



UNIVERSITY OF KYRENIA

DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT

Course Catalogue

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This course catalogue is developed to give information about the Tourism and Hotel Management Programme in Faculty of Economics and Administrative Sciences, University of Kyrenia.

The catalogue includes key information with regards to the duration of the programme, mode of study, course description, credit and grading system etc. of the programme.

We hope you can find the necessary information to your questions about the Department of Tourism and Hotel Management and the course programme.

Sincerely

Program Coordinator

1. TOURISM AND HOTEL MANAGEMENT (BA) Programme

2. General Information about the Department of Tourism and Hotel Management

The program prepares students to careers in the hospitality and tourism sector by giving them a very wide ranging education. The curriculum has been designed to ensure that students are provided solid foundations in all of the functional areas of tourism and hotel management, as well as, the basics of other administrative sciences. Furthermore, elective courses allow students to deepen their knowledge in a number of areas they choose. As a result, graduates of this program will be well equipped to tackle a wide range of issues they will encounter in their future as successful managers.

Vision of the Programme

The vision of the Tourism and Hotel Management department is to become globally recognized destination for tourism and hospitality studies, and to become a higher education institute not only for the benefits of North Cyprus but also for the Mediterranean region.

Mission of the Programme

The mission of Tourism and Hotel Management department is to become a higher education institution of choice for tourism and service industry studies. The department will equip students with professional knowledge and technical competence in preparation for their future leadership responsibilities in the industry. In order to fulfil the above mission, the Institute has the following three characteristics:

1. Unique Identity – The Institute operates independently, specializing in providing higher education and vocational training in tourism and hospitality management.
2. Integration – It blends the best of academic development and professional training.
3. Internationalization – It seeks mutually beneficial cooperation with similar institutions abroad, actively promoting academic and student exchange activities.

The Department of Tourism and Hotel Management is to produce graduates with broad knowledge and proficiency in the core functional and support areas of tourism and hospitality industry. The department also aims to link theory into practice and focus on variety of areas in tourism and hospitality management aligned with international standards.

Official Length of Programme:

4 years (excluding one year of English preparatory class if necessary), 2 semesters per year, 16 weeks per semester.

3. Mode of study: full time

Profile of the Programme and Method of Education

Tourism and Hotel Management Department offers a 4-year Bachelor program designed to train tourism students to have a solid background in fundamental business concepts and applications.

Students are awarded with the degree of Bachelor of Science in tourism and hotel management upon the successfully completion of 42 courses (yielding a total of 123 local credits equivalent to 240 ECTS) Detailed information on the curriculum and the study plan is given extensively in Appendix A.

4. Qualification Awarded

Bachelors of Science (B.Sc) (Bachelor's Degree/ first cycle in Bologna System)

5. Level of Qualification

Qualifications Framework- European Higher Education Area (QF-EHEA): 1

6. Access Requirement(s)

High School Diploma. Admission of Turkish nationals is by Placement through a nation-wide Student Selection Examination (ÖSS) administered by Assessment, Selection and Placement Centre (ÖSYM). Admissions of Turkish Cypriots is based on the University of Kyrenia Entrance and Placement exam. Admission of international students is based on their high school credentials. Proof of English Language proficiency is also required.

7. Qualification Requirements

123 University of Kyrenia Credits (University of Kyrenia Credit is contact hour based) which is total 240 ECTS credits must be completed after being successful in the courses to become a graduate of the Tourism and Hotel Management Department.

ECTS is a credit system designed to make it easier for students to move among different countries. Since they are based on the learning achievements and workload of a course, a student can transfer their ECTS credits from one university to another so they are added up to

contribute to an individual's degree programme or training. ECTS helps to make learning more student-centred. It is a central tool in the Bologna Process, which aims to make national systems more compatible.

ECTS also helps with the planning, delivery and evaluation of study programmes, and makes them more transparent

8. Arrangements for Transfer from another Tourism and Hotel Management Department

A student wishing a transfer from another university should prove her/his English proficiency if he/she wishes to attend to the programme. At the time of OSS examination the candidate's entrance score must not be less than the lowest score for admission to the Tourism and Hotel Management Department. The transcript and course content of the applicant is examined by the department and the student is then accepted into the appropriate year of the programme.

9. Examination Regulations, Assessment and Grading

The evaluation of the students' performance varies according to the methods of delivery followed in each course offered in different departments of the Faculty of Economics and Administrative Sciences in University of Kyrenia. In addition to a final exam, which is requisite according to the regulations of the University of Kyrenia, the results of minimum one mid-term exam along with other evaluation criteria are usually taken into consideration in order to determine the final grade of the student. These supplementary performance evaluation criteria might be quiz grades, laboratory works, home works, term projects and presentations depending on each individual course. Weights of all abovementioned partial grades within the overall grade gained by the student at the end of the semester are defined by the lecturer delivering the course.

The content of the exams as well as the method of assessing students' knowledge are determined by the course lecturer. The exams are normally designed according to the intended learning objectives. The results of the mid terms are posted both on the web page as well on the bulletin board so that the objections can be considered if any corrections are needed for re-evaluation. The exams are graded over 100 points. The means and variances are also

computed for the exams in order to see the distribution of percentages of the students which are under in classes. The exams may be completely closed (for the texts part) or/and may be open book depending on the course subject and the teachers consensus.

Exams can be “written”; either in the “multiple choice” or in the “essay writing” style for assessing conceptual knowledge. “Written” exams may also include problem solving or sometimes may include technical drawing practices for purposes as well. Some “computer-aided” courses may have applied examinations that are organized in PC Labs while each student carries out the tasks given in the content of the exam, using an individual computer. Some other courses may have “oral” examinations; either in “interview” or in a “presentation” style. The lecturer of the course is in charge of setting the criteria for grading the written or oral examinations given for that course.

Students failing to attend to any mid-term or final exam with a valid excuse are allowed to take a “Make-up Exam”. If the student fails the course at the end of the semester, he/she is given the chance to take an additional “Re-sit” exam; the grade of the re-sit exam replaces the grade of the final exam gained by the student while his/her average grade is re-calculated. No make-up exam is given in case of missing the re-sit exam.

The timetables of mid-term, final and re-sit examinations are announced by the Faculty of Economics and Administrative Sciences, following the dates defined in academic calendar that is set by the Rectorate of University of Kyrenia. Other critical dates for possible additional midterm examinations, quizzes as well as any term project submission deadline are defined by the lecturer of each course.

Lecturers submit the student grades to the Chairperson until “The last day for the submission of letter grades” that is specified in the academic calendar. All grades become official when reported to the Registrar’s Office by each Department.

Grades are entered into the information system belong to each student. The students are ranked according to their success and the scores. The high honor and the honor students are publicly announced and during the graduation ceremony, they are complemented and documented by the certificates.

10. Grading Scheme and Grades

PERCENTAGE	COURSE GRADE	GRADE POINTS
90-100	AA	4,00
85-89	BA	3,50
80-84	BB	3,00
75-79	CB	2,50
70-74	CC	2,00
60-69	DC	1,50
50-59	DD	1,00
0-49	FF	0,00

11. Occupational Profiles of Graduates

The graduates of this department have the opportunity to find a job in different areas of the tourism industry. They can be employed by the transportation companies, international hotel chains, tour operators, agencies and by the companies operating in airline and marine industry.

12. Key Learning Outcomes

The students who successfully complete the program should have;

1. A critical understanding of the tourism and hospitality business environment.
2. Knowledge of how contemporary models of competitive analysis are applied to the hospitality and tourism industries.
3. A systematic understanding of how planning and managing in tourism and hospitality inter-relate with strategic change.
4. A critical understanding of marketing management in the tourism and hospitality sector.
5. A critical understanding of key issues in policy and planning in the contemporary global tourism industry.

13. Objectives and Contents of the Courses:

ENG 101 English I

Objectives of the Course:

The aim of this course is to expose students to some basic functions in some specific situations so that the students can easily communicate with the foreign people in their immediate environment and develop their ability to comprehend oral English.

Course content: This course aims to develop students' awareness of the language used in everyday life situations as well as the vocabulary items used in different topics. The course has been designed to show the students communicatively useful expressions in their immediate environment. Understanding how the language is used to maintain communication or convey meaning in specific situations is prior to how the structures are put together to form the language.

THM 111 Introduction to Tourism (3,0,0) 3

Objectives of the Course:

The main objective of the course is to provide the mathematical background needed for the solution of business and economics problems. Subjects are supported by some selected real life application problems.

Course content:

This course seeks to provide a systematic and conceptual basis for exploring and understanding the complexities of tourism

CMP 151 Introduction to Information Technologies

Objectives of the Course: The course aims to supply students with basic knowledge in information technology.

Course content: This course is designed to familiarize students with computers and their applications. It will also emphasize the use of computers and technology throughout their high school, college, and future careers. Students will learn fundamental concepts of computer hardware and software and become familiar with a variety of computer applications, including word-processing, spreadsheets, databases, and multimedia presentations. Students will also investigate Internet-based applications, working with email and learning how to browse the web. Coursework also includes activities that explore social and ethical issues related to computers.

MTH 173 Mathematics for Tourism (3,0,0) 3

Objectives of the Course:

The aim of this course is to 1. Provide students knowledge about the basic concepts and techniques about business administration and business life. 2. Provide students knowledge about how concepts are applied to work life 3. Make students equipped for other courses about business administration

Course content:

This course provides students with basic knowledge on how to use mathematical calculations in tourism and hospitality industries. The course focuses on real life examples to let students understand the equations in a better way.

EAS 101 Microeconomics

Objectives of the Course: This course aims to give the student the basic concepts and tools of the economic analysis. In general, the aim is to cultivate a disciplined way of thinking economically on real world economic problems. The focus of the course will be on the conceptual foundations of the economics discipline, without omitting the concrete cases that could be relevant for economic analysis.

Course content: Students will obtain the fundamental economic terminology, market equilibration process and the degree of competition under different market types. At the end of this course, students are expected to acquire some notion as to what economics is about. After examining the basic framework of economics in general and its concepts, the main focus will be microeconomics, which deals with the individual decision problems.

THM 101 English for Tourism I (3,0,0) 3

Objectives of the Course: The course aims to revise and consolidate the students' ability to use language effectively, and equip students with both general English usage and specific terminology and expressions oriented towards communicating efficiently in the wide field of the Tourism Industry.

Course content: The course will equip students with basic knowledge on how to use English language in the tourism and hospitality industries.

ENG 102 English II

Objectives of the Course:

The aim of this course is to develop the students' capacity to conduct writing task through the vocabulary, listening and speaking skills, to reinforce and consolidate the language and skills that the students have learned from earlier courses, to develop their level of knowledge, communicative capacity, and ability to analyze and reflect on the language, to develop students' language skills and to prepare them for their future professional life.

Course content: This course offers the students a wide range of grammatical structures and key language and vocabulary of English in the technical, industrial, and scientific sectors at intermediate level for every day communication at work. This course aims to bring the students to a level that will enable them to fulfill the requirements of the main courses of their departments. The ability to evaluate, analyze and synthesize information in written discourse will be highlighted. Documentation in writing will be introduced at the beginning of the course, in order to solidly establish the skill by the end. Students will learn the discourse patterns and structures to be used in different essay types that they need for real life, hands-on tasks like explaining process, organizing schedules, reporting or progress, or analyzing risk.

Prerequisite:ENG 101

CMP 152 Introduction to Computer applications

Objectives of the Course: As a continuation of the previous course, computer applications II provides full menu of application modules with core requirements for spreadsheet, presentation software. Students will have the opportunity to practice and get hands on experience using the different technologies. The impact would be mainly focused on accomplishing a number of tasks in a number of ways in different office programs to dominate on presentation software and spreadsheet applications.

Course content: This course provides hands on applications on the following:

- Navigate and create world pages;
- Navigate and create excel workbooks;
- Enter formulas and functions;
- Understand relative and absolute references;
- Use functions, including lookup functions;
- Be able to create and format charts;
- Filter and sort Excel worksheets;
- Understand custom and conditional formats;

- Understand pivot tables;
- Be able to create and edit presentations;
- Be able to define and enter table data;
- Be able to create slide shows including using transition effects, animation and creating hyperlinks.

Lecture will be taught mostly with PowerPoint presentation slides. The slides however will only provide basic knowledge and descriptions. There will be given supplemental materials in the class as well. Students are expected to attend the class, participating actively in class discussions, taking notes about the examples and independently reading from the reference books and other resources

Prerequisite: CMP 151

THM 146 Front Office Management

Objectives of the Course: Discuss lodging industry, markets, service levels, and ownership; describe hotel organization, mission, and operation; and list and explain front office responsibilities. Explain and discuss front office accounting procedures, checkout and settlement procedures, night audit functions and verification

Course content: This course will present the principles of hotel front office position ,functions and the procedures involved in reservation, registration, accounting, posting to and settlement of accounts, checking out guests, and principles and practices of night auditing and generation of rooms division reports.Covers the complete guest operation .

Prerequisite: THM 111

THM 123 Lodging Operations

Objectives of the Course: To acquire the knowledge to manage and evaluate functional systems in lodging operations.

Course content: Upon the completion of the course, students will acquire information on how to examine the housekeeping, hotel front office, accommodation, food production, and food and beverage operations and it also covers the topics such as; guest room and public area cleaning procedures, managing human resources and inventory control in the housekeeping department.

Prerequisite:THM 111

EAS 103 Introduction to Business

Objective of the course: The aim of this course is to 1. Provide students knowledge about the basic concepts and techniques about business administration and business life. 2. Provide students with knowledge about how concepts are applied to work life 3. Make students equipped for other courses about business administration

Course content: This course will provide necessary foundation to students for more advanced courses in business administration by covering the major areas of business administration such as economics, human resources management, marketing, finance, accounting and operations management.

THM 102 English for Tourism II

Objective of the course: This course aims to revise and consolidate students' ability to use language effectively, and equip students with both general English usage and specific terminology and expressions oriented towards communicating efficiently this course focuses on areas of tourism related to creation, promotion and selling of typical tourism products such as flights and package holidays.

Course content: The course will provide students with the advanced knowledge on how to use English in tourism and hospitality industries.

Prerequisite:THM 101

THM 242 Nutrition and Sanitation

Objectives of the Course: To provide the students with competences on applying hygiene standards during the meal preparation and table-servicing by learning basic concepts and applications in sanitation and hygiene.

Course content: Students will have the opportunity to acquire scientific knowledge on food and its chemical nature, physical properties and nutritional composition. Nutrition as the study of food and its utilization by the body. Nutrients, , basic physiology, enzymes and digestion, food and energy. Food poisoning, food preservation, food additives and labelling.

Prerequisite:THM 111

THM 244 Housekeeping Management

Objective of the course: To provide students with necessary competences on realizing quality and improvement at housekeeping department by informing students on hygiene, room setting, related materials and procedures at housekeeping department.

Course Content: This course shows students how to manage housekeeping operations in the hospitality industry and guest room and public area cleaning procedures, managing and control of the inventory. Functions and operations in the housekeeping department.

Prerequisite: THM 146

THM 261 Computerized Sales and Ticketing (Fidelio)

Objectives of the Course: This course aims to provide necessary information and competence to help students learn how to use Fidelio Front Office and Food Beverage applications.

Course content: This course Helps students to learn how to use Fidelio Front Office and Food Beverage applications.

Prerequisite: CMP 152

THM 206 World Tourism Destinations

Objectives of the Course: This course focusses on global destinations and the people who inhabit them. With advancements in transportation, destinations are more accessible to greater numbers of international tourists. A review of the popular and emerging destinations globally and the reason for their popularity; such as scenery, attractions and exotic cultures are discussed in this course

Course content: This course designed to help students to realize the top educational destinations around the world and the emerging markets.

Prerequisite: THM 102

THM 241 Food Production

Objective of the course: To train the personnel about kitchen management in kitchen department in food and beverage and hospitality industry.

Course content: The course will supply students with basic introduction of theory and practice of professional cooking. Topics will be presented in a continuous, logical sequence, the course being organized as a continuum. The course is based on student centered self/guided study, student's active participation and acceptance of responsibility for their own learning is essential for success.

Prerequisite: THM 111

THM 221 Travel and Tour Operation

Objective of the course: To provide the students with competences on learning and applying the legal and management information related to tourism intermediaries, systems and services of tourism intermediaries and their operations with hospitality management companies.

Course content: This course provides an insight for students on the organizational aspect of the travel industry. Specifically, it gives an introduction of the processes involved in selling individual and group package travel and holidays. A basic insight to the organizational and operational aspect of a travel agency, specifically it will introduce students to the multidimensional facts of travel agency managements such as negotiations and the provisions of services and travel products.

Prerequisite: THM 206

THM 246 Computerized Sales and Ticketing (Amadeus)

Objective of the course: This course aims to provide necessary information and competence to help students learn how to use AMADEUS ticket and reservation applications

Course content: The course equips students with the tour operating and travel retailing business; together with the organization of air fares, issuing of tickets, reservation systems, promotional fares and IATA regulations.

Prerequisite: THM 261

EAS 203 Accounting

Objectives of the Course: The course will cover the management aspects of accounting and financial statement analysis as they relate to hospitality operations.

Course content: This course begins with an introduction to the generally accepted accounting principles and explains the system of double entry accounting.

THM 217 Food and Beverage Operations

Objectives of the Course: This course introduces students to the basic theory and practice of the Food Service Industry. Students practice mixing and serving drinks in the mixology lab and serving food and beverages in a dining room. Students study the underlying principles and procedures of food Accounting For Merchandising Activities, Financial Assets, Accounts Receivable and Notes Receivable, Inventories and cost of goods sold.

Course content: The course is designed to provide information to the students on planning all the food staffing in food and beverage departments of the hotels. Kitchen organization, the design of menu, international house promotion in food and beverage, room service, making cocktails, orders taking and service will also be covered.

Prerequisite: THM 241

THM 212 Cost Analysis and Control

Objective of the course: To provide the students with the principles and procedures involved in an effective food and beverage control system, including standards determination, the operating budget, cost-volume-profit analysis and cost control, menu pricing, theft prevention, and food and beverage cost report applications.

Course content: Students will be provided with the knowledge to explain how a system of food service control points and control procedures help managers assess operational results and carry out critical functions on a daily basis.

Prerequisite: EAS 203

THM 200 Summer Internship I

Objective of the course: This course aims to allow students to apply what they have learned in previous courses and see real life examples.

Course content: The students will have the opportunity to see the daily tasks that are done by managers and employees in the tourism and hospitality industries

Prerequisite: THM 241

EAS 304 Principles of Marketing

Objectives of the Course: This course aims to illustrate the role of marketing management within the framework of other internal functional areas and the relationship between marketing strategy and the strategic environment

Course content: This course serves as the foundation of marketing for students who have no previous background in marketing. The topics covered include market analysis, product development, channels of distribution, promotion and pricing. You will study the basic concepts of marketing, the interrelationships of these basic concepts, and how they can be used to facilitate the process of value exchange.

Prerequisite: EAS 103

ACC 301 Managerial Accounting

Objectives of the Course: This course will help the student to understand the fundamental concepts of managerial accounting

Course content: This course teaches students how to extract and modify costs in order to make informed managerial decisions. Planning is covered by topics including activity-based costing, budgeting, flexible budgeting, cost-volume-profit analysis, cost estimating, and the costs of outsourcing. Control is covered by topics including standard costing, variance analysis, responsibility accounting, and performance evaluation. Emphasis is placed on cost terminology (the wide variety of costs), cost behaviour, cost systems, and the limitations concerning the use of average costs.

Prerequisite: EAS 203

THM 306 Sustainable Tourism Development

Objectives of the Course: This course has been designed to provide a general understanding about ecology and environment, different aspects of the ecosystems, different features of the ecological issues, human interaction and impact for sustainable tourism development. In this course, how tourism sector affects the environment and environmental characteristics of various destinations will also be discussed.

Course content: The course will show the concept of sustainable development and its application with emphasis on the methods and processes to achieve sustainability goals

Prerequisite: EAS 206

THM 310 Consumer Behaviour

Objectives of the Course: The focus of this course is on understanding current theoretical and methodological approaches to various aspects of consumer behavior, as well as advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.

Course content: Students develop an appreciation for the influence consumer behavior has on marketing activities. Students apply psychological, social and cultural concepts to marketing decision making. Topics include the importance of consumer behaviour and research; internal influences such as motivation and involvement, personality, self-image, life-style, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovations; and consumer decision making.

Prerequisite: THM 217

THM 309 Economics for Tourism

Objectives of the Course: The course is designed to study the economic impact and contribution of tourism at local, national and international level, and to understand the functioning of aggregate markets and how different economic circumstances affect the tourism sector to enhance students' skills to analyse and take decisions in the tourism business environment.

Course content: Students will have the opportunity to realize the relationship between economics and tourism. How macroeconomic variables and issues affect tourism, real economy and tourism, money and financial systems, prices and inflation in tourism.

Prerequisite: EAS 10, THM 111

THM 311 Marketing for Tourism

Objective of the Course: This course will enable you to gather information about principles of marketing as a major business function with an overview of the marketing system, marketing concept, marketing research, market segmentation, market analysis, and marketing program

Course content: Students will have the opportunity to know how to market tourism products and services. The course will discuss the 4Ps from tourism perspective.

Prerequisite: EAS 304

THM 319 Current Issues in Tourism

Objectives of the Course: This course is designed to provide students with a diverse and current knowledge of the contemporary issues within the overall global tourism and hospitality sector.

Course content: This course covers many aspects of the events, tourism and hospitality industries. The focus is on current, up-to-date issues and modern management practices within the sector. Students are given the opportunity to critically evaluate contemporary issues within their chosen field. By the end of the module students will be able to express qualified opinions on many contemporary issues and consider future implications for the sector.

Prerequisite: THM 306

THM 322 Sociology of Tourism

Objectives of the Course: The course introduces students to key sociological concepts and theories which are relevant in tourism. Tourism emerges from social constructions and it is importance for student to gain knowledge in this discipline so as to be able to think critically about tourism.

Course content: This course will help students to develop an understanding and awareness of the guidelines, designed by UNWTO in the Global Code of Ethics for Tourism, for responsible and sustainable tourism. Through the course, students will also gain a greater understanding of the theories relating to host response to tourism and development and the meaning and function of leisure.

Prerequisite: THM 221

THM 346 Research Methods in Tourism

Objectives of the Course: This course aims to enable students to develop a knowledge and understanding of the research sequence as well as the ability to put this knowledge into practice by producing a mini thesis

Course content: This course will help students to develop an understanding of how to produce a project, how to make library and on-line database searches for articles and books and how to write a literature review. It also aims to make students aware of the appropriateness of the range of available approaches to research, to enable them to understand about methodology and methods and to develop their skills in collecting and analysing primary data.

Prerequisite: THM 309

THM 300 Summer Internship

Objectives of the Course: This course aims to allow students to apply what they have learned in previous courses and see real life examples. This course must be taken after finishing the requirements of the first internship

Course content: The students will have the opportunity to see the daily tasks that are done by managers and employees in the tourism and hospitality industries

Prerequisite: THM 200

THM 411 Tourism Policy and Planning

Objective of the Course: The course examines private sector strategic (including business) planning and tourism destination planning and policy. Key theories and concepts, applicable to both public and private sector tourism strategic planning are examined.

Course content: Students will have the opportunity to learn and understand the key actors in tourism policy and planning; policy instruments, implementation and evaluation; tourism planning processes; institution's role and NGOs that can involve in this process. Policy and planning in tourism at local, regional, and national levels will be discussed. As tourism has evolved, so does planning; it is imperative to match planning processes with that particular environment and social structure. The course will emphasize on policy and planning as well as the role of the public sector to direct the tourism sector based on a sustainable strategy. Various cases in policy and planning will be discussed and compared. The issue of sustainability has become an imperative to consider in every planning decision for tourism; therefore, how this can be achieved and who is involved in its implementation are questions that the course will address.

Prerequisite: THM 306

ESA 482 Entrepreneurship

Objectives of the Course: Enable students to explain the concept of entrepreneurship, develop a business plan, describe marketing and financial implementations in small businesses

Course content: This course provides business and non-business majors with the skills necessary to succeed as an entrepreneur. The fundamentals of starting and operating a business, developing a business plan, obtaining financing, marketing a product or service and developing an effective accounting system will be covered.

Prerequisite: EAS 103

EAS 403 Human Resource Management

Objectives of the Course: The aim of this course is to provide students with knowledge about the basic concepts and techniques about human resource management and equipping them with knowledge about how concepts of human resource management are applied in work life

Course content: Human Resource Management is a specialization within the field of Management that encompasses several functions including the recruitment, selection, and maintenance of a qualified, motivated, and productive workforce. The effective performance of these functions requires understanding and skill in employment law, planning, job analysis, recruitment, selection, orientation, training, employee development, performance appraisal,

compensation, benefits, safety, and labor relations. Even if you do not enter into a career in Human Resources, you should understand the topics covered in this course since the job of the general manager is to supervise people as well as financial and material resources. Since managers report that they spend about half their time dealing with "people-related" issues, it is important that you are introduced to the major topics associated with managing people in the context of the global marketplace.

Prerequisite: EAS 103

THM 340 Event and Conference Management

Objectives of the Course: This course provides a broad introduction to the process of planning and managing meetings and events. Organization and information management in event planning is discussed in terms of creating event checklists, timelines and master event production books

Course content: The students will study the dimensions of Event Management Theories and Models in event management, the business of sports and cultural events the business of conferences and corporate events.

Prerequisite: THM 311

THM 400 Graduation Project

Objectives of the Course: The aim of this course is to enable students to conduct a study on one of the topics related to tourism in North Cyprus or their home countries. Students will collect data and analyze the results

Course content: Students will have the opportunity to write a mini thesis,so, they can apply what they have learned in previous courses.

Prerequisite:THM 346

THM 400 Tourism Geography

Objectives of the Course: The course will help students to learn how to make 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, "sin" and "lifestyle" tourism, Rochester's tourism development, and an overview of major travel destinations across the globe.

Course content: This book gives an overview of several key research areas within social and economic geography and analyzes them from a tourism geographic perspective. In addition to research on rural and urban areas are perspectives on migration, mobility and local and regional economic development discussed. For each theme it is discussed how research can be applied and related to tourism geography. Questions asked are what tourism geography research can acquire from other geography research but also what the latter can learn from tourism geography. Thus tourism geography is positioned as an integral part of social and economic geography.

Prerequisite: THM 206

Elective Courses

THM 411: Health Tourism

Objectives of the Course: This course seeks to equip students with the basic knowledge on health tourism and top health tourism destinations in the world.

Course content: The students will study the notion of health tourism, the history of health tourism, why people seek healthcare services in other countries, and health tourism in Europe and the Middle East.

Prerequisite: THM 322

THM 413: Educational Tourism

Objectives of the Course: This course aims to clarify notion of educational tourism to students and why it has boomed in the recent years.

Course content: In this course, the focus will be on top educational tourism destinations in the world, how internet played a vital role in educational tourism and what are the factors lead to educational tourism in selected countries.

Prerequisite: THM 322

THM 415 Innovation in Tourism

Objectives of the Course: This course aims to develop and strengthen entrepreneurial quality and motivation in students and to impart basic entrepreneurial skills and understanding to run a business efficiently and effectively.

Course content: The course will cover two main issues, first how to start a small business in tourism and hospitality industry, second, how to apply the notions of innovation in tourism.

Prerequisite: THM 322

THM 416 Sports Tourism

Objectives of the Course: This course gives the students the opportunity to examine the characteristics of sports tourism, identifying how the motivations of sports tourists shape participation and behaviours. You will also explore supply characteristics, looking at local, national and global sporting events, the intermediaries and agents who influence the design of sporting products, and the development of sports tourism destinations.

Course content: The students will have the opportunity to learn sports tourism, categorising the sports tourist, the sports tourism experience, team versus individual sports and the impact on tourism, sports tourism destinations, evaluating supply in sports tourism, global sporting events, and contemporary issues in the sector.

Prerequisite: THM 322

THM 418: Wildlife and Ecotourism

Objectives of the Course: The course aims to familiarize students with principles of wildlife and why tourists visit some places to see the nature.

Course content: The course provides an overview of the nature tourism and ecotourism as a market, the supply and demand sides and the main characteristics of them. During the course we examine issues associated with ecotourism and how it can be managed in the context of a sensitive, untouched, wilderness areas. The main elements are, broadly, a focus on the natural environment, ecological and cultural sustainability, education and interpretation, and local and

regional benefits. The course places special emphasis on developing the students' skills of individual thinking, problem solving and working in groups.

Prerequisite: THM 322

EAS 404 Strategic Management

Objective of the Course: The course is designed specifically not only to introduce students with key strategy concepts but also aims to help students to integrate and apply their prior learning to various business situations.

Course content: The course emphasizes the value and process of strategic management. In addition to familiarizing students with new subject matter, students are expected to integrate and apply their prior learning to strategic decision making in organisations. The Strategic Management course is designed to explore an organisation's vision, mission, examine principles, techniques and models of organisational and environmental analysis, discuss the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.

Prerequisite: EAS 103

EAS 401: International Business

Objective of the Course: The course will discuss all important issues in international business management

Course content: This course provides an overview of the environment, concepts, and basic differences involved in international business. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations, personnel management, and international marketing. Upon completion, students should be able to describe the foundation on international business.

Prerequisite: EAS 103

6. Information on the National Higher Education Systems

The basic structure of the North Cyprus Education System consists of four main stages as pre-school education, primary education, secondary education and higher education.

Pre-school education consists of non-compulsory programs whereas primary education is a compulsory 8 year program for all children beginning from the age of 6. The secondary education system includes “General High Schools” and “Vocational and Technical High Schools”.

The Higher Education System in North Cyprus is regulated by the Higher Education Planning, Evaluation, Accreditation and Coordination Council (Yükseköğretim Planlama, Denetleme, Akreditasyon ve Koordinasyon Kurulu, YÖDAK). Established in 1988, the Council regulates the activities of higher education institutions with respect to research, governing, planning and organization. The higher education institutions are established within the framework of the Higher Education Law. All programs of higher education should be accredited by YÖDAK.

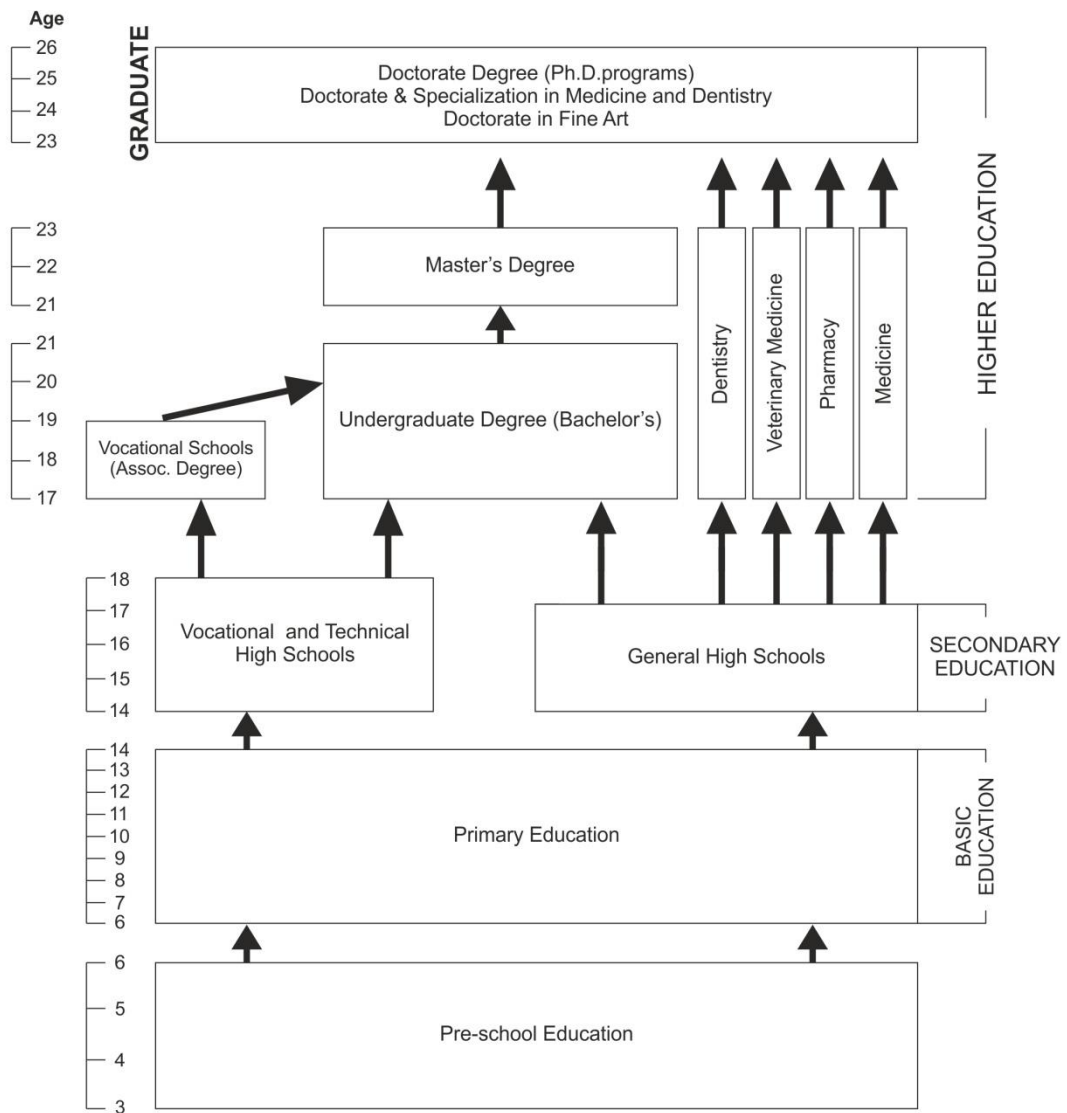
Higher education in North Cyprus comprises all post-secondary higher education programmes, consisting of short, first, second, and third cycle degrees in terms of terminology of the Bologna Process. The structure of North Cyprus higher education degrees is based on a two-tier system, except for dentistry, pharmacy, medicine and veterinary medicine programmes which have a one-tier system. The duration of these one-tier programmes is five years except for medicine which lasts six years. The qualifications in these one-tier programmes are equivalent to the first cycle (bachelor degree) plus secondary cycle (master degree) degree. Undergraduate level of study consists of short cycle (associate degree) and first cycle (bachelor degree) degrees which are awarded after the successful completion of full-time two-year and four-year study programmes, respectively.

Graduate level of study consists of second cycle (master degree) and third cycle (doctorate) degree programmes. Second cycle is divided into two sub-types named as master without thesis and master with thesis. Master programmes without thesis consists of courses and semester project. The master programmes with a thesis consist of courses, a seminar, and a thesis. Third cycle (doctorate) degree programmes consist of completion of courses, passing a qualifying examination and a doctoral thesis. Specializations in dentistry, accepted as equivalent to third cycle programmes are carried out within the faculties of dentistry. Specialization in medicine, accepted as equivalent to third cycle programmes are carried out within the faculties of medicine, and university hospitals and training hospitals operated by the Ministry of Health.

Universities consist of graduate schools (institutes) offering second cycle (master degree) and third cycle (doctorate) degree programmes, faculties offering first cycle (bachelor degree) programmes, four-year higher schools offering first cycle (bachelor degree) degree programmes with a vocational emphasis and two-year vocational schools offering short cycle (associate degree) degree programmes of strictly vocational nature.

Second cycle degree holders may apply to third cycle programmes if their performance at the first cycle degree level is exceptionally high and their national central Graduate Education Entrance Examination (ALES) score is also high and their application is approved. The doctoral degree is conferred subject to at least one publication in a cited and refereed journal.

GENERAL STRUCTURE OF THE NORTH CYPRUS EDUCATION SYSTEM



Department of Tourism and Hotel Management

1st Semester					
Fall Semester					
CODE	COURSE NAME	(T,A,L)Hrs./Wk.	Credit	ECTS	Preq
ENG 101	English I	(3,0,0) 3	3	4	
THM 111	Introduction to Tourism	(3,0,0) 3	3	6	
CMP 151	Introduction to Information Technologies	(3,0,0) 3	3	6	
MTH 173	Mathematics for Tourism	(3,0,0) 3	3	6	
EAS 101	Microeconomics	(3,0,0) 3	3	6	
THM 101	English for Tourism I	(3,0,0) 3	3	6	
AIT 151	Ataturk's Principles and History of Turkish Revolution I	(2,0,0) 0	0	2	
TUR 151	Turkish 1: Writing	(2,0,0) 0	0	2	
	Total		18	38	
2nd Semester					
Spring Semester					
CODE	COURSE NAME	(T,A,L)Hrs./Wk.	Credit	ECTS	Preq
ENG 102	English II	(3,0,0) 3	3	4	ENG 101
CMP 152	Computer Applications	(3,0,0) 3	3	6	CMP 151
THM 146	Front Office Management	(3,0,0) 3	3	6	THM 111
THM 123	Lodging Operations	(3,0,0) 3	3	6	THM 111
EAS 103	Introduction to Business	(3,0,0) 3	3	6	
THM 102	English for Tourism II	(3,0,0) 3	0	6	THM 101
AIT 152	Ataturk's Principles and History of Turkish Revolution II	(2,0,0) 0	0	2	AIT 151
TUR 152	Turkish II: Oral Expression	(2,0,0) 0	0	2	TUR 151
	Total		15	34	
3th Semester					
Fall Semester					

CODE	COURSE NAME	(T,A,L)Hrs./Wk.	Credit	ECTS	Preq
THM 242	Nutrition and Sanitation	(3,0,0) 3	3	6	
THM 244	Housekeeping Management	(3,0,0) 3	3	6	THM 146
THM 261	Computerized Sales and Ticketing (Fidelio)	(3,0,0) 3	3	6	CMP 152
THM 206	World Tourism Destinations	(3,0,0) 3	3	6	THM 102
THM 241	Food Production	(3,0,0) 3	3	6	THM 111
*YIT101	Turkish I for foreign students	(2,0,0) 0	0	2	
Total			15	32	
4th Semester					
Spring Semester					
CODE	COURSE NAME	(T,A,L)Hrs./Wk.	Credit	ECTS	Preq
THM 221	Travel and Tour Operation	(3,0,0) 3	3	6	THM 206
THM246	Computerized Sales and Ticketing (Amadeus)	(3,0,2) 3	3	6	THM 261
EAS203	Accounting I	(3,0,0) 3	3	6	
THM 217	Food and Beverage Operations	(3,0,0) 3	3	6	THM 241
THM 212	Cost Analysis and Control	(3,0,0) 3	3	6	THM 241
THM 200	Summer Internship I	(2-0-0)/2	0	2	THM 241
*YIT102	Turkish II for foreign students	(2,0,0) 0	0	2	*YIT101
Total			15	34	
5th Semester					
Fall Semester					
CODE	COURSE NAME	(T,A,L)Hrs./Wk.	Credit	ECTS	Preq
EAS 304	Principles of Marketing	(3,0,0) 3	3	6	EAS 103
ACC 301	Managerial Accounting	(3,0,0) 3	3	6	EAS 203
THM 306	Sustainable Tourism Development	(3,0,0) 3	3	6	THM 206
THM 310	Consumer Behaviour	(3,0,0) 3	3	6	THM 217
THM 309	Economics for Tourism	(3,0,0) 3	3	6	EAS 101, THM 111

	Total		15	30	
6nd Semester					
Spring Semester					
CODE	COURSE NAME	(T,A,L)Hrs./Wk.	Credit	ECTS	Preq
THM 311	Marketing for Tourism	(3,0,0) 3	3	6	EAS 304
THM 319	Current Issues in Tourism	(3,0,0) 3	3	6	THM 306
THM 322	Sociology of Tourism	(3,0,0) 3	3	4	THM 221
THM 346	Research Methods in Tourism	(3,0,0) 3	3	6	THM 309
THM 300	Summer Internship II	(2-0-0)/2	0	2	THM 200
	Total		15	28	
7st Semester					
Fall Semester					
CODE	COURSE NAME	(T,A,L)Hrs./Wk.	Credit	ECTS	Preq
THM411	Tourism Policy and Planning	(2,0,0) 3	3	6	THM 306
EAS 482	Entrepreneurship	(3,0,0) 3	3	4	EAS 103
EAS 403	Human Resource Management	(3,0,0) 3	3	6	EAS 103
THM 340	Event and Conference Management	(3,0,0) 3	3	4	THM 311
THM XXX	Technical Elective Course	(3,0,0) 3	3	4	
	Total		15	22	
8nd Semester					
Spring Semester					
CODE	COURSE NAME	(T,A,L)Hrs./Wk.	Credit	ECTS	Preq
THM400	Graduation Project	(3,0,0) 3	3	6	THM 346
THM440	Tourism Geography	(3,0,0) 3	3	4	THM 206
THM XXX	Technical Elective Course	(3,0,0) 3	3	4	
THM XXX	Technical Elective Course	(3,0,0) 3	3	4	
THM XXX	Technical Elective Course	(3,0,0) 3	3	4	
	Total		15	22	

