism and conservation cases, tourism and environmental problems, rain forests, polar regions, special species and animals in the region where the issues related to issues of protection issues and nature-based tourism will be discussed in the scope of. In addition, ecotourism, rural tourism, nature tourism and so on. The nature-based tourism types referred to by names will be mentioned and the common conceptual structure within nature-based tourism will be explained to the students.						
References						
CLEM Tisdell, CLEVO Wilson, Nature-based Tourism and Conservation New Economic Insights and Case Studies, 1th edition, Edward Elgar Publishing, 2012. ERDOĞAN, N., Çevre ve Ekoturizm, Erk Kitabevi, 2002.						

ELECTIVE COURSES

Code	Course	T	U	L	Credit	AKTS
REH19406	GERMAN-IV	3	0	0	3	4
Course Content						
Providing success of speaking german and ability to understand touristic dialogues. Improving speaking, reading, listening, grammer, vocabulary, writing skills are main content of this course.						
Sources						

KAPLAN R., Almanca Temel Dil Bilgisi 3, İnkılap Yayıncılık, İstanbul, 2010.						
Code	Course	T	U	L	Credit	AKTS
UNV14001	RUSSIAN-IV	3	0	0	3	4
Course Content						
Russian alphabet, basic rules of Russian language, phonetics and grammar education will be given to students. Core Course Subjects: Grammar with practices and examples, grammar- possessive constructions, adjectives and adjective clauses, Russian grammar practices and adverbs, syllable kinds.						
Sources						
ANİKİNA, M.N., "Lestnitsa" Naçınayem izuçat Russkiy, Moskva Russkiy Yazık Media Multilingual Yabancı Dil Yayınları, İstanbul 2006.						
Code	Course	T	U	L	Credit	AKTS
REH16406	PROFESSION BULGARIAN-IV	3	0	0	3	4
Course Content						
This course aims to give verbal and written expression skills to students. In addition to this, students will learn Bulgarian morphology and syntax by this course.						
Sources						
Pratik Bulgarca Konuşma Kılavuzu, 2015, ÇİFTÇİ, Tanya Georgieva; Dahi Adam Yayıncılık. Fono Bulgarca Cep Sözlüğü. Çağdaş Bulgarca, Kolektif. Ankara: Kurmay Yayınevi, 2007.						
Code	Course	T	U	L	Credit	AKTS
REH16408	PROFESSION ARABIC-IV	3	0	0	3	4
Course Content						
Öğrencilerin cümle yapısı ile ilgili gramer bilgilerini ve kelime dağarcığını artıracak muhtelif metinler okunarak belirli seviyelerdeki turizm ve turizm rehberliği ile ilgili metinleri anlayabilecekleri bir seviyeye getirmek.						
Sources						
MUTÇALI, Serdar, Arapça Türkçe Sözlük, İstanbul 1995. İŞLER, Emrullah, Mesleki Arapça Ders Kitabı 11 , MEB Yayınları, 2012.						
Code	Course	T	U	L	Credit	AKTS
REH16410	OTTOMAN TURKISH-II	3	0	0	3	4
Course Content						
In this course, students will be able to read handwritten Ottoman Turkish texts. Students will be able to read, understand and evaluate books, texts and similar documents.						
Sources						
BAŞAR, F., AK M., Osmanlı Türkçesi: Gramer, Tarihi Metinler, Belgeler, Dünya Yayıncılık, İstanbul, 2011.						
Code	Course	T	U	L	Credit	AKTS
REH19412	FAITH TOURISM GUIDANCE	3	0	0	3	4
Course Content						
The aim of the course is to inform the tourist guide candidates about the routes for the trips that include the faith tourism. Also it is aimed that tourist guide candidates are informed about the history of religions. Details regarding rituals, ceremonies and festivals for different beliefs will be taught.						
Sources						
ESER, S. Vd. Turist Rehberliği . Ankara: Detay Yayıncılık. , 2018. YEMENLİOĞLU, Mazhar Murat Dinler Tarihi.						
Code	Course	T	U	L	Credit	AKTS
REH19414	SIGN LANGUAGE	3	0	0	3	4
Course Content						
To introduce, to teach students this language and to upskill students to use language in social life when necessary.						
Sources						
Code	Course	T	U	L	Credit	AKTS
REH19410	ANCIENT CITIES-II	3	0	0	3	4
Course Content						
To introduce students to the ancient cities in Anatolia and to teach them how to introduce the tourists. Definitions, Establishments and Distributions of Cities by Centuries, Examples from the First Settlements in						

Anatolia.
Sources
KARATAĞ, M., Arkeoloji Sözlüğü, Midas Kitap, 2013. BAHN, P., Çev., Somuncuoğlu, S., Arkeoloji Anahtar Kavramlar, İletişim Yayınları, 2013.

Code	Course Name	T	U	L	Credit	AKTS
REK19402	SOCIAL AND CULTURAL ASPECTS OF THE GAME	3	0	0	3	4
Course Content						
In this course, KAIZEN, Better Journey Search; The course will focus on the concept of play, children and games, basic movement concepts, physical activity and exercise, physical and mental game examples, intelligence and mind games and game theories.						
References						
ARDAHAN, F., ALTUNPINAR, M., Oyun ve oyun kültürü, 1. Baskı, Detay Yayıncılık, 2018						

Code	Course Name	T	U	L	Credit	AKTS
REH19408	GARDEN TOURISM	3	0	0	3	4
Course Content						
In this course, the historical development of garden tourism, the importance of gardens and flower festivals, open garden festivals, garden management, motivations and activators, problem and problems in the garden and the future of garden tourism will be covered.						
References						
RICHARD R., Benfield, Garden tourism, First Edition, CABI, 2013						