

## **PROGRAM INFORMATION**

**Program Name and Degree Awarded:** Tourism Management” (Bachelor of Arts, BA)

**Duration of Studies:** 4 years

**Total Credits / ECTS:** 132 credit/ 240 ECTS

**Language of Instruction:** English

### **Mission and Vision**

The mission of the Tourism Management Department is to: graduate students who have strong analytical skills, can use communication skills effectively in professional settings, and are open to novelties and follow scientific developments in the field, adopted to the concept of life-long learning, devoted to self-development, committed to ethical values, both in conducting research and in the occupational settings.

Upon graduation, tourism management graduates will be able to:

1. Have an elementary knowledge of theories, ethical understanding, facts and principles associated to tourism and tourism management.
2. To have information about the economic, ethical, cultural, social and environmental dimensions of tourism
3. To understand different impacts of tourism related to the mentioned dimensions both positive and negative.
4. Have information of overall business and understand the strategies of human resources management, food and beverage establishments, accounting and finance, management and marketing and service marketing in tourism sector.
5. Demonstrates reading, comprehension, speaking and writing skills in English
6. Demonstrates reading, comprehension, speaking and writing skills at a general level in Russian, French, and German.
7. Uses the information about Tourism and Hotel Management in the business settings and profession; use information and communication technologies related to the field.
8. Taking care of personal care, hygiene, clothing and appearance as required by the tourism sector.
9. Communicates effectively with written, oral, non-verbal and visual ways and demonstrates presentation skills, works effectively as a team and independently.
10. Distinguish and comprehend diverse cultures and interrelate with guests from dissimilar cultures.
11. Describe and apply the fundamental principles of leadership and effective organizational leadership
12. Analyse information and make decisions using critical thinking, problem solving skills, and considering ethical values.

## **Program Objectives**

Tourism management program graduates will be professionals who are competent to deal with the provision of leadership, guidance and management of organizations within the hospitality industry. The program also aims to qualify students who will be competent in conducting scientific research and continuing academic studies further.

## **Program Learning Outcomes**

1. Have an elementary knowledge of theories, ethical understanding, facts and principles associated to tourism and tourism management.
2. To have information about the economic, ethical, cultural, social and environmental dimensions of tourism
3. To understand different impacts of tourism related to the mentioned dimensions both positive and negative.
4. Have information of overall business and understand the strategies of human resources management, food and beverage establishments, accounting and finance, management and marketing and service marketing in tourism sector.
5. Demonstrates reading, comprehension, speaking and writing skills in English
6. Demonstrates reading, comprehension, speaking and writing skills at a general level in Russian, French, and German.
7. Uses the information about Tourism and Hotel Management in the business settings and profession; use information and communication technologies related to the field.
8. Taking care of personal care, hygiene, clothing and appearance as required by the tourism sector.
9. Communicates effectively with written, oral, non-verbal and visual ways and demonstrates presentation skills, works effectively as a team and independently.
10. Distinguish and comprehend diverse cultures and interrelate with guests from dissimilar cultures.
11. Describe and apply the fundamental principles of leadership and effective organizational leadership
12. Analyse information and make decisions using critical thinking, problem solving skills, and considering ethical values.

## Curriculum

1st Semester				2nd Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
COM100	Introduction to computers	(3,0)3	5	COM106 / ORT106	Turkish / Türkçe	(2,0)2	2
COM101	English I	(3,0)3	3	COM108 / ORT108	History/Tarih	(2,0)2	2
COM104	Psychology	(3,0)3	6	COM110	English II	(3,0)3	3
COM109	Mathematics	(3,0)3	5	COM115	Sociology	(3,0)3	7
COMP112	Economics	(3,0)3	6	COM204	Ethics in profession	(3,0)3	8
SCI101	Introduction to Social Sciences	(3,0)3	5	TOUR152	Introduction to tourism management	(3,0)3	8
		18	30			16	30
3rd Semester				4th Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
ACCT201	Financial Accounting I	(3,0)3	6	ACCT202	Financial Accounting II	(3,0)3	6
BUSN205	Principles of Management	(3,0)3	6	FOLAXX2	Foreign Language Elective II	(3,0)3	5
FOLAXX1	Foreign Language Elective I	(3,0)3	5	GAST210	Food and Beverage Management	(3,0)3	4
GAST205	Food and Beverage Service	(2,2)4	6	TOUR203	Rooms Division Management	(3,0)3	5
TOUR109	Tourism Geography	(3,0)3	6	TOUR204	Housekeeping Management	(2,2)4	6
				TOUR405	Destination Management	(3,0)3	5
		16	29			19	31
5th Semester				6th Semester			
CODE	COURSE NAME	CREDIT	ECTS	CODE	COURSE NAME	CREDIT	ECTS
FOLAXX3	Foreign Language Elective III	(3,0)3	5	BUSN304	Human Resource Management	(3,0)3	6
LEUXX2	Free elective II	(3,0)3	4	COM351	Research Methods	(3,0)3	6
TOUR201	Travel and Tourism Marketing	(3,0)3	5	FOLAXX4	Foreign Language Elective IV	(3,0)3	6
TOUR240	Apprenticeship I	(0,0)0	5	LEUXX1	Free Elective I	(3,0)3	4
TOUR302	Purchasing And Cost Control	(3,0)3	6	TOUR208	Customer Relation Management	(3,0)3	7

TOUR307	Tour Programming and Tourist Guiding	(3,0)3	6				
		15	31			15	29
<b>7th Semester</b>				<b>8th Semester</b>			
<b>CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>ECTS</b>	<b>CODE</b>	<b>COURSE NAME</b>	<b>CREDIT</b>	<b>ECTS</b>
FOLAXX5	Foreign Language Elective V	(3,0)3	5	FOLAXX6	Foreign Language Elective VI	(3,0)3	5
TGAXXX1	Elective I	(3,0)3	5	TGAXX3	Elective III	(3,0)3	5
TGAXXX2	Elective II	(3,0)3	5	TGAXX4	Elective IV	(3,0)3	5
TOUR340	Apprenticeship II	(0,0)0	5	TOUR408	E Tourism Business	(3,0)3	5
TOUR403	Travel Agency and Tour Operators	(3,0)3	5	TOUR420	Graduation Project	(0,6)6	10
TOUR409	Tourism Planning and Policy	(3,0)3	5				
		15	30			18	30

### **Laboratory and Equipment Capacity (if applicable)**

### **Career Opportunities**

The possible career fields for Tourism Management Program graduates are to become managers at various departments of hotels, travel agencies, airports throughout the world. The program also intends to educate graduates who can continue graduate study and work as members of research centres and academic institutions.

### **Contact Information**

Mona Bouzari, Ph.D.  
Associate Professor  
Head of Tourism & Hotel Management Department  
European University of Lefke  
Lefke, Northern Cyprus  
TR-10 Mersin, Turkey  
mbouzari@eul.edu.tr  
Tel: +90 533 8380406

## **TOURISM MANAGEMENT COURSE CATALOGUE DESCRIPTIONS**

### **1<sup>st</sup> Semester**

#### **COM100 Introduction to Computers**

This course is an introductory course to computers and their application; the basic components of computers; Random Access Memory (RAM), Read Only Memory (ROM), Central Processing Unit (CPU) and relationship between this hardware are introduced. Operating systems, application software (word processor, power point), Utility Software are introduced. Internet, network connections and the types, digital security and ethics are covered. Social networks and other web-based applications are introduced.

#### **COM101 English I**

This course is intended for academically oriented students and it aims to bridge the gap between general and academic English. The course aims at developing the skills required for academic study, including note-taking, essay writing, as well as teaching strategies for undertaking research and dealing with unfamiliar academic vocabulary. The course also aims at teaching the features of guided writing, reading strategies such as predicting, skimming, and scanning. At the end of this course the students are expected to be able to; develop strategies, to improve the ability to comprehend complex academic texts, to develop strategies to produce more coherent writing and, make clear, appropriate, relevant notes from academic texts, and to adopt various approaches to deal with new or unknown vocabulary by practising effective use of dictionaries, and through making effective vocabulary records.

#### **COM104 Psychology**

This course is a broad introduction to the field of psychology. Aim of this course is give the foundation of 'what is psychology' and 'what are the main issues and topics' in psychology to the students. With this aim student will cover schools in psychology, biological basis of behaviour, sensation and perception, states of consciousness, learning, memory, cognition, psychological disorders, health and stress, life span development and personality development. Students explore the key figures, diverse theoretical perspectives, and research findings that have shaped some of the major areas of contemporary psychology. This course also examines the research methods used by psychologists across these areas to study the origins and variations in human behaviour.

### **COM109 Mathematics**

This course provides the revision of basic algebra, fractions and partial fractions. Linear equations, arithmetic expressions and simplification of algebraic expressions. Operations with surds and indices. Logarithms and methods for solving logarithmic functions. Techniques for solving quadratic functions. Graph sketching for quadratic equations in Cartesian plane. Solving linear, polynomial and rational inequalities. Parallel and perpendicular lines.

### **COM112 Economics**

This course introduces students to the key concept and topic of microeconomics such as opportunity cost, production possibility frontier, demand and supply, elasticity, utility, preferences, production, costs, perfect competition, monopoly.

### **SCI101 Introduction to Social Sciences**

The main purpose of this course is to let students see how seemingly diverse disciplines intermingle — anthropology and economics, for example. In the end, students will be able to approach social issues with unbiased problem-solving skills.

## **2<sup>nd</sup> Semester**

### **COM106/ORT106 Turkish/Türkçe**

To show the characteristics and rules of operation of Turkish language with examples; to give the students the ability and habit to express their feelings and thoughts accurately and effectively; developing vocabulary through written and oral texts; The aim of this course is to teach the rules of reading texts or the programs they listen to correctly. COM 106 course aims to provide basic Turkish reading, speaking and writing skills for international students.

Bu derste, yazı dilinin ve yazılı iletişimin temel özellikleri, yazı dili ile sözlü dilin arasındaki farklar, Yazılı ve sözlü anlatım; öznel anlatım, nesnel anlatım, paragraf türleri, metnin tanımı ve metin türleri, yazılı anlatım, yazılı anlatım, planlı yazma aşamaları (konu, konunun sınırlandırılması, amaç, bakış açısı, ana ve yan düşüncelerin belirlenmesi, yazma planı hazırlama, kağıt düzeni) bilgilendirici metinler üzerinde kuramsal bilgiler: örnekler üzerinde çalışmalar ve yazma uygulamaları, bir metnin özetini ve planını çıkarma, yazılı uygulamalardaki dil ve anlatım yanlışlarını düzeltme ve sözlü anlatım uygulamaları işlenmektedir.

### **COM108/ORT108 History/Tarih**

The course provides a detailed exposure on the history of the construction of the Turkish Republic under the light of Kemal Atatürk's principles this course is designed for Turkish speaking students. COM108 is designed for non-Turkish speaking foreign students. The aim of the course is to introduce a brief history of Turkish Republic and Cyprus. Social, economic and political aspects and effects of Western Civilization on Turkey and Cyprus. Relations with Middle East.

Bu derste, Türk Ulusu'nun kurtarıcısı, Cumhuriyetin kurucusu, dünyanın ender yetiştirdiği asker ve devlet adamı, devrimci ve düşünür Atatürk'ün hayat hikayesinin yanı sıra, bir imparatorluğun çöküşü, Türk Ulusu'nun Atatürk'ün önderliğinde kahramanlık destanları yaratarak bağımsızlığını savunuşu, genç ve dinamik Türkiye Cumhuriyeti'nin kuruluşu ve bu Cumhuriyetin hızla yükselişi "Türk İnkılabı" adı verilen büyük atılım ve değişikliklerin ne kadar zamana sığdırıldığı ve bu inkılapların önemi vurgulanmakta ve Atatürk İlkeleri anlatılmaktadır.

### **COM110 English II**

This course is the continuation of the COM101 English I course. Similar issues are focused on as in the former course with a higher tone of language. This course integrates all four language skills and teaches students how to integrate skills and content in real-world academic contexts. High-interest and intellectually-simulating authentic materials are used to familiarize students with academic content. The course also aims at developing the ability to participate in exchanges of information and opinions in the context of the specific field, and to write instructions, descriptions and explanations about topics in the related field. Extra importance is put on teaching student's terminology related to the specific field. (Pre-requisite: COM101)

### **COM115 Sociology**

The course makes an introduction to the discipline of sociology and provides an outline of the major sociologists, sociological paradigms and areas of sociological inquiry. It aims at developing students' awareness about the society in which they live, with a due emphasis on sociological perspective and sociology as a scientific discipline. Thus, the course helps the students to develop a sociological outlook and understand what such outlook retains in terms of the founding theories, main sociological approaches, and related discussions in those areas ranging from everyday life, culture and globalization to social stratification and mobility.

### **COM204 Ethics in Profession**

This course aims to define ethical principles, to enable students to develop ethical behaviors related to their profession, and to provide information about unethical behaviors that students may encounter in their professions. Within the context of the course, students will demonstrate an understanding of the ethical principles in general or in the application of specialized knowledge, results of research, creative expression, design processes, etc. that are related with their sciences, disciplines and potential professionals.

### **TOUR152 Introduction to Tourism Management**

An introductory course to the tourism industry. This course introduces the basics of tourism to students. Students develop an understanding of the terminology, concepts, and procedures used in the tourism and hospitality industries. The course focuses on the position of tourism as the world's largest industry and the acknowledgement that it plays a major role in shaping the world. The course considers global tourism trends, the socio-cultural importance of tourism, its economic influence, the motivations for travel, the important role of transportation, and the qualities of the attractions that draw the visitor.

### **3<sup>rd</sup> Semester**

#### **ACCT201 Financial Accounting I**

The course intends to provide an exposure to basic concepts of accounting. It covers the nature and purpose of accounting, accounting principles, introduction to single entry and double entry system, preparation of journal, ledger and trial balance, simple and complex adjustments, preparation of worksheets related to purchases, sales, receivables, payables, inventories, cash control, property, plant and equipment. The course also includes preparation of final accounts viz. trade/manufacturing account, profit and loss account and balance sheet, simple and complex adjustments.

#### **BUSN205 Principles of Management**

This is a comprehensive introductory course on the management process with particular emphasis on the skills, competencies, techniques and knowledge needed to successfully manage an organization. It focuses on entire organization to form a strategic vision, setting objectives crafting a strategy and then implementing it. It also investigates how organization develop and maintain a competitive advantage within a changing business environment influenced by political, economic,

social, technological, legal and environmental factors. The course content is organized around the four functions of management; planning, organizing, leading and controlling, for systematic understanding of management related challenges and applying conceptual tools and techniques in analyzing, evaluating and addressing management issues.

### **GAST205 Food and Beverage Service**

This course introduces the various styles of table service and their histories, applications, advantages, and disadvantages. Topics covered include the psychology of service, professional standards of performance for dining room personnel, the fundamental skills required for service ware handling, the service sequence, order taking, and guest relations. Sanitation and safety in the dining room are discussed, as is the identification and correct use of all related equipment. Students will also practice fundamental table service and participate in catering seminars.

### **TOUR109 Tourism Geography**

Geography of tourism destinations is the analysis of human leisure behavior and its socioeconomic impact and includes the exploration of major tourism attractions and destinations on Earth. This survey course is presented through two major themes: thematic tourism geography and regional tourism geography. Topics include demand and resources for tourism, climate, transportation, spring-break, cruises, all-inclusive resorts, and "sin" and "lifestyle" tourism.

## **4<sup>th</sup> Semester**

### **ACCT 202 Financial Accounting II**

The course provides the advanced aspects of accounting on the areas of partnership firm accounting viz. formation, admission, withdrawal and dissolution of partnership firms, exposure to corporations stockholders equity, identification of earnings per share, and dividends, long-term liabilities, bonds payables, marketable securities, analysis and interpretation of financial statements, importance of GAAP, exposure to analysis of company reports.

### **GAST210 Food and Beverage Management**

Concept and content of management its functions, content and importance of food and beverage management, menu planning and development, purchasing and receiving, pricing of food and beverage, kitchen planning of food and beverage department, food and beverage control system, food production control and stages, income control, Control process of beverage cost, beverage production control, feast organization in hospitality sectors.

### **TOUR203 Rooms Division Management**

Types of lodging operations and classifications of lodging operations, front office department in lodging operations, front office computer systems, types of reservation and reservation processes, front office forms and documents, front office cashier, process of front office cashier, pbx, front office reports and statistical data, front office accounting, Fidelio front office module.

### **TOUR204 Housekeeping Management**

Duties and responsibilities of housekeeping employees, job descriptions and specifications in housekeeping, various materials and equipment which are used in housekeeping, types of rooms, bed preparation, turndown service, room cleaning, bathroom cleaning and inspection procedures.

### **TOUR405 Destination Management**

Existing structure of the destination, the trend of destination development, recreation areas, recreation facilities, special interest tourism opportunities, destination carrying capacity planning.

## **5<sup>th</sup> Semester**

### **TOUR201 Travel & Tourism Marketing**

This course is designed to provide additional background in the field of Marketing with emphasis for those students interested in material or a career in the travel, tourism or recreational industry. Emphasis is placed on the following principles as they apply to the industry: branding and licensing, business foundations, economic foundations, promotion, safety and security, human relations, the seven functions of marketing, the four P's of marketing (product, price, promotion and place), and a history of the industry.

### **TOUR240 Apprenticeship I**

Students who completed their second year academic semester, they must serve their first minimum 60 working days summer season internship training in tourism sector. They are permitted to work such in 5 star hotels, tour operators, travel agents, airlines, marinas and airports etc. In North Cyprus, Turkey or in third countries.

### **TOUR302 Purchasing and Cost Control**

This course stresses the importance of purchasing and costing. The course details the flow of goods, including inventory, forecasting, purchase specifications, product yield, purchasing, receiving, storing, inventory control, and issuing. Students will also examine the information and skills necessary to analyse and improve the profitability of establishment.

### **TOUR307 Tour Programming and Tourist Guiding**

Definition and concepts, importance of tour guide, various services of tour guide, legislation, management of guest –guide relationship, conflict management.

## **6<sup>th</sup> Semester**

### **BUSN 304 Human Resource Management**

The course intends to provide conceptual and application insights of contemporary human resource management practices viz. recruitment, selection, training and development, induction, motivation, performance evaluation and termination. The course covers the practical implementation of HR practices in the real life business situations which the business students ought to be proficient with.

### **COM351 Research Methods**

This course aims to provide students with conceptual and theoretical framework in research methods. The course tends to develop student skills in research and the ability to choose research topic, make critical literature review, decide on research approach, and select proper sample by using different aspects of qualitative and quantitative research methods.

### **TOUR208 Customer Relation Management**

CRM is an integrated information system that is used to plan, schedule, and monitor and control the pre-sales and post-sales activities in an enterprise or organization. This course is a vehicle to make the most of CRM techniques for enhancing customer service, sales force effectiveness and marketing strategy. Customer Relationship Management (CRM) Fundamentals introduces the attendees to the benefits of creating customer loyalty, developing a market intelligence and proactive enterprise, and incorporating customer relationship management into your organization. It includes CRM methodologies, strategies, software, and web-based capabilities that help an enterprise organize marketing, sales, services and manage customer relationships.

## **7<sup>th</sup> Semester**

### **TOUR403 Travel Agency & Tour Operators**

Classification of travel trade operations. Functions of tour operators and operations on a yearly basis. Different types of local tour operators: purchasing, marketing and operations. Travel packages; types of tours organized; different documents used in a travel firm.

### **TOUR409 Tourism Planning & Policy**

Besides introducing students to the roles and forms of the National Tourism Organizations, and also examines the planning methodologies for tourism. Such methodologies include study preparation, determination of objectives, survey of relevant elements, analysis and synthesis, policy and plan formulation, and implementation and monitoring.

### **TOUR340 Apprenticeship II**

Students who are completed their third year academic season, they must serve their second minimum 60 working days summer season internship training in tourism sector. They are permitted to work such in 5 star hotels, tour operators, travel agents, airlines, marinas airports etc. in North Cyprus, Turkey or in third countries.

## **8<sup>th</sup> Semester**

### **TOUR408 E-Tourism Business**

This course covers the broad principles of electronic business in tourism and hospitality including technological applications and processes as part of an organization's overall business strategy. The impact of e-business strategies on jobs, workflow, organizational structures, and business-operating efficiencies improved quality and communication approaches are examined. This course also addresses e-business from a business-to-business and business-to-consumer perspective.

### **TOUR420 Graduation Project**

Students are expected to carry out a professional and comprehensive research at under-graduate level. Students must prove their ability to formulate a research question, review the literature available on the selected topic, prepare a suitable research methodology, analyse the data and more importantly present the correct format with ethical and Harvard/APA referencing system.