



Faculty of Business Administration
Department of Tourism Management
Turizm İşletmeciliği

1.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
ATA101	Atatürk s Principles and the History of Turkish Revolution I	2+0+0	Compulsory	2
HUK101	Introduction to Law	3+0+0	Compulsory	4
İNG101	English I	3+0+0	Compulsory	3
İŞB107	Basic Mathematics	3+0+0	Compulsory	4
TDB101	Turkish I	2+0+0	Compulsory	2
TRZ101	Tourism Geography	3+0+0	Compulsory	7
TRZ103	Introduction to Tourism	3+0+0	Compulsory	8
Total ECTS				30

2.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
ATA102	Atatürk s Principles and the History of Turkish Revolution II	2+0+0	Compulsory	2
İNG102	English II	3+0+0	Compulsory	3
İŞB110	Introduction to Economics	3+0+0	Compulsory	5
İŞB112	Genel İşletme	3+0+0	Compulsory	6
TDB102	Turkish II	2+0+0	Compulsory	2
TRZ102	Konaklama İşletmeciliği	3+0+0	Compulsory	6
TRZ104	Travel Agency and Tour Operator	3+0+0	Compulsory	6
Total ECTS				30

3.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
İNG201	English III	3+0+0	Compulsory	5
İŞB203	Business Management	3+0+0	Compulsory	6
İŞB205	Financial Accounting I	3+0+0	Compulsory	6
İŞB209	Statistics	3+0+0	Compulsory	5
İŞB321	Pazarlama İlkeleri	3+0+0	Compulsory	4
TRZ203	Ön Büro ve Kat Hizmetleri Yönetimi	3+0+0	Compulsory	4
Total ECTS				30

4.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
İNG202	English IV	3+0+0	Compulsory	5
İŞB320	Research Methods	3+0+0	Compulsory	5
TRZ202	Ön Büro ve Kat Hizmetleri Otomasyonu	0+0+4	Compulsory	7
TRZ206	Turizmde Tüketici Davranışları	3+0+0	Compulsory	6
TRZ210	Toplantı ve Etkinlik Sektörü	3+0+0	Compulsory	7
Total ECTS				30

5.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
HİT323	Bütünleşik Pazarlama İletişimi	3+0+0	Compulsory	6
İNG313	Tourism English I	3+0+0	Compulsory	6
TRZ301	Turizm Ekonomisi	3+0+0	Compulsory	6
TRZ303	Uluslararası Turizm İşletmeciliği	3+0+0	Compulsory	6
YDB5YY	Seçmeli Yabancı Dil	-	Elective	6
Total ECTS				30

YDB381	Almanca I	3+0+0	Elective	6
YDB382	German II	3+0+0	Elective	6
YDB391	Rusça I	3+0+0	Elective	6
YDB392	Russian II	3+0+0	Elective	6
YDB483	German III	3+0+0	Elective	6
YDB484	German IV	3+0+0	Elective	6
YDB493	Russian III	3+0+0	Elective	6
YDB494	Russian IV	3+0+0	Elective	6

6.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS

ING308	Tourism English II	3+0+0	Compulsory	6
TRZ302	Turizm Politikası ve Planlaması	3+0+0	Compulsory	6
TRZ304	Yiyecek ve İçecek İşletmeciliği	3+0+0	Compulsory	6
TRZ308	Özel İlgil Turizmi ve Tanıtımı	3+0+0	Compulsory	6
YDB6YY	Seçmeli Yabancı Dil	-	Elective	6

Total ECTS 30

YDB381	Almanca I	3+0+0	Elective	6
YDB382	German II	3+0+0	Elective	6
YDB391	Rusça I	3+0+0	Elective	6
YDB392	Russian II	3+0+0	Elective	6
YDB483	German III	3+0+0	Elective	6
YDB484	German IV	3+0+0	Elective	6
YDB493	Russian III	3+0+0	Elective	6
YDB494	Russian IV	3+0+0	Elective	6

7.Semester Course Plan

Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
ING409	Turizm İngilizcesi III	3+0+0	Compulsory	6
TRZ497	Yaz Stajı I	0+0+0	Compulsory	2
ADISI7YY	Alan Dışı Seçmeli	-	Elective	8
AICI7YY	Alan İçi Seçmeli	-	Elective	8
YDB7YY	Seçmeli Yabancı Dil	-	Elective	6

Total ECTS 30

TRZ433	Ticket Reservation and Transportation Services	3+0+0	Elective	4
TRZ435	Sürdürülebilir Turizm ve Çevre	3+0+0	Elective	4
TRZ437	Tur Planlaması ve Yönetimi	3+0+0	Elective	4
TRZ439	Turistik Ürün Politikası	3+0+0	Elective	4
TRZ441	Turizm Araştırmaları	3+0+0	Elective	4
TRZ443	Turizm İşletmelerinde Çağdaş Yönetim Yaklaşımları	3+0+0	Elective	4
TRZ445	Tourism Legislation	3+0+0	Elective	4
TRZ447	Turistik Tesislerde Fiziksel Planlama	3+0+0	Elective	4
TRZ449	Tematik Otelcilik	3+0+0	Elective	4
TRZ451	Destinasyon Markalaşması ve Yönetimi	3+0+0	Elective	4
TRZ453	Otel İşletmelerinde Reklam ve Tanıtım Stratejileri	3+0+0	Elective	4
TRZ455	Turizm İşletmelerinde Bütünleşik Pazarlama İletişimi	3+0+0	Elective	4
YDB381	Almanca I	3+0+0	Elective	6
YDB382	German II	3+0+0	Elective	6
YDB391	Rusça I	3+0+0	Elective	6
YDB392	Russian II	3+0+0	Elective	6
YDB483	German III	3+0+0	Elective	6
YDB484	German IV	3+0+0	Elective	6
YDB493	Russian III	3+0+0	Elective	6
YDB494	Russian IV	3+0+0	Elective	6

8.Semester Course Plan

Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
ING411	Turizm İngilizcesi IV	3+0+0	Compulsory	6
TRZ498	Yaz Stajı II	0+0+0	Compulsory	6
ADISI8YY	Alan Dışı Seçmeli	-	Elective	4
AICI8YY	Alan İçi Seçmeli	-	Elective	8
YDB8YY	Seçmeli Yabancı Dil	-	Elective	6

Total ECTS 30

İSG100	İş Sağlığı ve Güvenliği	0+0+0	Elective	0
TRZ434	Boş Zaman ve Rekreasyon Yönetimi	3+0+0	Elective	4
TRZ436	Dünya Coğrafyası ve Kültürü	3+0+0	Elective	4
TRZ438	E-Turizm	3+0+0	Elective	4
TRZ440	Gastronomi ve Uluslararası Mutfaklar	3+0+0	Elective	4
TRZ442	Airlines Management	3+0+0	Elective	4
TRZ444	Kat Hizmetleri Yönetimi	3+0+0	Elective	4
TRZ446	Misafir İlişkileri Yönetimi	3+0+0	Elective	4
TRZ448	Turist Davranışı	3+0+0	Elective	4
TRZ450	Daily Topics in Tourism	3+0+0	Elective	4
TRZ452	Turizmde İletişim Teknikleri	3+0+0	Elective	4
TRZ454	Turizmde Rehberlik Hizmetleri	3+0+0	Elective	4
TRZ456	Yiyecek İçecek Otomasyonu	3+0+0	Elective	4
TRZ458	Butik ve Küçük Ölçekli Otel İşletmeciliği	3+0+0	Elective	4

TRZ460	Turizmde Güvenlik	3+0+0	Elective	4
YDB381	Almanca I	3+0+0	Elective	6
YDB382	German II	3+0+0	Elective	6
YDB391	Rusça I	3+0+0	Elective	6
YDB392	Russian II	3+0+0	Elective	6
YDB483	German III	3+0+0	Elective	6
YDB484	German IV	3+0+0	Elective	6
YDB493	Russian III	3+0+0	Elective	6
YDB494	Russian IV	3+0+0	Elective	6