

	TOTAL CREDITS	15	2	15	30		TOTAL CREDITS	15	2	15	30
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5. SEMESTER						6. SEMESTER					
COURSE CODE	COURSE	T	P	C	ECTS	COURSE CODE	COURSE	T	P	C	ECTS
TMH 301	HUMAN RESOURCE MANAGEMENT FOR TOURISM INDUSTRY	3	0	3	6	TMH 302	SUSTAINABLE TOURISM DEVELOPMENT	3	0	3	6
TMH 303	MARKETING FOR TOURISM AND RECREATION INDUSTRY -I	3	0	3	6	TMH 304	MARKETING FOR TOURISM AND RECREATION INDUSTRY -II	3	0	3	6
TMH 305	ACCOUNTING FOR TOURISM AND RECREATION INDUSTRY -I	3	0	3	6	TMH 306	ACCOUNTING FOR TOURISM AND RECREATION INDUSTRY -II	3	0	3	6
TMH 307	COST ANALYSIS AND CONTROL	3	0	3	6	TMH 308	ORGANIZATIONAL BEHAVIOUR	3	0	3	6
TMH 309	CUSTOMER RELATIONSHIP MANAGEMENT	3	0	3	6	TMH 310	HERITAGE AND CULTURAL TOURISM	3	0	3	6
TOTAL CREDITS		15		15	30	TOTAL CREDITS		15		15	30

7. SEMESTER						8. SEMESTER					
COURSE CODE	COURSE	T	P	C	ECTS	COURSE CODE	COURSE	T	P	C	ECTS
TMH 401	TOURISM POLICY AND PLANNING	3	0	3	6	TMH 402	RESEARCH METHODS IN TOURISM	3	0	3	6
TMH 403	SERVICE QUALITY MANAGEMENT FOR TOURISM INDUSTRY	3	0	3	6	TMH 404	ETHICS AND SOCIAL ISSUES IN TOURISM	3	0	3	6
TMH 405	ECONOMICS FOR TOURISM AND RECREATION INDUSTRY	3	0	3	6	TMH 406	FINANCIAL MANAGEMENT FOR TOURISM AND RECREATION INDUSTRY	3	0	3	6
TMH 407	TOURISM DESTINATION DEVELOPMENT	3	0	3	6	TMH 408	TOURISM RESEARCH TOPICS	3	0	3	6
TMH 409	EVENT TOURISM	3	0	3	6	TMH 410	CRISES MANAGEMENT IN TOURISM INDUSTRY	3	0	3	6
						STJ 001	Internship				
TOTAL CREDITS		15		15	30	TOTAL CREDITS		15		15	30

Code	Elective Courses	T	P	C	ECTS
TMH 414	Consumer Behavior	3	0	3	5

Uygulamalı derslerin üçte ikisi (2/3) pratik olarak gerçekleştirilecektir.