

# **BAIBU**

## **Faculty of Tourism**

### **DEPARTMENT OF TOURISM GUIDANCE**

*\*The numbers indicated in parentheses belong to the course, respectively: Theory Hour, Practice Hour and Information about the credit.*

#### **FIRST SEMESTER (1st Class 1st Term)**

##### **Basic English Skills I (3-6-6) ECTS (7)**

This course aims to enable students to reach the Basic User (A1) level in the assessment system specified in the Common European Framework of Reference for Languages (CEFR). Basically, English reading, writing, listening, speaking skills, as well as grammar, pronunciation and vocabulary are included in this course. The lesson covers A1 level grammar, understanding familiar daily expressions and simple sentences, speaking and writing using basic grammar structures, introducing yourself, introducing others, asking questions for personal information, reading simple English texts consisting of everyday topics, if the other person speaks slowly and clearly, communicating with them, writing simple language paragraphs about personal information, likes, family, environment.

##### **General Tourism (3-0-3) ECTS (5)**

The students who take this course will be given theoretical and practical information about the concept of tourism and tourist, the functions of tourism, tourism industry, travel formalities, tourism and air transport, tourism and road transport, tourism and maritime transport, tourism and rail transport, alternative tourism types.

##### **Tourism Geography (3-0-3) ECTS (4)**

Turkey and the geographical structure of the leading tourist destinations in the world and the effects of these structures to the tourism sector will be examined. recognition of geographical attractions such centers in the world and Turkey and Investigation of tourist demand profile for the topics will be covered.

##### **Tourism Guidance and Professional Ethics (3-0-3) ECTS (5)**

The emergence of a professional tourist guide, tour and group types, tourists behaviors, tour of the realization processes, common round samples with different countries in guidance

education and professional tourist organizational structure of the world and in Turkey guide covers the importance of TUREB. Along with the information specified in the field of tourist guiding, ethics, vocational training, ethical values of the tourist guiding profession, business ethics issues and agendas that should be known for working life will be explained in the content of the course.

### **Basic Information Technologies (1-2-2) ECTS (3)**

Understanding computer and information technologies, using them more effectively, learning the diversity of management and management tools, explaining the advantages and disadvantages of the developments in information technologies to managers will be covered. Information will be given about document design, preparation, editing and publishing, learning the programs and tools used in creating publications such as bulletins, flyers, brochures, catalogs, preparing presentations in computer environment using items such as text, images, sound, video, animation.

### **Career Planning (1-0-1) ECTS (2)**

It covers career related concepts and theories of career development, national and the world of international exchange programs career in Turkey and trends career characteristics of planning, self-recognition, resume preparation, basic communication skills, interpersonal relationships, body language and diction, oral and written communication, methods of coping with stress, interview techniques, entrepreneurship, time management, career fair, career opportunities sectoral (public-private-academia), business search methods, project management, work life competencies (team work, problem-solving, etc.).

### **Ataturk Principles and Revolution History-I (2-0-2) ECTS (2)**

Features and concepts of the Turkish revolution, comparison of concepts, the emergence of the Kemalist thought system and the effects of the reforms will make the new Republic of Turkey, the Turkish War of Independence, Information about Ataturk's reforms will be given.

### **Turkish Language I (2-0-2) ECTS (2)**

In accordance with the purpose of the course, students will be informed about enabling them to have free and scientific thinking and a wide world view, and to contribute to the development and enrichment of our national culture and language by preserving them in universal culture. In addition, the emergence of languages, their place among world languages in terms of origin and structure, the historical development of Turkish, separating Turkish words into roots and suffixes in terms of structure, and word derivation studies, expression disorders, writing petitions, preparing a resume are covered; Various novels, poetry books, essay books are read and analyzed to support the aim of the course.

### **SECOND SEMESTER (1st Class 2nd Period)**

### **English Skills II (3-6-6) ECTS (7)**

This course aims to enable students to reach the Basic User (A2) level in the evaluation system specified in the Common European Framework of Reference for Languages (CEFR). This course aims to improve reading, writing, listening, speaking skills, comprehending the text they read, evaluating the text with questions, class or group discussion, vocabulary, listening, note taking and writing on unit topics, understanding the patterns and frequently used words related to the subjects directly related to the speaker such as personal and family information, occupation, environment, comprehending the basic idea in a simple language, comprehending general information in short and simple texts, familiar subjects that require information (asking for addresses, ordering food). It covers the subjects of communicating in a simple way, conveying past life in simple language, talking about future plans, writing simple and short articles on general and personal issues.

### **Travel Agency and Tour Operator (3-0-3) ECTS (5)**

It consists of the definition of travel agency and tour operator, its historical development, relations and agreements with world tour operators.

### **General Health and First Aid (3-0-3) ECTS (5)**

It covers general first aid information, structure and functions of the human body, evaluation of the scene and the patient / casualty, basic life support, hemorrhages, injuries, fractures, dislocations and sprains, burns, freezing, poisoning, animal and human bites, foreign body escape, suffocation, casualty accident It covers issues related to dislodging and moving and providing the opportunity to intervene in other emergency situations.

### **Research and Presentation Skills (1-2-2) ECTS (3)**

It includes the basic processes and methods that should be followed in conducting a scientific research. Elements of scientific method, research, research methods (deductive-inductive), classification of research methods (quantitative), research design and research stages, library and online databases, draft text creation, spelling rules, use of Word and Powerpoint programs, in academic texts references, presentation preparations, points to be considered in the presentation process, time management issues in presentations.

### **Basic Law (2-0-2) ECTS (4)**

Basic concepts of law, sources of law, branches of law, legal system and Turkish legal system, judicial power and regulatory bodies will be given. A general understanding of the legal system will be developed by explaining the rights and responsibilities of individuals in legal processes.

### **Social Relations and Pluralism (2-0-2) ECTS (2)**

Social Relations and foreign policy concepts, definitions of state and power, analysis of intra-society, society-individual, society and state relations, transformation of world politics and the age of international relations, international politics in the twentieth century, world politics in the post-cold war period, the birth of discipline, identity and issues, realism, liberalism, foreign policy goals, actor and state, international political economy, globalization, democracy, human rights and environmental problems, war, new wars and threats will be covered.

### **Ataturk Principles and Revolution History-II (2-0-2) ECTS (2)**

features and concepts of the Turkish revolution, comparison of concepts, the emergence of the Kemalist thought system and the effects of the reforms will make the new Republic of Turkey, the Turkish War of Independence, will be given information about Ataturk's reforms.

### **Turkish Language-II (2-0-2) ECTS (2)**

In accordance with the purpose of the course, information will be given to enable students to have a free and scientific thinking and a wide world view, to contribute to the development and enrichment of our national culture and language by preserving them in universal culture. In addition, the emergence of languages, their place among world languages in terms of origin and structure, the historical development of Turkish, separating Turkish words into roots and suffixes in terms of structure, and word derivation studies, expression disorders, writing petitions, preparing a resume are covered; Various novels, poetry books, essay books are read and examined to support the purpose of the course.

## **THIRD SEMESTER (2nd Class 1st Term)**

### **English Skills III (3-6-6) ECTS (7)**

This course aims to enable students to reach the Independent User (B1) level in the evaluation system specified in the Common European Framework of Reference for Languages (CEFR). This course includes studies to improve reading, writing, listening, speaking skills, grammar and vocabulary. It covers remembering the general lines of topics related to current events, understanding vocabulary in texts written in a vocational or everyday language, speaking without preparation on matters related to the profession or daily life, telling a story, expressing impressions about a book or movie, writing various types of personal or professional articles.

### **Cultural Tourism and World Cultural Heritage (3-0-3) ECTS (5)**

In this course; the growth and development of cultural heritage and tourism in the travel and tourism sector; The effects and roles of cultural attraction and heritage in the tourism and travel sector will be examined. In addition, it is aimed to explain the responsibilities and roles of private institutions and organizations in cultural tourism and cultural heritage, and to interpret the methods used in cultural heritage and tourism.

### **Anatolian Civilization 1 (3-0-3) ECTS (5)**

The course examines Anatolian Civilizations especially through archaeological data. Meanwhile historical makes use of the evidence. The course is taught by explaining and comparing cultural assets, works of art, and architectural elements. One of the aims of this course is to show the importance and active role of art in the life of human beings and the civilizations they founded. Beginning from the prehistoric ages to the Paleolithic period, the stages of human beings in the history of civilization and the cultures of these civilizations will be introduced through art works to the Byzantine Civilization. From the works of civilizations that left their mark on these periods, the definition of the cultures they belong to will be tried to be made and understood. The role and importance of art in understanding and evaluating cultural history will also be revealed.

### **Turkey Flora and Fauna (3-0-3) ECTS (5)**

In this course, students ecosystems, flora, fauna, biodiversity definitions, Turkey's flora and fauna in the wealth and the reasons for diversity, flora and vegetation formation, origin Flora of Turkey, today's influence in the formation of Turkey's flora of climatic changes seen during geological periods, general characteristics of Turkey's flora and fauna taxa numbers, endemism, endemics of our country and general characteristics of cosmopolitan plants.

### **Communication Techniques in Tourism (3-0-3) ECTS (5)**

The aim of this course is to teach students the basic process of communication, its various definitions, different communication categories and types, development of communication technologies, basic communication models. The course will also examine the historical development, aims and basic methods of communication research and the relationship of communication with other social sciences, especially sociology and psychology, as a science.

## **COURSES I**

### **German I (1-2-2) ECTS (3)**

Knowledge of German will be processed, and information will be given to improve the speaking, comprehension and writing technique by mastering German grammar and grammar. In this way, students will improve their ability to greet people, understand and respond to instructions, make requests, make phone calls, and practice verbal expression and speaking activities.

### **Russian I (1-2-2) ECTS (3)**

It is aimed to improve the speaking, comprehension and writing technique by improving Russian knowledge and mastering Russian grammar and grammar. In this way, it will be ensured that the students' skills of greeting people, understanding and responding to

instructions, making requests, making phone calls and applying verbal expression and speaking activities will be provided.

### **French I (1-2-2) ECTS (3)**

Knowledge of French will be covered, and information will be given to improve their speaking, comprehension and writing technique by mastering their French grammar and grammar. In this way, students will improve their ability to greet people, understand and respond to instructions, make requests, make phone calls, and practice verbal expression and speaking activities.

### **Spanish I (1-2-2) ECTS (3)**

Spanish knowledge will be processed, and information will be given to improve the speaking, understanding and writing technique by mastering Spanish grammar and grammar. In this way, students will improve their ability to greet people, understand and respond to instructions, make requests, make phone calls, and apply verbal expression and speaking activities.

### **Arabic I (1-2-2) ECTS (3)**

The knowledge of Arabic will be taught, and information will be given to improve the speaking, comprehension and writing technique by mastering Arabic grammar and grammar. In this way, students will improve their ability to greet people, understand and respond to instructions, make requests, make phone calls, and apply verbal expression and speaking activities.

### **Chinese I (1-2-2) ECTS (3)**

Knowledge of Chinese will be processed and information will be given to improve the speaking, comprehension and writing technique by mastering Chinese grammar and grammar. In this way, students will improve their ability to greet people, understand and respond to instructions, make requests, make phone calls, and practice verbal expression and speaking activities.

## **FOURTH SEMESTER (2nd Class 2nd Term)**

### **English Skills IV (3-6-6) ECTS (7)**

This course aims to enable students to reach the Independent User (B1 +) level in the evaluation system determined in the Common European Framework of Reference for Languages (CEFR). This course includes studies to improve reading, writing, listening, speaking skills, grammar and vocabulary. Understanding the main points of clear standard input on subjects that are regularly encountered in their fields such as work, school, leisure, dealing with many situations likely to arise while traveling in a region where the language is spoken, creating a simple and connected text on topics that are familiar or of personal interest, and describing events, dreams, hopes, brief reasons and explanations about views and plans.

### **Consumer Behavior in Tourism (2-0-2) ECTS (5)**

The aim of this course is to explain tourist behavior at individual level, tourist behavior before and after travel experience, and consumer behavior in tourism. In this course, the importance of the consumer, factors affecting behavior, knowledge and participation, attention and understanding, attitudes and tendencies, decision-making behavior and process, classical and operant learning, cultural influences, reference groups and special characteristics of consumer behavior in tourism will be examined.

### **Anatolian Civilization 2 (3-0-3) ECTS (5)**

The course examines Anatolian Civilizations especially through archaeological data. Meanwhile, it makes use of historical evidence. The course is covered by explaining and comparing cultural assets, works of art, architectural elements. One of the aims of this course is to show the importance and active role of art in the life of human beings and the civilizations they founded. Beginning from the prehistoric ages to the Paleolithic period, the stages of human beings in the history of civilization and the cultures of these civilizations will be introduced through art works to the Byzantine Civilization. From the works of civilizations that left their mark on these periods, the definition of the cultures they belong to will be tried to be made and understood. The role and importance of art in understanding and evaluating cultural history will also be revealed.

### **Archaeology (3-0-3) ECTS (5)**

The aim of the course; to enable students to learn the architectural elements that can be seen in ancient cities and their place in social life with the help of archaeological concepts and theories.

### **Tour Planning and Management (Distance Education) (3-0-3) ECTS (5)**

Information will be given about the introduction to tour design, tour types and features, the characteristics of the tour demand, the agreements made with the suppliers of the elements that make up the tour, the tour operation, tour costs, tour pricing, and the marketing of package tours.

## **MUST ELECTIVE FOREIGN LANGUAGE COURSE II**

### **Russian II (1-2-2) ECTS (3)**

This course is a continuation of the Russian I course and aims to improve the students' knowledge of Russian and improve their speaking, comprehension and writing technique by mastering Russian grammar and grammar. In this way, it will be ensured that the students' skills of greeting people, understanding and responding to instructions, making requests, making phone calls and applying verbal expression and speaking activities will be provided. With the help of increasing grammar and vocabulary knowledge, foreign language proficiency will be improved in theoretical and practical aspects by ensuring the advancement of Russian proficiency of students.

### **German II (1-2-2) ECTS (3)**

This course is a continuation of the German I course, and information will be given on the purpose of improving the speaking, comprehension and writing technique by mastering German grammar and grammar. In this way, students will improve their ability to greet people, understand and respond to instructions, make requests, make phone calls, and practice verbal expression and speaking activities. With the help of increasing grammar and vocabulary knowledge, foreign language proficiency will be improved in terms of theory and practice by ensuring the improvement of students' German proficiency.

### **Arabic II (1-2-2) ECTS (3)**

This course is a continuation of the Arabic I course. The knowledge of Arabic will be taught, and information will be given to improve the speaking, comprehension and writing technique by mastering Arabic grammar and grammar. In this way, students will improve their ability to greet people, understand and respond to instructions, make requests, make phone calls, and practice verbal expression and speaking activities. With the help of increasing grammar and vocabulary knowledge, students' Arabic proficiency will be improved, and foreign language proficiency will be improved in theory and practice.

### **French II (1-2-2) ECTS (3)**

This course is a continuation of the French I course. Knowledge of French will be covered, and information will be given to improve their speaking, comprehension and writing technique by mastering their French grammar and grammar. In this way, students will improve their ability to greet people, understand and respond to instructions, make requests, make phone calls, and practice verbal expression and speaking activities. With the help of increasing grammar and vocabulary, the proficiency of the French language will be improved in terms of theoretical and practical aspects, and foreign language proficiency will be improved.

### **Spanish II (1-2-2) ECTS (3)**

This course is a continuation of the Spanish I course. Spanish knowledge will be processed, and information will be given to improve the speaking, understanding and writing technique by mastering Spanish grammar and grammar. In this way, students will improve their ability to greet people, understand and respond to instructions, make requests, make phone calls, and practice verbal expression and speaking activities. With the help of increasing grammar and vocabulary knowledge, students' Spanish proficiency will be improved and foreign language proficiency will be improved in theory and practice.

### **Chinese II (1-2-2) ECTS (3)**

This course is a continuation of the Chinese I course. Knowledge of Chinese will be processed and information will be given to improve the speaking, comprehension and writing technique by mastering Chinese grammar and grammar. In this way, students will improve their ability to



greet people, understand and respond to instructions, make requests, make phone calls, and practice verbal expression and speaking activities. With the help of increasing grammar and vocabulary knowledge, foreign language proficiency will be improved in theoretical and practical aspects by ensuring the progress of students' Chinese proficiency. and practical aspects of foreign language dominance will be developed.

### **FIFTH SEMESTER (3rd Class 1st Term)**

#### **Vocational English I (2-2-3) ECTS (4)**

The aim of this course is to help tourism guidance students learn the appropriate professional English required for successful communication with tourists. In addition, the student's ability to give appropriate verbal responses to concrete situations and events in the tourism sector; to make them understand what they read and hear, write and perform simple conversations.

#### **Mythology (3-0-3) ECTS (5)**

The mythological universe, which is the reflection of world culture, is known with the symbols of Greek mythology at the end of a process that has lived for thousands of years. Under the heading of the universe of mythology of Greek mythology, Anatolian mythology, which is a rich mixture of different cultures, and Scandinavian and Celtic mythologies are discussed.

### **MUST ELECTIVE FOREIGN LANGUAGE COURSE III**

#### **German III (2-4-4) ECTS (6)**

In the lessons, it is aimed that the students express themselves in the best way both orally and in writing using German, and think critically both by themselves and by working in a group.

#### **Russian III (2-4-4) ECTS (6)**

In the lessons, it is aimed that the students express themselves in the best way both verbally and in writing using Russian, and think critically both by themselves and by working in a group.

#### **French III (2-4-4) ECTS (6)**

In the lessons, it is aimed that students express themselves in the best way both verbally and in writing, using French, and think critically both by themselves and by working in a group.

#### **Spanish III (2-4-4) ECTS (6)**

In the lessons, it is aimed that students express themselves in the best way both orally and in writing using Spanish, and think critically both by themselves and by working in a group.

### **Arabic III (2-4-4) ECTS (5)**

In the lessons, it is aimed that the students express themselves in the best way both verbally and in writing, and to think critically by working both on their own and in groups.

### **Chinese III (2-4-4) ECTS (5)**

In the lessons, it is aimed that the students express themselves in the best way both verbally and in writing, and think critically by working both on their own and in groups.

## **SEMESTER ELECTIVE COURSES**

### **Greek Mythology (3-0-3) ECTS (5)**

The content of this course is to examine the mythological expressions of Ancient Greek Culture, to give necessary information about Greek Mythology and to compare these cultures with different cultures.

### **Museology and Museums in Turkey (3-0-3) ECTS (5)**

In the content of the course, the students are informed about museology, the basic issues, concepts and the importance of museology. It is aimed to increase the professional knowledge of national museums first and then to provide information about world museums through the development of museology in the world and in Turkey and teaching museums in Turkey.

### **Tourism Marketing (3-0-3) ECTS (5)**

To be able to comprehend the features of service marketing and the sustainability of marketing efforts in the tourism industry, customer relationship management and so on. It includes the contents of examining with contemporary concepts - questioning the marketing mix, internet, new technologies and tourism marketing relations.

### **Gastronomy Guidance (3-0-3) ECTS (5)**

Gastronomy tourism, the relationship between food and tourism, the concept of eating out, the concept of gastronomy, the historical development of gastronomy, other related concepts, the purpose, function and importance of gastronomy tourism, types of gastronomy tourism, supply and demand in gastronomy tourism, the place of gastronomy tourism in national and international dimensions and Turkish Cuisine, its historical development and world gastronomy.

### **Scientific Research Methods (3-0-3) ECTS (5)**

Quantitative the commercial and qualitative research methods topics, applications, sampling techniques, information sources, data collection techniques, demand studies, the encoding table

creation and data analysis methods, sampling methods, survey creation and analysis, SPSS applications will be covered.

### **Special Interest Tourism (3-0-3) ECTS (5)**

The aim of this course is to enable students to understand strategies, policies and initiatives related to special interest tourism and to comprehend different tourism products and development in this type of tourism.

### **Tourism Economy (3-0-3) ECTS (5)**

Within the scope of the course; economic concepts, tourism supply and demand, characteristics of tourism supply and demand, national economy and tourism, effects of tourism on monetary economy are covered.

### **International Tourism Destinations (3-0-3) ECTS (5)**

The scope of the course is to inform students about international tourism destinations, the role of international destinations in tourism activities, international tourism revenues and expenditures, regional tourism movements and international tourism associations, and to explain the reasons that push people to travel internationally and their importance in tourism.

## **SIXTH SEMESTER (3rd Class 2nd Period)**

### **Vocational English II (2-2-3) ECTS (4)**

This professional foreign language course is a continuation of the course. English of course when developing international business levels And understand the terms of English and business for their use will be provided. Students who take this course in business life related to the field of tourism verbal and written English to communicate information will be given. Also professional in matters of foreign texts and speeches an in-depth understanding and so can be translated into the infrastructure will be created that need to be answered.

### **History of Religions (3-0-3) ECTS (5)**

Course contents; the divine religions Islam, which is defined as, religious traditions such as Christianity and Judaism associated centers, and monuments and living traditions constitute cultures. Faith a very rich country in terms of Tourism, in this context, Ephesus, Sardis, Smyrna, Antioch, Urfa, Istanbul Oren a religious character, such as the distinctive and Cappadocia and this place is linked to the Virgin Mary, St. Paul, Prophet Ibrahim (as) and

religious characters such as Sophia, The Chora Museum, Anatolian Saints, Suryanilik etc. topics is closely related to the content of the course.

#### **COMPULSORY ELECTIVE FOREIGN LANGUAGE COURSES IV**

##### **German IV (2-4-4) ECTS (6)**

In the lessons, it is aimed that the students express themselves in the best way both orally and in writing using German, and think critically both by themselves and by working in a group.

##### **Russian IV (2-4-4) ECTS (6)**

In the lessons, it is aimed that the students express themselves in the best way both verbally and in writing using Russian, and think critically both by themselves and by working in a group.

##### **French IV (2-4-4) ECTS (6)**

In the lessons, it is aimed that students express themselves in the best way both verbally and in writing, using French, and think critically both by themselves and by working in a group.

##### **Spanish IV (2-4-4) ECTS (6)**

In the lessons, it is aimed that students express themselves in the best way both orally and in writing using Spanish, and think critically both by themselves and by working in a group.

##### **Arabic IV (2-4-4) ECTS (6)**

In the lessons, it is aimed that the students express themselves in the best way both verbally and in writing, and to think critically by working both on their own and in groups.

##### **Chinese IV (2-4-4) ECTS (6)**

In the lessons, it is aimed that the students express themselves in the best way both verbally and in writing, and think critically by working both on their own and in groups.

#### **SEMESTER ELECTIVE COURSES**

##### **Iconography (3-0-3) ECTS (5)**

Within the scope of Byzantine art; Basic principles and concepts of iconography method, Old and New Testament subjects, examples from Western art; The lives of major saints and their representations in art, the interpretation of frescoes and iconons, within this framework Hz. It is aimed to explain and understand the life, miracles, and 12 feasts of Jesus as a touristic product.

##### **Recreation and Animation (3-0-3) ECTS (5)**

The concept of recreation, recreation theory, existing recreation practices, recreation management in tourism businesses, the effects of recreation activities on tourism businesses, the importance of recreation in terms of tourism businesses, and the examination of the relationship between recreational activities and customers are covered. Information is given on the discussion of new recreation practices that can be applied in the tourism sector, the content of animation activities, the interaction between tourism and recreation industries, and the effects of recreation services on tourism activities.

### **Volunteering Studies (3-0-3) ECTS (5)**

Various institutions and institutions and carried out projects with cooperation between universities to increase create awareness in students activities are included.

### **Tourism Policy and Planning (3-0-3) ECTS (5)**

Plan and policy-related concepts, decisions tourism, council tourism strategy of Turkey and the importance of culture the organizational structure of the Ministry of Tourism, supply and demand in tourism the impact of tourism to regional development the correct analysis of resources, environmental impacts the importance of tourism, tourism and industrial problems and socio-economic structure effects on the subjects are processed.

### **Turkish Folklore and Anatolian Handicrafts (3-0-3) ECTS (5)**

Within the scope of the course, basic information is given about Turkish folklore, folk beliefs, methods used in folkloric studies, definition of Turkish traditions and customs and Turkish handicrafts, classification of Turkish handicrafts in terms of materials, geometric motifs and their analysis.

### **Tourism Sociology (3-0-3) ECTS (5)**

Tourism lead analysis of social interaction the interaction between local people and tourism in values change, conflict, and social acceptance on the economy, the anthropological approach to tourism, sociological approach to tourism, cultural and business impact the effects of culture, tourism and the social environment about the role in activities information will be given.

### **Protocol and Rules of Courtesy (3-0-3) ECTS (5)**

Information will be given on the concepts of protocol, the main rules of elegance to be followed in daily life and business life, the protocol rules to be followed in written and face-to-face communication, the importance of protocol rules, the protocol elements and principles that should be applied in meetings, invitations, banquets and public speech processes.

### **World Ancient Cities (3-0-3) ECTS (5)**

Within the scope of the course; The importance of ancient cities for tourism, ancient cities of the world, ancient cities of Europe, ancient cities of Asia, ancient cities of the Middle East and ancient cities in America are discussed. In addition, information will be given about different ancient settlements and structures such as Egypt-Gize Pyramids, Italy-Pompei, China-Longmen Caves, England-Stonehenge, Jordan-Petra Ancient City, Iran-Persepolis, Greece-Athens Acropolis, Mexico-Teotihuacan.

## **SEVENTH SEMESTER (4th Class 1st Period)**

### **Vocational English III (2-2-3) ECTS (4)**

This the aim of the course tourism guiding students successful communication with tourists necessary or appropriate to enable them to perform vocational to learn English is to help. In addition, students in the tourism industry, concrete verbal responses appropriate to the situation and in the face of events be able to read and hear, to understand what writing and perform simple conversations to provide.

### **Art History (3-0-3) ECTS (5)**

Art definition, art forms, and the history of art basic concepts from prehistoric times periodic development of art to the present day properties, especially the Anatolian geography according to the characteristics of the art period and covers the history of art. A chronological format, the transition to settled life the process, starting from the first human culture the birth of art history and also examine their products and students about progress first sight to give, and art history teaching of Turkish art terminology underlying Turkish and Islamic Art of Central Asia art students with basic information about purpose of the course is to equip students constitutes.

## **COMPULSORY ELECTIVE COURSES FOREIGN LANGUAGE V**

### **German V (2-4-4) ECTS (6)**

In the lessons, it is aimed that the students express themselves in the best way both orally and in writing using German, and think critically both by themselves and by working in a group.

### **Russian V (2-4-4) ECTS (6)**

In the lessons, it is aimed that the students express themselves in the best way both verbally and in writing using Russian, and think critically both by themselves and by working in a group.

### **French V (2-4-4) ECTS (6)**

In the lessons, it is aimed that students express themselves in the best way both verbally and in writing, using French, and think critically both by themselves and by working in a group.

### **Spanish V (2-4-4) ECTS (6)**

In the lessons, it is aimed that students express themselves in the best way both orally and in writing using Spanish, and think critically both by themselves and by working in a group

### **Arabic V (2-4-4) ECTS (6)**

In the lessons, it is aimed that the students express themselves in the best way both verbally and in writing, and to think critically by working both on their own and in groups.

### **Chinese V (2-4-4) ECTS (6)**

In the lessons, it is aimed that the students express themselves in the best way both verbally and in writing, and think critically by working both on their own and in groups.

## **SEMESTER ELECTIVE COURSE LIST**

### **Turkish Mythology (3-0-3) ECTS (5)**

In addition to the content and characteristics of Turkish mythology, some elements such as number, color and animal that have an important place in Turkish mythology are emphasized. Sources of Turkish mythology and the date of its study will be reviewed; creation time, space, society, god, guardian spirits and so on. basic concepts will be examined on the basis of original sources.

### **Seljuk and Ottoman Art (3-0-3) ECTS (5)**

In this course, the prominent art works such as architecture, ornamentation, painting, sculpture, music, social structures, urbanism and design understandings, belief and art in the Seljuk and Ottoman periods interaction will be explained. Information about the effect of Islamic religion and philosophy on art in the Seljuk and Ottoman periods, and the artistic approaches in the commercial and social lives of the Seljuks and Ottomans will be given.

### **Diction and Effective Speaking (3-0-3) ECTS (5)**

Within the scope of the course, the importance of people speaking in front of the public to convey their thoughts and feelings with correct words in order to express themselves better will be emphasized. Mainly, all linguistic tools, word choice, sentence structure, melody in speech, emphasis, tone of voice, and ways of developing speech tempo will be emphasized in order to master the art of oratory.

### **Event Management (3-0-3) ECTS (5)**

Information about the concept of event, event planning and management, classification of events, financial and operational planning and coordination of the event, reporting of the event, management and evaluation processes in event projects will be given.

### **New Trends in Tourism (3-0-3) ECTS (5)**

Information will be given on examining the important changes and developments in the tourism sector recently in the world and in Turkey, discussing the effects of the developments in the sector on the economy and working relations, examining the academic studies examining the current developments in the sector, and evaluating the new trends and current approaches.

### **Social Media Management in Tourism (3-0-3) ECTS (5)**

In this course, information about the concept of social media, the use of social media in tourism, the effect of social media on tourism marketing, social media tools and applications widely used in the tourism sector, the role of social media sharing in tourist preferences, tourism businesses using applications such as Facebook, Twitter, Youtube, LinkedIn, Pinterest and Information on the experiences and recommendations of tourist guides will be given.

### **General Turkish History and Culture (3-0-3) ECTS (5)**

Central Asian Turkish tribes, Turkish peoples and historical processes of their states, Hun Empires, Göktürks and Uyghurs, Seljuks, Anatolian Principalities, Ottoman Empire, Turkish Republics, cultural origins of Turks, Root Tengri belief, beliefs in Turkish societies, historical traces and inscriptions of Turks, social information on the understanding of structure and state, trade, language and cultural elements will be given.

### **Tourism Legislation (3-0-3) ECTS (5)**

Within the scope of the course, tourism legislation, regulations constituting tourism legislation, Law on the Organization and Duties of the Ministry of Culture and Tourism, Tourism Encouragement Law, Regulations on Tourism Encouragement Law, travel agency legislation, guiding profession and Professional Tourist Guidance Regulation, selection, training and education of professional tourist guides, rules on working conditions, legislation on national parks and yacht tourism are discussed.

## **EIGHTH SEMESTER (4th Class 2nd Period)**

### **On The Job Training (0-20-10) ECTS (20)**

This necessary for a tourist guide course the application's participation on the trip, the In this course, it is ensured that they participate in the necessary application trips in order to be a tourist guide, and practice professional practices at work appropriate to their fields.

### **Graduation Project (0-20-10) ECTS (20)**

It is aimed to complete the education-training process by supporting them with the necessary projects for graduation.



### **Reading and Comprehension in English (2-2-3) ECTS (5)**

Students will need to follow the professional English lessons they will take in the following years, after their undergraduate and in their professional life; English grammar, vocabulary, reading comprehension, verbal expression and writing skills that will form the basis of English.

### **Listening and Speaking in English (2-2-3) ECTS (5)**

It is aimed to examine and develop the techniques used in the teaching of English listening and speaking skills in detail, and to provide students with English listening and speaking skills..