



Alanya Alaaddin Keykubat Üniversitesi

FACULTY OF TOURISM

DEPARTMENT OF TOURISM MANAGEMENT

TURİZM İŞLETMECİLİĞİ

1.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
ATA 101	ATATURK PRINCIPLES AND REVOLUTION HISTORY I	2+0+0	Compulsory	2
TDB 101	TURKISH LANGUAGE I	2+0+0	Compulsory	2
TZM 101	ENGLISH I	7+0+0	Compulsory	8
TZM 103	BASIC INFORMATION TECHNOLOGIES	2+0+0	Compulsory	2
TZM 105	GENERAL ACCOUNTING	3+0+0	Compulsory	5
TZM 107	INTRODUCTION TO MANAGEMENT	3+0+0	Compulsory	5
SEC 101	FOREIGN LANGUAGE ELECTIVE I	3+0+0	Elective	4
SEC 103	CULTURAL ELECTIVE I	2+0+0	Elective	2
			Total ECTS	30
Course Groups				
TZM 101.1	RUSSIAN I	3+0+0	Elective	4
TZM 101.2	GERMAN I	3+0+0	Elective	4
TZM 103.1	BASIC FIRST AID	2+0+0	Elective	2
TZM 103.2	ANATOLIAN CIVILIZATIONS	2+0+0	Elective	2
TZM 103.3	HUMAN RIGHTS AND VOLUNTEERING STUDIES	2+0+0	Elective	2
2.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
ATA 102	ATATURK PRINCIPLES AND REVOLUTION HISTORY II	2+0+0	Compulsory	2
TDB 102	TURKISH LANGUAGE II	2+0+0	Compulsory	2
TZM 102	ENGLISH II	7+0+0	Compulsory	8
TZM 104	MANAGEMENT AND ORGANIZATIONS	3+0+0	Compulsory	3
TZM 106	BUSINESS MATHEMATICS	3+0+0	Compulsory	3
TZM 108	INTRODUCTION TO TOURISM	3+0+0	Compulsory	4
TZM 110	CAREER PLANNING	1+0+0	Compulsory	2
SEC 102	FOREIGN LANGUAGE ELECTIVE II	3+0+0	Elective	4
SEC 104	CULTURAL ELECTIVE II	2+0+0	Elective	2
			Total ECTS	30
Course Groups				
TZM 102.1	RUSSIAN II	3+0+0	Elective	4
TZM 102.2	GERMAN II	3+0+0	Elective	4
TZM 104.1	SOCIETAL GENDER EQUALITY	2+0+0	Elective	2
TZM 104.2	ART HISTORY	2+0+0	Elective	2
TZM 104.3	BUSINESS ETHICS	2+0+0	Elective	2
3.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
TZM 201	ENGLISH III	7+0+0	Compulsory	8
TZM 203	FOOD AND BEVERAGE ADMINISTRATION	3+0+0	Compulsory	4
TZM 205	TOURISM ECONOMICS	3+0+0	Compulsory	4
TZM 207	TRAVEL AGENCIES AND TOUR OPERATORS	3+0+0	Compulsory	4
TZM 209	HUMAN RESOURCES MANAGEMENT	3+0+0	Compulsory	3
TZM 211	TOURISM LEGISLATIONS	3+0+0	Compulsory	4
FOR2GÜZ	FOR2GÜZ	0+0+0	Elective	0
SEC 201	FOREIGN LANGUAGE ELECTIVE	3+0+0	Elective	3
			Total ECTS	30
Course Groups				
FOR 201	EDUCATION	3+0+0	Elective	4
FOR 203	TEACHING PRINCIPLES AND METHODS	3+0+0	Elective	4
TZM 201.1	RUSSIAN III	3+0+0	Elective	3
TZM 201.2	GERMAN III	3+0+0	Elective	3
4.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
TZM 202	ENGLISH IV	7+0+0	Compulsory	8
TZM 204	HOSPITALITY MANAGEMENT	3+0+0	Compulsory	4
TZM 206	SUSTAINABLE TOURISM	3+0+0	Compulsory	5
TZM 208	SCIENTIFIC RESEARCH METHODS	3+0+0	Compulsory	4
TZM 210	TOURISM MARKETING	3+0+0	Compulsory	5

FOR2BAHAR	FOR2BAHAR	0+0+0	Elective	0
SEC 202	FOREIGN LANGUAGE ELECTIVE IV	3+0+0	Elective	4
Total ECTS				30
<i>Course Groups</i>				
FOR 202	CLASS MANAGEMENT	2+0+0	Elective	3
FOR 204	SPECIAL TEACHING METHODS	3+0+0	Elective	4
TZM 202.1	RUSSIAN IV	3+0+0	Elective	4
TZM 202.2	GERMAN IV	3+0+0	Elective	4
5.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
TZM 301	ADVANCED ENGLISH I	7+0+0	Compulsory	8
TZM 303	TOURISM GEOGRAPHY	3+0+0	Compulsory	4
TZM 305	FRONT OFFICE MANAGEMENT AND AUTOMATION	3+0+0	Compulsory	4
TZM 307	DESTINATION MANAGEMENT	3+0+0	Compulsory	4
TZM 309	LABOR AND SOCIAL SECURITY LAW	3+0+0	Compulsory	3
FOR3GÜZ	FOR3GÜZ	0+0+0	Elective	0
SEC 301	FOREIGN LANGUAGE ELECTIVE V	3+0+0	Elective	3
SEC 303	FIELD ELECTIVE I	3+0+0	Elective	4
Total ECTS				30
<i>Course Groups</i>				
FOR 301	GUIDANCE AND SPECIAL EDUCATION	3+0+0	Elective	4
FOR 303	ASSESSMENT AND EVALUATION IN EDUCATION	3+0+0	Elective	4
TZM 301.1	RUSSIAN V	3+0+0	Elective	3
TZM 301.2	GERMAN V	3+0+0	Elective	3
TZM 303.1	CULTURAL HERITAGE AND TOURISM	3+0+0	Elective	4
TZM 303.2	CRUISE TOURISM AND MARINA MANAGEMENT	3+0+0	Elective	4
TZM 303.3	SHARING ECONOMY APPLICATIONS IN TOURISM	3+0+0	Elective	4
TZM 303.4	STATISTICS	3+0+0	Elective	4
TZM 303.5	DIGITAL MARKETING IN TOURISM	3+0+0	Elective	4
6.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
TZM 302	ADVANCED ENGLISH II	7+0+0	Compulsory	8
TZM 304	TOURISM POLICY AND PLANNING	3+0+0	Compulsory	3
TZM 306	STRATEGIC MANAGEMENT	3+0+0	Compulsory	3
TZM 308	AGENCY AND AIRLINE AUTOMATIONS	3+0+0	Compulsory	3
FOR3BAHAR	FOR3BAHAR	0+0+0	Elective	0
SEC 302	FOREIGN LANGUAGE ELECTIVE	3+0+0	Elective	3
SEC 304	FIELD ELECTIVE II	3+0+0	Elective	20
Total ECTS				40
<i>Course Groups</i>				
FOR 302	EDUCATION PSYCHOLOGY	3+0+0	Elective	4
FOR 304	TEACHING TECHNOLOGIES	2+0+0	Elective	3
TZM 302.1	RUSSIAN VI	3+0+0	Elective	3
TZM 302.2	GERMAN VI	3+0+0	Elective	3
TZM 304.1	CASE STUDIES IN TOURISM	3+0+0	Elective	5
TZM 304.2	TOURIST GUIDANCE	3+0+0	Elective	5
TZM 304.3	SUSTAINABILITY PRACTICES IN ACCOMMODATION ENTERPRISES	3+0+0	Elective	5
TZM 304.4	FINANCIAL MANAGEMENT	3+0+0	Elective	5
TZM 304.5	EXPERIENCE ECONOMY IN TOURISM	3+0+0	Elective	5
TZM 304.6	BRAND MANAGEMENT IN TOURISM	3+0+0	Elective	5
TZM 304.7	HOUSE KEEPING	3+0+0	Elective	5
TZM 304.8	ANATOLIAN MYTHOLOGIES	3+0+0	Elective	5
TZM 304.9	TOURISM SOCIOLOGY	3+0+0	Elective	5
7.Semester Course Plan				
Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
TZM 401	ADVANCED ENGLISH III	7+0+0	Compulsory	8
FOR4GÜZ	FOR4GÜZ	0+0+0	Elective	0
SEC 401	FOREIGN LANGUAGE ELECTIVE VII	3+0+0	Elective	4
SEC 403	FIELD ELECTIVE III	3+0+0	Elective	54
Total ECTS				66
<i>Course Groups</i>				
FOR 401G	TEACHING PRACTICE	1+8+0	Elective	10
TZM 401.1	RUSSIAN VII	3+0+0	Elective	4
TZM 401.2	GERMAN VII	3+0+0	Elective	4
TZM 403.1	SPECIAL INTEREST TOURISM	3+0+0	Elective	6
TZM 403.10	SOCIAL AND CULTURAL ANTHROPOLOGY IN TOURISM	3+0+0	Elective	6

TZM 403.11	ANTIQUÉ CITIES AND TOURISM	3+0+0	Elective	6
TZM 403.12	HEALTH TOURISM ADMINISTRATION	3+0+0	Elective	6
TZM 403.13	ENTREPRENEURSHIP	3+0+0	Elective	6
TZM 403.2	DATA MINING IN TOURISM	3+0+0	Elective	6
TZM 403.3	TOURISM AI	3+0+0	Elective	6
TZM 403.4	EVENTS AND CONGRESS TOURISM	3+0+0	Elective	6
TZM 403.5	COST ACCOUNTING	3+0+0	Elective	6
TZM 403.6	COUNTRIES GEOGRAPHY	3+0+0	Elective	6
TZM 403.7	RECREATION	3+0+0	Elective	6
TZM 403.8	INNOVATION AND CREATIVITY IN TOURISM	3+0+0	Elective	6
TZM 403.9	FOOD AND BEVERAGE AUTOMATIONS	3+0+0	Elective	6

8.Semester Course Plan

Course Code	Course Name	T+A+L	Compulsory/Elective	ECTS
TZM 402	WORKPLACE TRAINING PRACTICES	0+4+0	Compulsory	30
FOR4BAHAR	FOR4BAHAR	0+0+0	Elective	0
			Total ECTS	30
Course Groups				
FOR 401B	TEACHING PRACTICE	1+8+0	Elective	10