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| --- |
| **1. Year** |
| Code | Course Name | ECTS | D+U+L | Z/S | Language |
| Fall Term |
| 514801002 | [General Tourism and Tourism Legislation](#general_tourism) | 9 | 3+0 | Elective | Turkish |
| 514801001 | [Health Tourism](#healthl_tourism) | 9 | 3+0 | Elective | Turkish |
| 514801006 | [Health Tourism Ethics](#healthl_tourism_ethics) | 9 | 3+0 | Elective | Turkish |
| 514801007 | [Cross Cultural Communication](#cross_cultural) | 9 | 3+0 | Elective | Turkish |
| 514801003 | [Management in Health Tourism Businesses](#management_tourism_business) | 9 | 3+0 | Elective | Turkish |
| 514801005 | [Health Tourism Economy](#health_economy) | 9 | 3+0 | Elective | Turkish |
| 514801008 | [Health Tourism Marketing](#health_marketing) | 9 | 3+0 | Elective | Turkish |
| Fall Term: | 30 |  |  |  |
| Total:  | 60 |  |  |  |

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| **1. Year** |
| Code | Course Name | ECTS | D+U+L | Z/S | Language |
| Spring Term |
| 514802004 | [Quality Management in Health Institutions and Patient Safety](#patient_safety) | 9 | 3+0 | Elective | Turkish |
| 514802009 | [Customer Relationship Management](#customer_relationship) | 9 | 3+0 | Elective | Turkish |
| 514802001 | [International Health Law and Patient Rights](#patient_rights) | 9 | 3+0 | Elective | Turkish |
| 514802007 | [Strategic Human Resources Management in Health Tourism Establishments](#strategic) | 9 | 3+0 | Elective | Turkish |
| 514802008 | [Organizational Behavior in Health Establishments](#organizational_establishment) | 9 | 3+0 | Elective | Turkish |
| 514802006 | [Wellness and SPA Services](#wellness) | 9 | 3+0 | Elective | Turkish |
| 514801011 | [Project Development in the Health Tourism](#project) | 9 | 3+0 | Elective | Turkish |
| 514802010 | [Term Project](#term) | 30 | 0+2 | Elective | Turkish |
| Spring Term: | 30 |  |  |  |
|  Total: | 60 |  |  |  |



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| **Semester** |  Fall |

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| **Course Code** |  514801002 | **Course Name** | General Tourism and Tourism Legislation |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 1 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** |  - |
| **Description** | General information about Tourism and the Tourism sector, Tourism in Turkey and the World, the Relationship between Tourism and the Economic, Social and Physical Environment. It is the examination and evaluation of basic information about tourism and the economic, social and physical dimensions of tourism as a whole. TÜRSAB Law No. 1618, Tourism Encouragement Law No. 2634, Ministry of Culture and Tourism Organization Law No. 4848, Tourist Guide Profession Law No. 6326, Rights and obligations of tourism enterprises |
| **Objectives** | To provide information about the general principles and concepts related to tourism, the law regulating the tourism sector, and the legislation regarding the relations of tourism enterprises with each other and with the ministry. |
| **Additive of Course to Apply Professional Education** | Information about tourism and tourism sector, tourism legislation and Tourist Guide Profession Law No. 6326 |
| **Outcomes** | Tourism, tourism sector, law regulating the tourism sector; Obtaining information about the legislation regarding the relations of tourism enterprises with each other and with the ministry |
| **Textbook** | Kozak, N., Akoğlan Kozak, M. ve Kozak, M. (2015). Genel Turizm: İlkeler Kavramlar, Ankara: Detay Yayıncılık. |
| **References** | Boz, N. ve Hocaoğlu, U. (2008). Turizm Hukuku, Ankara: Seçkin. |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | The Concepts of Tourism and Tourist |
| 2 | Factors Affecting the Development of Tourism |
| 3 | Touristic Products and Components |
| 4 | Tourism and the Economic Environment |
| 5 | Social Effects of Tourism |
| 6 | Tourism and the Physical Environment, Touristic Product |
| 7 | Touristic Product Differentiation and Alternative Tourism, Types of Tourism |
| 8 | The Concept of Right and Entitlement  |
| 9 | Major Legal Systems |
| 10 | Basic Ramification of Law |
| 11 | Introduction to Private Law (I, II), Rights and Obligations of Tourism Enterprises |
| 12 | Introduction to Public Law |
| 13 | Legal Actions, Responsibility in Law |
| 14 | Tourism Law and Concerned Acts (No. 1618, No. 2634, No. 4848, No.6326) |
| 15,16 | Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  |  | X |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  |  | X |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  |  | X |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |  |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. | X |  |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  |  | X |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  | X |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution. |

Instructor



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| **Semester** |  Fall |

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| --- | --- | --- | --- |
| **Course Code** |  514801001 | **Course Name** | Health Tourism |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 1 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** |  - |
| **Description** | Medical tourism, thermal tourism, Spa and Wellness applications, third age tourism and disabled tourism. Tourism organizations operating medical tourism sector.  |
| **Objectives** | To be able to have knowledge about medical tourism and spa-wellness technics |
| **Additive of Course to Apply Professional Education** | - |
| **Outcomes** | To be able to have knowledge about medical tourism and spa-wellness technics |
| **Textbook** | Elizabeth,M, Johnson, Bridgette M. Redman 2008.Spa: A Comprehensive Introduction, . The American Hotel and Lodging Educatinal Institute. |
| **References** | Karagülle, Z., Karagülle M., Doğan B. M. (2011). Türkiye Termal SPA Sağlık Rehberi. Nobel Tıp Kitabevleri. |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | Definition and importance of medical tourism and medical tourism genres in Turkey |
| 2 | Evolution of medical tourism and its reasons, factors constituting medical tourism preferment |
| 3 | Factors affecting medical tourism demand, marketing and logistic in medical tourism, medical tourism policies |
| 4 | Definition, importance and properties of thermal tourism |
| 5 |  Position and importance of thermal tourism in medical tourism |
| 6 | Thermal tourism with medical purpose: present condition and future tendencies |
| 7 | Thermal tourism in Turkey |
| 8 | Thermal tourism in the world |
| 9 | Definition, concept, properties and evolution of medical tourism |
| 10 | Medical tourism in Turkey |
| 11 | Spa and Wellness definitions, types and evolution |
| 12 | Spa and Wellness technics |
| 13 | Spa and Wellness in Turkey |
| 14 | Third age tourism and disabled tourism |
| 15,16 |  Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Fall |

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| --- | --- | --- | --- |
| **Course Code** |  514801006 | **Course Name** | Health Tourism and Ethics |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 1 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** |  - |
| **Description** | The Concept of Ethic, Managerial Ethic Perspective, Institutionalization of Business Ethics |
| **Objectives** | This course aims to introduce the concept of business ethics in tourism and corporate social responsibility to give information about the concepts. |
| **Additive of Course to Apply Professional Education** | - |
| **Outcomes** | * Understanding the concepts of morality and ethics in health tourism
* Understanding the relationship between ethics and other disciplines,
* Understanding the relationship between ethics and governance,
* Understanding the relationship between business ethics and corporate social responsibility,
* Learning the institutionalization of business ethics
 |
| **Textbook** | Kozak, M. A., Güçlü H. (2006). Turizmde Etik Kavramlar, İlkeler, Standartlar. Ankara: Detay Yayıncılık. |
| **References** | - |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | Tourism and ethical |
| 2 | Business ethics |
| 3 | The concept of ethical |
| 4 | The concept of ethical |
| 5 | Basic Ethical Principles |
| 6 | Types of Ethics |
| 7 | Types of Ethics |
| 8 | Ethical Factors |
| 9 | Ethical Factors |
| 10 | Ethical Standards |
| 11 | Ethical Standards |
| 12 | Ethical Problems |
| 13 | Ethics and Customer Complaints |
| 14 | Ethics and Customer Complaints |
| 15,16 |  Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  |  | X |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  |  | X  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  |  | X |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |   |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |  |   |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |   |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  |  | X |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  |  | X  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  |  | X |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Fall |

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| **Course Code** |  514801007 | **Course Name** | Cross Cultural Communication in Health Tourism |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 1 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** |  - |
| **Description** | - |
| **Objectives** | The aim of this course is to give the aimed students information about intercultural communication theories, sensitivity to cultural differences and a perspective of interculturalism which they will take into consideration in their daily life and how to solve intercultural communication situations. |
| **Additive of Course to Apply Professional Education** | - |
| **Outcomes** | * Mastered the basic concepts and theoretical framework of the intercultural communication work field, acquainted with basic resources and case case studies.
* Learn that interculturalism should not be considered only within the nation-state paradigm, but explains the transformation in different social formations throughout history.
* Explain intercultural experiences both in media content and in everyday life, and discuss conceptually the different cases in this context.
* Recognizes and analyzes the intercultural, multicultural, hybrid forms of new citizenship, media content and texts from different artistic genres with globalization.
* Has an approach and theoretical knowledge about the analysis of intercultural communication situations in popular culture.
* Know contemporary issues of communication with the other and develop solutions for them.
 |
| **Textbook** | Smith, Philip (2005). Kültürel Kuram. Çev. S. Güzelsarı, İ.Gündoğdu. İstanbul: Babil Yayıncılık.Kartarı, Asker (2001). Farklılıklarla Yaşamak. Ankara: Ürün Yayıncılık. |
| **References** | Baumann, Gerd (2006). Çokkültürlülük Bilmecesi. Ankara: Dost Kitabevi. |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | Definition of the course and its introduction to basic concepts: concepts of culture and communication and its relation, acculturation, enculturation, subculture etc. Definitions of concepts. |
| 2 | General map of cultural theory to postmodern approaches to classical social theory |
| 3 | History of Intercultural Communication Studies |
| 4 | Intercultural Communication Theories-I: Information Systems Theory |
| 5 | Intercultural Communication Theories II: Time and Place |
| 6 | Cultural Communication Theories of Cultural Communication III: Theory of Cultural Dimension |
| 7 | Identity and Conflict in the Context of Cultural Difference |
| 8 | Identity and Conflict in the Context of Cultural Difference |
| 9 | Intercultural Communication Adequacy |
| 10 | Ethics in Intercultural Communication |
| 11 | Intercultural communication in popular culture |
| 12 | Intercultural communication in popular culture |
| 13 | Intercultural communication in popular culture |
| 14 | Miscellaneous current problems and solutions of communication: between rational objectivity and critical subjects |
| 15,16 | Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |  | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  |  | X |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  |  | X |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  |  | X |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  |  | X |
| 8 | Debate the tourism plans and policies at local, national and international level. |  |  | X |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  |  | X |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  |  | X |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. |  |  | X |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Fall |

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| **Course Code** |  514801003 | **Course Name** | Management in Health Tourism Businesses |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 1 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** | - |
| **Description** | Health tourism managements, tourism Investment and incentives, Tourism products and features |
| **Objectives** | Terms and Concepts of Health Tourism Management ,Aims of Business, Classification of Business, Size and Capacity, Business and Environment Relationships, Basic Business Functions |
| **Additive of Course to Apply Professional Education** | - |
| **Outcomes** | * To be able to know main concepts abut tourism management
* To be able to make classification of tourism businesses
* To be able to comprehend the aims of tourism businesses
* To be able to know the managing differences of tourism businesses based on capacity
* To be able to have decision about tourism business
* To be able to have full knowledge of site of establishment, business relations with environment and business functions
 |
| **Textbook** | Akat, Ö. (2001). Turizm İşletmeciliği. İstanbbul, Motif Matbaası, 3. Baskı. |
| **References** | Üner, M. (2008) Genel İşletmecilik, Ankara, Detay Yayıncılık |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | General knowledge about health tourism and hotel management |
| 2 | Structure of enterprises producing goods and services to tourism enterprises  |
| 3 | Organizational makeup |
| 4 | Organization of tourism enterprises |
| 5 | The tourism business management and administration |
| 6 | Management functions and elements of tourism |
| 7 | Management functions and elements of tourism |
| 8 | Leadership in the tourism business |
| 9 | Personnel management and training of tourism enterprises |
| 10 | Performance management of tourism enterprises |
| 11 | Tourism product and its features and pricing, |
| 12 | Financing needs and the types of tourism enterprises |
| 13 | Tourism Business Communication |
| 14 | Outsourcing in Tourism |
| 15,16 |  Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |   |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |   |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  |  |  X |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |  |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |   |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Fall |

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| --- | --- | --- | --- |
| **Course Code** |  514801005 | **Course Name** | Health Tourism Economy |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 1 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** | - |
| **Description** | Concept of economy, health tourism demand and health tourism supply |
| **Objectives** | To improve students about making upper stage economic analyses is aimed. Aim of this course is to provide information to the students to explain the basic issues and problems of health tourism by analyzing the positive and negative effects of health tourism industry on national and international economy. |
| **Additive of Course to Apply Professional Education** | - |
| **Outcomes** | * They evaluate health tourism sector in terms of economy
* They learn market types in health tourism sector in terms of economy
* They know the economic contribution of tourism to country and establishment
* They determine economic problems in health tourism sector and they create rationalist solutions
 |
| **Textbook** | Yağcı, Ö. (2003), Turizm Ekonomisi, Detay Yayınları, AnkaraBahar, O. ve Kozak M. (2006), Turizm Ekonomisi, Detay Yayınları, Ankara |
| **References** | İçöz, O. ve Kozak M. (2002), Turizm Ekonomisi, Turhan Kitapevi, AnkaraGürbüz, A.K. (1998), Turizmin Ekonomik Analizi, Alem Basım,Yayım, Balıkesir |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | In general, the conceptual framework related to economic and health tourism |
| 2 | Health tourism demand, formation of demand , demand curve, elasticity of demand |
| 3 | Health tourism supply, formation of supply, supply curve, the supply elasticity |
| 4 | Health tourism market and the price formation in health tourism market.  |
| 5 | Consumer behavior in health tourism |
| 6 | Production and firm behaviories in health tourism  |
| 7 | Health tourism markets |
| 8 | Health tourism markets |
| 9 | The place and importance of the health tourism sector in the economy |
| 10 | Measuring the economic impact of health tourism |
| 11 | Monetar economic effects of health tourism  |
| 12 | Real economic effects of health tourism |
| 13 | An overview of economic planning and policies in health tourism |
| 14 | An overview of economic planning and policies in health tourism |
| 15,16 |  Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |   |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |   |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  |  |  X |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |  |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X |   |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Fall |

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| --- | --- | --- | --- |
| **Course Code** |  514801008 | **Course Name** | Health Tourism Marketing |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 1 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** | - |
| **Description** | Market, marketing, health touristic products |
| **Objectives** | The aim of this lecture is to give the students necessary informations about the marketing which provides feedback for customer’s needs and wants |
| **Additive of Course to Apply Professional Education** | - |
| **Outcomes** | * Making student to understand very well importance of marketing
* To make student learn basic concept of marketing
* To give basic information about service marketing in health tourism
* To teach basic concept about health tourism marketing
* To make students learn marketing strategies
* To make students have ability of applying marketing strategies in health tourism industry
* To make students understand importance of customer orientation
 |
| **Textbook** | Uygur, S. M. (2007). Turizm Pazarlaması. Ankara: Nobel Yayıncılık.Kozak, N. (2010). Turizm Pazarlaması. Ankara: Detay Yayıncılık. |
| **References** | Hacıoğlu, N. (2010). Turizm Pazarlaması. Ankara: Nobel Yayıncılık. |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | Definition of marketing, extent and development |
| 2 | Service marketing |
| 3 | Health tourism marketing, health tourism marketing environment |
| 4 | Strategic planning in the health tourism enterprises and marketing planning |
| 5 | Health tourism marketing information system and marketing research |
| 6 | Health tourist consumer purchasing behavior |
| 7 | Market segmentation, |
| 8 | Target market selection and positioning in tourism enterprises |
| 9 | Marketing mix in health tourism enterprises: product |
| 10 | Marketing mix in health tourism enterprises: price |
| 11 | Marketing mix in health tourism enterprises: place |
| 12 | Marketing mix in health tourism enterprises: promotion |
| 13 | The physical environment, participants, and process management in health tourism enterprises |
| 14 | Direct marketing, e-marketing |
| 15,16 |  Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X  |   |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |   | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |   |   |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X  |   |   |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |   |   |
| 8 | Debate the tourism plans and policies at local, national and international level. |  X |  |   |
| 9 | Produce research and projects in the field of tourism. | X  |   |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. | X |   |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X  |   |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Spring |

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| **Course Code** |  514802004 | **Course Name** | Quality Management in Health Institutions and Patient Safety |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 2 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** | - |
| **Description** | Concept and importance of quality, management and quality, ISO standarts |
| **Objectives** | The aim of this lesson is to give information about quality concept, quality applications and quality standarts. |
| **Additive of Course to Apply Professional Education** | On standardization and quality certification of business processes through the information obtained in the area of specialization to contribute to the provision and quality of works and services produced will be provided |
| **Outcomes** | * to make students understand philosophic of strategic management
* to make students learn standards of ISO
* to make students learn KAIZEN
* to make students learn about patient safety
 |
| **Textbook** | Gümüşoğlu, Ş. Pırnar, İ. Akan, P. Akbaba, A. 2007. Hizmet Kalitesi: Kavramlar, Yaklaşımlar, Uygulamalar. Detay Yayıncılık: Ankara. |
| **References** | - |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | Concept and importance of quality  |
| 2 | Management and quality |
| 3 | Management and quality  |
| 4 | Customer and quality  |
| 5 | ISO:9001  |
| 6 | ISO:14001 |
| 7 | ISO:22001 |
| 8 | Total quality approach in quality management |
| 9 | Pressure ulcers and infection prevention strategies |
| 10 | Drug mistakes and drug safety |
| 11 | Patient falls and injuries prevention strategies |
| 12 | Tools for improving quality and patient safety |
| 13 | Working conditions and employee health |
| 14 | Drug mistakes and drug safety |
| 15,16 |  Final Exam |

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| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |   |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  |  | X |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  |  | X |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  |  | X  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  |  |  X |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |   |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  |  | X |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  |  | X  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Spring |

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| **Course Code** |  514802009 | **Course Name** | Customer Relationship Management |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 2 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** | - |
| **Description** | Customer, loyal customer, Tools for CRM Applications, The future of Customer Relationship Management in health tourism |
| **Objectives** | Learning the concepts of Marketing Management and Strategic Marketing. CRM planning, implementation, understand the information processing systems in health tourism. |
| **Additive of Course to Apply Professional Education** | - |
| **Outcomes** | * Evaluating tourism management in the concepts, ideas and data, scientific methods,
* Informed about CRM applications in organizations,
* Understanding the concepts of Marketing Management and Strategic Marketing
* To grasp, CRM planning, implementation, information processing systems,
* Learning how to control accommodation and food and beverage management cost structure, control steps,
 |
| **Textbook** | Demirel Y, (2006) Müşteri İlişkileri Yönetimi ve Bilgi Paylaşımı: IQ Kültür-Sanat YayıncılıkOdabaşı, Y. (2000), Müşteri ilişkileri Yönetimi, Sistem Yayıncılık. |
| **References** | Goldenberg, Barton J., 2008.CRM in Real Time: Empowering Customer Relationships, Information Today, Inc. |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | Customer, loyal customer, customer value, satisfaction, and so on. Concepts in health tourism |
| 2 | Marketing Management and Strategic Marketing in health tourism  |
| 3 | Culture and CRM: Customer Orientation |
| 4 | Information Processing and CRM |
| 5 | Customer relations and customer services |
| 6 | Tools for CRM Applications in health tourism |
| 7 | Sales Automation |
| 8 | Sales Automation |
| 9 | E-Commerce Customer Relationship |
| 10 | Analysis of Customer Information |
| 11 | CRM Implementation Planning |
| 12 | Customer Satisfaction Measurement Activity and Focal Points |
| 13 | The future of Customer Relationship Management |
| 14 | Example Applications |
| 15,16 |  Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |   |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |   |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  |  |  X |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |   |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  |  | X |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |   |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Spring |

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| --- | --- | --- | --- |
| **Course Code** |  514802001 | **Course Name** | International Health Law and Patient Rights |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 2 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** | - |
| **Description** | The concepts of health and law, the effects and relations between them, the concept of health law, the place and importance of health law in public law and private law, the analysis and legal qualities of health issues regulated by special legislation, the responsibilities of health institutions and institutions, legal and penal responsibilities of health personnel The legal qualifications of the concepts of euthanasia, euthanasia, the general rules accepted by international treaties, and the principles of health care, such as health care and homework, legal and criminal responsibilities, powers and responsibilities, legal qualities, family planning, blood transfusion, organ transplantation, medical evacuation, Evaluation from a legal point of view. |
| **Objectives** | Learn the legal and criminal responsibilities of healthcare professionals in detail; Examines case studies, has an idea about implementation. It examines the situation of health rights in terms of social sectors (civil servants, workers, tradesmen, elderly etc.) and obtains detailed information about the incomplete and missing aspects of legal structure. |
| **Additive of Course to Apply Professional Education** | * Understand the basic structure of the Turkish legal system.
* Define the responsibilities of the state and health workers on the basis of the right to life, the right to health, the concept of patient rights.
* Describe the legal, criminal and administrative obligations and responsibilities of physicians and other health professionals
* Evaluating tourism management in the concepts, ideas and data, scientific methods,
* Informed about CRM applications in organizations,
* Understanding the concepts of Marketing Management and Strategic Marketing
* To grasp, CRM planning, implementation, information processing systems,
* Learning how to control accommodation and food and beverage management cost structure, control steps,
 |
| **Outcomes** | * Understanding the basic structure of the Turkish legal system.
* To be able to define the responsibilities of the state and health workers on the basis of the right to life, the right to health, the concepts of patient rights.
* To be able to define the legal, criminal and administrative obligations and responsibilities of physicians and other health professionals.
 |
| **Textbook** | Yılmaz B.” Hekimin Hukuki Sorumluluğu”. |
| **References** | Gözler K.” Hukuka Giriş”. Özkan H., Akyıldız S. “Hasta Hekim Hakları ve Davaları |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | Basic Principles in Law |
| 2 | Medicine, ethics and law |
| 3 | Requirements for the practice of medical profession and medical profession |
| 4 | Professional organizations |
| 5 | The legal nature of the treatment act arising from the private law between the physician and the patient, |
| 6 | Obligations of the physician and the patient arising from treatment |
| 7 | Obligations of the physician and the patient arising from treatment |
| 8 | Physician's legal responsibility |
| 9 | Legal relationships between the patient, the private hospital and the treating physician, and the legal responsibility of the physician treating the private hospital |
| 10 | The burden of proof in the case of liability for medical interventions and other procedural law issues |
| 11 | Special medical interventions |
| 12 | Criminal liability of physicians |
| 13 | Healthcare - Patient Rights |
| 14 | End of Life and Law (Term Term patients, termination of treatment) |
| 15,16 |  Final Exam |

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| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  | X |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |   |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |   |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  |  |  X |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |   |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  |  | X |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  |  | X  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Spring |

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| **Course Code** |  514802007 | **Course Name** | Strategic Human Resources Management in Health Tourism Establishments |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 2 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** | - |
| **Description** | Importance and development of human resources management and relationship with strategic management, internal and external environment of human resources management, job analysis, human resources planning, procurement, position, education and development of human resources, career plannig and management, performance evaluation, salary and salary systems, health and safety of personnel, trade unions and collective bargaining, interorganizational relationships. |
| **Objectives** | * Examination of development process of human resources management
* Introduction of basic functions of human resources management
* Evaluation of human resources management by staff and organizations
* Discussion of new developments in human resources management field
 |
| **Additive of Course to Apply Professional Education** | - |
| **Outcomes** | * Basic concepts of human reosurces management
* Implementations of human resources management in organizations
 |
| **Textbook** | İnsan Kaynakları Yönetimi, Dursun Bingöl, Beta Yayınları, 2010. |
| **References** | İnsan Kaynakları Yönetimi, İÜ İşletme Fakültesi İİEAYV Yayını, 2008.İnsan Kaynakları Yönetimi, Anadolu Üniversitesi Yayınları, 2007.İnsan Kaynakları Yönetimi, Hüseyin Özgen-Azmi Yalçın, Nobel Yayıncılık, 2010. |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | Introduction to human resources managament |
| 2 | Job analysis and design |
| 3 | Human resources planning in tourism |
| 4 | Procurement and selection of human resources  |
| 5 | Education |
| 6 | Development |
| 7 | Career management |
| 8 | Performance management |
| 9 | Job evaluation  |
| 10 | Wage management  |
| 11 | Job principles and discipline |
| 12 | Human resources management and business law |
| 13 | Health and safety of job |
| 14 | Bureaucratic operations and human resources information systems |
| 15,16 |  Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. |  | X |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  | X |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  | X |  |
| 9 | Produce research and projects in the field of tourism. |  |  | X |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  |  |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Spring |

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| **Course Code** |  514802008 | **Course Name** | Organizational Behavior in Health Establishments |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 2 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** | - |
| **Description** | Learning Theories, Learning Methods and Strategies, Job Satisfaction |
| **Objectives** | The objective of this course is to teach the development process of Behavioral Sciences, related fields, systems and modern approaches of Behavioral Science, perception, attribution, learning, personality, motivation and job satisfaction in organizations. |
| **Additive of Course to Apply Professional Education** | - |
| **Outcomes** | * To be able to know the historical changes of management process
* To be able to understand people and their properties
* To be able to determine expectancies of work life and interpersonal relations
* To be able to know basic concepts about Behavioral Sciences
* To be able to improve and develop strategies about organizational change and development
* To be able to discuss the main problems about stress, power and politics and ethics
* To be able to evaluate the developments of basic conflict resolutions
 |
| **Textbook** | Özen Kutanis, R. , 2006 Örgütlerde Davranış Bilimleri Ders Notları, Sakarya Kitabevi, Sakarya. |
| **References** | Eren, E. 2009.Örgütsel Davranış ve Yönetim Psikolojisi, Prof. Dr., Beta Yayınevi, İstanbul. |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | Behavioral Sciences and Management |
| 2 | Social Sciences and Behavioral Sciences |
| 3 | Systems of Behavioral Sciences |
| 4 | New Approaches of Behavioral Sciences |
| 5 | Perception Process |
| 6 | Perception Errors |
| 7 | Attribution Process and Errors |
| 8 | Attribution Process and Errors |
| 9 | Learning Theories |
| 10 | Learning Methods and Strategies |
| 11 | Personality Theories |
| 12 | Causes of Personality Differences |
| 13 | Motives and Job Satisfaction |
| 14 | Group Types and Group Decision Making Techniques |
| 15,16 |  Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  | X |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  |  | X |
| 8 | Debate the tourism plans and policies at local, national and international level. |  |  | X |
| 9 | Produce research and projects in the field of tourism. |  | X |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Spring |

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| **Course Code** |  514802006 | **Course Name** | Wellness and SPA Services |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 2 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** | - |
| **Description** | Medical tourism, thermal tourism, Spa and Wellness applications, third age tourism and disabled tourism. Tourism organizations operating medical tourism sector.  |
| **Objectives** | To be able to have knowledge about medical tourism and spa-wellness technics |
| **Additive of Course to Apply Professional Education** | - |
| **Outcomes** | To be able to have knowledge about medical tourism and spa-wellness technics |
| **Textbook** | Elizabeth,M, Johnson, Bridgette M. Redman 2008.Spa: A Comprehensive Introduction, . The American Hotel and Lodging Educatinal Institute.. |
| **References** | Karagülle, Z., Karagülle M., Doğan B. M. (2011). Türkiye Termal SPA Sağlık Rehberi. Nobel Tıp Kitabevleri. |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | Definition and importance of medical tourism and medical tourism genres in Turkey |
| 2 | Evolution of medical tourism and its reasons, factors constituting medical tourism preferment |
| 3 | Factors affecting medical tourism demand, marketing and logistic in medical tourism, medical tourism policies |
| 4 | Definition, importance and properties of thermal tourism |
| 5 |  Position and importance of thermal tourism in medical tourism |
| 6 | Thermal tourism with medical purpose: present condition and future tendencies |
| 7 | Thermal tourism in Turkey |
| 8 | Thermal tourism in the world |
| 9 | Definition, concept, properties and evolution of medical tourism |
| 10 | Medical tourism in Turkey |
| 11 | Spa and Wellness definitions, types and evolution |
| 12 | Spa and Wellness technics |
| 13 | Spa and Wellness in Turkey |
| 14 | Third age tourism and disabled tourism |
| 15,16 |  Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X  |   |  |
| 2 | Have the necessary professional equipment in the field of tourism management. |   | X |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |   |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. | X |  |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X  |   |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |   |  |
| 8 | Debate the tourism plans and policies at local, national and international level. |  X |  |  |
| 9 | Produce research and projects in the field of tourism. | X  |   |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. | X |   |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  | X  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Spring |

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| **Course Code** |  514801011 | **Course Name** | Project Development in the Health Tourism |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 2 |  3 |  0 | 0  | 3  | 9 | Compulsory ( ) Elective (x) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** | - |
| **Description** | Project Management course in tourism investments made by various methods in this course have completed the analysis, comparison of economic alternatives to the project investment, inflation rates and uncertainty in the use of investment analysis, investment analysis and project management under the project (economic and administrative) will be considered. |
| **Objectives** | The purpose of this course, any of the tourism sector to implement the project in any area of investment, finance and management knowledge and practice skills. |
| **Additive of Course to Apply Professional Education** | This course is the preparation of sectoral-based projects, including the implementation and administration of a course. In this respect the idea of entrepreneurship in the tourism sector will be analyzed starting from the content that covers all the processes. In this sense, characteristic of the tourism training course combines theory and practice. |
| **Outcomes** | * Recognizing the importance of project planning and management
* Learn the duties and responsibilities of the Project Manager
* Defining the scope of the project
* Defining project activities
* Time, cost and resource estimates to make
* To create the project schedule
* Project monitoring and control to make
* Prepare project plans
* Successfully managing projects and ending
 |
| **Textbook** | B. Albayrak (2009). Proje Yönetimi. Nobel Yayın Dağıtım. 1. Baskı, Ankara. |
| **References** | - |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 | Introduction to project management |
| 2 | Project integration management processes |
| 3 | Logical framework matrix preparation |
| 4 | Summary of Project Preparation |
| 5 | Preparing the action plan |
| 6 | Preparing a business plan |
| 7 | Analysis of competitiveness |
| 8 | Project Procurement Process Management |
| 9 | Project Cost Process Management |
| 10 | Introduction to Project Financial Evaluation |
| 11 | Methods of profitability |
| 12 | Net Present Value Method |
| 13 | Break-even Point Analysis |
| 14 | Cash budget management |
| 15,16 |  Final Exam |

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| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. | X |  |  |
| 2 | Have the necessary professional equipment in the field of tourism management. | X |  |  |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. | X |  |  |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  | X |  |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. | X |  |  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. | X |  |  |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |  |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. |  | X |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. | X |  |  |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor



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| **Semester** |  Spring |

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| **Course Code** |  514802010 | **Course Name** | Term Project |

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| **Semester**  | **Weekly Course Period** | **Course’s** |
| **Theory** | **Practice** | **Laboratory** | **Credit** | **ECTS** | **Type** | **Language** |
| 2 |  0 |  2 | 0  | 0 | 30 | Compulsory (X) Elective ( ) | Turkish |
| **Category** |
| **Fundamental Science** | **Fundamental Engineering** | **[if it contains considerable design, mark with (√) ]** | **Social Sciences** |
|  |  |   | **√** |
| **Assessment Criteria** |
|  | **Evaluation Type** | **Quantity** | **%** |
| 1st Mid-Term |  1 |  40 |
| 2nd Mid-Term |   |   |
| Quiz |  |   |
| Homework |   |  |
| Project |   |  |
| Report |  |  |
| Other… |  |  |
| **Final Exam** |  | 1 | 60 |
| **Prerequisites** | - |
| **Description** | To specify research problem, planning and preparing the research problem |
| **Objectives** | * To teach research problems on tourism
* The ways of specifying on tourism researches
* To show main stages of scientific researches
* To teach how to use scientific resources
* Seminar working about topic of thesis
 |
| **Additive of Course to Apply Professional Education** | To improve skills about how to solve the occasional problems |
| **Outcomes** | * Learning about detection problems on main working space and to solve them,
* Planning and preparing scientific researches
* Making formal structure of scientific researches
* Using scientific resources
* Completing scientific researches with putting the problem
 |
| **Textbook** | Bilimsel Araştırma ve e-kaynaklar (Zeynel Dinler)Bilimsel Araştırma ve Yazma El Kitabı (Halil Seyidoğlu)Sosyal Bilimlerde Araştırma (Ali Balcı) |
| **References** | - |
| **Requirements** | - |

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| **Syllabus** |
| **Week** |  **Topics** |
| 1 |  Explaining the students responsibilities and main purposes of the seminar |
| 2 |  The main purposes of scientific researches on tourism |
| 3 |  The main features and types of scientific researches |
| 4 |  Selecting research subject, planning and limitation |
| 5 |  Using libraries and books when researching |
| 6 |  Using e-resources |
| 7 |  Formal structures of scientific researches |
| 8 |  Preparing research outline |
| 9 |  Text transferring and citing in researches |
| 10 |  Ethics on scientific researches |
| 11 |  Presentations of article reviews |
| 12 |  Presentations of article reviews |
| 13 |  Presentations of seminars |
| 14 |  Presentations of seminars |
| 15,16 |  Final Exam |

*Aşağıdaki program çıktısı bölüm/programın yeterliliklerine göre belirlenmiş program kazanımlarıdır. Ulusal ve alan yeterliliklerine göre bu kazanımlar belirlenim çıktı ifadeleri hazırlanacaktır. Program çıktısı sayısı olarak daha az veya fazla ifade yer alabilir.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Program Outcomes** | **3** | **2** | **1** |
| 1 | Business and tourism management education in the process of licensing the basic information about how to use the clutch, not sufficient to support information skills. |  |  | X |
| 2 | Have the necessary professional equipment in the field of tourism management. |  |  | X |
| 3 | Recognize the strategic, tactical and operational dimensions of management in tourism enterprises. |  | X |   |
| 4 | Organizational structure involved in an effective manner. Data gathering, analyzing and interpreting abilities related to the winner. | X |  |  |
| 5 | Identifies and evaluates problems and develops solutions to these problems in the field. |  |  | X |
| 6 | Written, oral and electronic media may offer an effective way and the results they produce, and discuss solutions. |  |  | X  |
| 7 | Identify the sectoral conditions on level to be able to cope with the structure of the tourism sector, supply and demand conditions. |  |  |  X |
| 8 | Debate the tourism plans and policies at local, national and international level. | X |  |   |
| 9 | Produce research and projects in the field of tourism. | X |  |  |
| 10 | Explain the impacts of tourism industry on social, cultural and physical environment. | X |  |  |
| 11 | Have knowledge and skills to manage a business in the tourism sector. |  |  |  X |
| 12 | The need for continuous development of professional life, saves the ability to prepare and self-improvement. | X |  |  |
| **1:** None **2:** Partially contribution **3:** Completely contribution |

Instructor