



**EUROPEAN UNIVERSITY OF LEFKE**

**DEPARTMENT OF TOURISM  
MANAGEMENT**

**PROGRAMME HANDBOOK**

**2026**

## **PROGRAM INFORMATION**

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

**Duration of Studies:** 4 years

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

**Language of Instruction:** English

### **Mission and Vision**

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

Upon graduation, tourism management graduates will be able to:

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

## **Program Objectives**

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

## **Program Learning Outcomes**

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

## Curriculum

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

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

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

### **Career Opportunities**

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

### **Contact Information**

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**EUROPEAN UNIVERSITY OF LEFKE- "School of Tourism and Hotel Management"**

**"Tourism Management"**

**SYLLABUS  
2025-2026 Spring Semester**

Course Code	Course Name	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule	
			T	A	L				
FREN152	FRENCH II		3	0	0	3	5	Tuesdays, 14:00-16:50	
Prerequisite		Prerequisite to							
Course Lecturer	Assoc. Prof. Dr. Mona Bouzari					Office Hours Schedule			
E-mail	<a href="mailto:mbouzari@eul.edu.tr">mbouzari@eul.edu.tr</a>					Office / Room No			
Phone	3800					AS113			
Teaching Assistant(s)						Phone			
E-mail						Office / Room No			
Catalogue Descriptions	This course builds on foundational French language skills by developing, reinforcing, and refining students' proficiency in the three modes of communication: interpretive, interpersonal, and presentational. Using an inductive learning approach, students explore the structure of the French language and apply their knowledge to express personal needs, exchange information, and discuss everyday topics. Emphasis is placed on strengthening observation and communication skills while fostering an introductory understanding and appreciation of the cultural diversity within the French-speaking world. Through interactive activities and practical language use, students enhance their confidence and competence in French in both spoken and written contexts.								
Course Objectives	The overall objectives of the French 2 course are to develop, reinforce, and refine proficiency in the three modes of communication. Through an essentially inductive approach, students will gain an understanding of how the language is structured and how they can use this knowledge to express their own needs and talk about the world around them. By developing and refining their skills of observation, students also acquire an elementary understanding and appreciation of the diversity of cultures in the French - speaking world.								
Learning Outcomes	By the completion of this course, students will be able to: 1. Demonstrate improved proficiency in the three modes of communication (interpretive, interpersonal, and presentational) in French through speaking, listening, reading, and writing tasks. 2. Apply knowledge of basic French grammatical structures and vocabulary to express personal needs and discuss everyday topics. 3. Communicate effectively in simple conversations and written exchanges using appropriate language and expressions. 4. Identify and describe key aspects of cultural diversity in the French-speaking world and show awareness of intercultural differences.								
Programme Outcome Relations	PO1: 2 PO2: 1 PO3: 1 PO4: 1 PO5: 1 PO6: 5	PO7: 3 PO8: 3 PO9: 5 PO10: 1 PO11: 1 PO12: 3	(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.						
Textbooks and/or References	1 Café crème 1, Method de Français 2								
WEEK	TOPICS					Reference No - Section			
Week 1: 3 February 2026	Course introduction; review of basic French sounds and pronunciation; greetings and introductions.					1: Lesson 3			
Week 2: 10 February 2026	Personal information and classroom communication; numbers and basic expressions					1: Lesson 3			
Week 3: 17 February 2026	Present tense of regular verbs; talking about daily routines					1: Lesson 3			
Week 4: 24 February 2026	Describing people and places; adjectives and agreement					1: Lesson 3			
Week 5: 3 March 2026	Family and relationships; possessive adjectives					1: Lesson 3			
Week 6: 10 March 2026	Everyday activities and schedules; telling time					1: Lesson 4			
Week 7: 17 March 2026	Food and ordering in restaurants; partitive articles					1: Lesson 4			
Week 8: 24 March 2026	Midterm review and assessment					1: Lesson 4			
Week 9: 31 March 2026	Leisure activities and hobbies; expressing preferences					1: Lesson 4			
Week 10: 7 April 2026	asking and giving directions					1: Lesson 4			
Week 11: 14 April 2026	Days of the week and seasons					1: Lesson 5			
Week 12: 21 April 2026	Travel and transportation; future plans					1: Lesson 5			
Week 13: 28 April 2026	Cultural topics in the French-speaking world; intercultural communication					1: Lesson 5			
Week 14: 5 May 2026	Integrated communication practice (speaking and writing projects)					1: Lesson 5			
Week 15: 12 May 2026	Final review					1: Lesson 3, 4, 5			
Evaluation Tools	Evaluation Tool	Quantity	Date		Weight in Total (%)	Weight in Semester Evaluation (%)			
	Final Exam	1	16-25 May, 2026		50	50%			
	Semester Evaluation								
	Midterm(s)	1	14-12 March-April		50	50%			
	Quiz(zes)								
	Project(s)								
	Homework(s)(presentation)								
Laboratory									
Other (Participation)									
*** Lifelong Learning Programme (LLP) ***					Language of Instruction:			English	
Evaluation Tool	Quantity	Student Workload Hours		Evaluation Tool	Quantity	Student Workload Hours			
Theoretical Hours	14	42.0		Applied Hours					
TLH Self Study	14	42.0		Final	1	2.0			
Midterm Exam	1	2.0		Final Exam Preparation	1	30.0			
Midterm Exam Preparation	1	25.0		Homework					
Atelier				Seminar					
Field Study				Presentation					
Other				Self Study					
					TOTAL :	143.0			
					Recommended ECTS Credit (Total Hours / 30) :	5			



**EUROPEAN UNIVERSITY OF LEFKE**

School of Tourism and Hotel Management

**TOURISM MANAGEMENT -SYLLABUS**

**2025-2026 Spring Semester**

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
GERM 102	GERMAN II	Compulsory	3	0	2	3	3	Thursday / 17:00 - 20,,:00
Prerequisite	GERM 101	Prerequisite to						
Course Lecturer	Ins. Yankı Bağcıer Zayımlar					Office Hours Schedule		
E-mail	<a href="mailto:yzayimlar@eul.edu.tr">yzayimlar@eul.edu.tr</a>							
Phone						Office / Room No		
Teaching Assistant						Phone		
E-mail						Office / Room No		

**Catalogue Descriptions**  
 German II is a foundational course that introduces students to the German language at the elementary level. The course aims to develop basic competencies in listening, speaking, reading, and writing through structured instruction in grammar, vocabulary, and pronunciation. Communicative language use is emphasized alongside an introduction to the cultural, social, and linguistic features of German-speaking countries. By the end of the course, students are expected to demonstrate proficiency at the A1 level of the Common European Framework of Reference for Languages (CEFR).

**Objectives**  
 This course introduces German grammar and vocabulary that helps students to express this language as spoken and written and it also helps to gain reading, writing, listening and speaking skills that has an important place in language learning.

**Learning Outcomes**  
 At the end of the semester, the students will develop  
 • the necessary speech and communication patterns in daily life  
 • the ability to express themselves in writing and speaking  
 • the application of reading, writing, listening and speaking skills in a more efficient way

<b>Programme Outcome Relations</b>	PO1: 1 PO2: 2 PO3: 1 PO4: 1 PO5: 1 PO6: 5	PO7: 2 PO8: 1 PO9: 4 PO10: 4 PO11: 1 PO12: 2	(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.
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<b>Textbooks and/or References</b>	1	Menschen A1.1/A1.2 Kursbuch
	2	Menschen A1.1/A1.2 Arbeitsbuch
	3	

WEEK	Date	TOPICS	Reference No - Section
Week 1	5.02.2026	Introduction to course	
Week 2	12.02.2026	Revision über Fall Semester	
Week 3	19.02.2026	Essen & Trinken	
Week 4	26.02.2026	Trennbare Verben	
Week 5	5.03.2026	Perfekt	
Week 6	12.03.2026	Dialog im Hotel	
Week 7	19.03.2026	Midterm(s)	
Week 8	26.03.2026	Temporale Präpositionen	
Week 9	2.04.2026	Wegbeschreibung	
Week 10	9.04.2026	etw. Beschreiben und Bewerten	
Week 11	16.04.2026	Possesivpronomen	
Week 12	23.04.2026	Hilfe anbieten, auf Entschuldigungen reagieren.	
Week 13	30.04.2026	Schmerzen beschreiben und Ratschläge geben	
Week 14	7.05.2026	über Krankheiten sprechen	
Week 15	14.05.2026	Revision	
Week 15-16	21.05.2026		

<b>Evaluation Tools</b>	Evaluation Tool	Quantity	Date	Weight in Total (%)	Weight in Semester Evaluation (%)	
	Final Exam	1		50		
	<b>Semester Evaluation</b>					
	Midterm(s)	1		35	#SAYI/0!	
	Quiz(zes)					
	Project(s)					
	Homework					
	Laboratory works					
	Attendance			15	#SAYI/0!	

\*\*\* Lifelong Learning Programme (LLP) \*\*\* Language of Instruction: English

Evaluation Tool	Quantity	Student Workload Hours	Evaluation Tool	Quantity	Student Workload Hours
Theoretical lecturing hours (TLH)	14	42	Homework		
TLH self study	14	42	Project		
Quiz (Q)			Presentation		
Q preparation self study			Seminar		
Laboratory (L)			Tutorial		
L preparation work					
Midterm exam (ME)			Final exam (FE)	1	1,5
ME preparation self study			FE preparation self study		
<b>TOTAL :</b>					85,5
<b>Recommended ECTS Credit (Total Hours / 30) :</b>					2,85



**EUROPEAN UNIVERSITY OF LEFKE**

School of Tourism and Hotel Management

**TOURISM MANAGEMENT -SYLLABUS**

**2025-2026 Spring Semester**

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule	
			T	A	L				
GERM 202	GERMAN IV	Compulsory	3	0	2	3	3	Tuesday / 15:00 - 18:00	
Prerequisite	GERM 201	Prerequisite to							
Course Lecturer	Ins. Yankı Bağcıer Zayımlar				Office Hours Schedule				
E-mail	<a href="mailto:yzayimlar@eul.edu.tr">yzayimlar@eul.edu.tr</a>				Office / Room No				
Phone					Phone				
Teaching Assistant					Office / Room No				
E-mail									
Catalogue Descriptions	German IV is an elementary-level course aimed at developing basic German language skills within professional tourism and hospitality contexts. The course focuses on the use of simple grammatical structures and essential vocabulary required for workplace communication in areas such as hotels, restaurants, travel agencies, and customer service. Emphasis is placed on basic speaking, listening, reading, and writing skills through practical, scenario-based activities relevant to the tourism sector. The course also introduces cultural conventions and professional communication norms in German-speaking countries. Upon successful completion of the course, students are expected to demonstrate language proficiency at the A1–A2 levels of the Common European Framework of Reference for Languages (CEFR).								
Objectives	This course introduces German grammar and vocabulary that helps students to express this language as spoken and written and it also helps to gain reading, writing, listening and speaking skills that has an important place in language learning.								
Learning Outcomes	At the end of the semester, the students will develop <ul style="list-style-type: none"> <li>the necessary speech and communication patterns in daily life</li> <li>the ability to express themselves in writing and speaking</li> <li>the application of reading, writing, listening and speaking skills in a more efficient way</li> </ul>								
Programme Outcome Relations	PO1: 1 PO2: 2 PO3: 1 PO4: 1 PO5: 1 PO6: 5	PO7: 2 PO8: 1 PO9: 4 PO10: 4 PO11: 1 PO12: 2	(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.						
Textbooks and/or References	1	Menschen im Beruf Tourismus A1-A2							
	2								
	3								
WEEK	Date	TOPICS					Reference No - Section		
Week 1	3.02.2026	Introduction to course							
Week 2	10.02.2026	eine kurze Wiederholung, Artikel, Akkusativ							
Week 3	17.02.2026	einen Tisch zuweisen							
Week 4	24.02.2026	Wechselpräpositionen							
Week 5	3.03.2026	Lebensmittel und Speisen							
Week 6	10.03.2026	Essen und Trinken, über Speisen und Getränke sprechen							
Week 7	17.03.2026	Midterm(s)							
Week 8	24.03.2026	auf Bitten und Beschwerden reagieren, die Rechnung bringen							
Week 9	31.03.2026	Orte in einer Stadt benennen, den Weg beschreiben							
Week 10	7.04.2026	eine Veranstaltung empfehlen							
Week 11	14.04.2026	Information zu öffentlichen Verkehrsmitteln geben, Verkehrsmittel vergleichen							
Week 12	21.04.2026	einen Ausflug empfehlen, den Weg zur Arbeit beschreiben, ein Auto vermieten							
Week 13	28.04.2026	als Reiseleiter/in Gäste begrüßen und sich vorstellen, ein Ausflugsprogramm vorstellen							
Week 14	5.05.2026	über Sehenswürdigkeiten sprechen							
Week 15	12.05.2026	über Wetter und Jahreszeiten sprechen							
Week 15-16	19.05.2026	19. May Holiday							
Evaluation Tools	Evaluation Tool	Quantity	Date	Weight in Total (%)	Weight in Semester Evaluation (%)				
	Final Exam	1		60					
	Semester Evaluation								
	Midterm(s)	1		40	#SAYI/0!				
	Quiz(zes)								
	Project(s)								
	Homework								
	Laboratory works								
Attendance									
*** Lifelong Learning Programme (LLP) ***			Language of Instruction:		English				
Evaluation Tool	Quantity	Student Workload Hours	Evaluation Tool	Quantity	Student Workload Hours				
Theoretical lecturing hours (TLH)	14	42	Homework						
TLH self study	14	42	Project						
Quiz (Q)			Presentation						
Q preparation self study			Seminar						
Laboratory (L)			Tutorial						
L preparation work									
Midterm exam (ME)			Final exam (FE)	1	1,5				
ME preparation self study			FE preparation self study						
				<b>TOTAL :</b>	<b>85,5</b>				
				<b>Recommended ECTS Credit (Total Hours / 30) :</b>	<b>2,85</b>				



# EUROPEAN UNIVERSITY OF LEFKE-"School of Tourism & Hotel Management"

## "Tourism Management"

### SYLLABUS

2025-2026, Spring Semester

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule	
			T	A	L				
<b>TOUR 152</b>	Introduction to Tourism Management	Compulsory	3	0	0	3	8	Wednesdays, 14:00-16:50	
<b>Prerequisite</b>	Prerequisite to								
<b>Course Lecturer</b>	Assist. Prof. Dr. Meltem Köksal					<b>Office Hours Schedule</b>		Monday-Fridays, 10:00-11:50	
<b>E-mail</b>	<a href="mailto:mkoksal@eul.edu.tr">mkoksal@eul.edu.tr</a>					<b>Office / Room No</b>		AS113	
<b>Phone</b>	2816					<b>Phone</b>			
<b>Teaching Assistant</b>						<b>Office / Room No</b>			
<b>E-mail</b>									
<b>Catalogue Descriptions</b>	An introductory course to the tourism industry. This course introduces the basics of tourism to students. Students develop an understanding of the terminology, concepts, and procedures used in the tourism and hospitality industries. The course focuses on the position of tourism as the World's largest industry and the acknowledgement that it plays a major role in shaping the world. The course considers global tourism trends, the socio-cultural importance of tourism, its economic influence, the motivations for travel, the important role of transportation, and the qualities of the attractions that draw the visitor.								
<b>Objectives</b>	Describe the characteristics of tourism. •Define, understand, and explore a variety of tourism terminology and concepts. •Identify evolving issues and trends in the tourism industry and discuss their implications for festivals and events. •Define the interrelationship of the five sectors of the tourism industry and evaluate their role in supporting events. •Assess the environment in which community events take place. •Identify travel motivators and tourism generators.								
<b>Learning Outcomes</b>	1. Understanding to basic definitions in tourism 2. Understand the economic structure of the hospitality and tourism industries 3. Understanding the impacts of tourism 4. Appreciate the size, scope and interaction of the tourism and hospitality industries 5. Evaluate the labour structures and needs of the tourism and hospitality industries								
<b>Programme Outcome Relations</b>	<b>PO1: 5</b> <b>PO2: 5</b> <b>PO3: 3</b> <b>PO4: 5</b> <b>PO5: 4</b> <b>PO6: 1</b>		<b>PO7: 2</b> <b>PO8: 3</b> <b>PO9: 3</b> <b>PO10: 4</b> <b>PO11: 5</b> <b>PO12: 5</b>		<b>(1) Strongly disagree;</b> <b>(2) Disagree;</b> <b>(3) Neither agree nor disagree;</b> <b>(4) Agree;</b> <b>(5) Strongly agree.</b>				
<b>Textbooks and/or References</b>	1	Introduction to Tourism, Manual on Module 1 Holloway, J.C and Taylor, N. (2006). The Business of Tourism, 7 th edition, Pearson Education Limited, Prentice Hall.							
<b>WEEK</b>	<b>Date</b>	<b>TOPICS</b>					<b>Reference No - Section</b>		
Week 1	04.02.2026	Introduction to Food and Beverage Management					Ch1		
Week 2	11.02.2026	Classifying Food and Drink Service Operations/Restaurants and Events					Ch 2-3-4		
Week 3	18.02.2026	Developing the Concept					Ch 5		
Week 4	25.02.2026	The Menu					Ch 6		
Week 5	04.03.2026	Purchasing and Storage					Ch 7		
Week 6	11.03.2026	Production and Service					Ch 8		
Week 7	18.03.2026	Controlling the Operation					Ch 9		
Week 8	25.03.2026	Staffing Issues					Ch 10		
Week 9	01.04.2026	Marketing					Ch 11		
Week 10	08.04.2026	Marketing					Ch11		
Week 11	15.04.2026	Food and Beverage Marketing					Ch 11		
Week 12	22.04.2026	Quality Control					Ch 12		
Week 13	29.04.2026	Managing Quality in Food and Drink Service Operations					Ch 12		
Week 14	06.05.2026	Trends and Developments					Ch 13		
Week 15	13.05.2026	Revision					Ch1,2,3,4,5,6, 7, 8, 9, 10, 11, 12, 13		
16-25 May 2026		<b>Finals</b>							
<b>Evaluation Tools</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Date</b>	<b>Weight in Total (%)</b>	<b>Weight in Semester Evaluation (%)</b>				
	<b>Final Exam</b>	1	16-25 May 2026	50	50.0				
	<b>Semester Evaluation</b>								
	<b>Midterm(s)</b>	1	14 March-12 April 2026	30	30.0				
	<b>Quiz(zes)</b>								
	<b>Project(s)</b>								
	<b>Homework</b>	1		20	20.0				
<b>Laboratory works</b>									
<b>Attendance</b>									
*** Lifelong Learning Programme (LLP) ***			<b>Language of Instruction:</b>			English			
<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>				
Theoretical lecturing hours (TLH)	15	45	Homework						
TLH self study	15	75	Project						
Quiz (Q)			Presentation	1	30				
Q preparation self study			Seminar						
Laboratory (L)			Tutorial						
L preparation work									
Midterm exam (ME)	1	2	Final exam (FE)	1	2				
ME preparation self study	1	35	FE preparation self study	1	40				
<b>TOTAL :</b>					229				
<b>Recommended ECTS Credit (Total Hours / 30) :</b>					7.63				



**EUROPEAN UNIVERSITY OF LEFKE**

**Computer Engineering - Faculty of Engineering**

**SYLLABUS**

**2025-2026 Spring Semester**

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
<b>TOUR202</b>	Rooms Division Managemnt	Compulsory	2	0	2	3	5	14:00-17:50, Fridays (AS009, Soli Inn)
<b>Prerequisite</b>		<b>Prerequisite to</b>						
<b>Course Lecturer</b>	Assoc.Prof.Dr. Mona Bouzari					<b>Office Hours Schedule</b>		
<b>E-mail</b>	<a href="mailto:mbouzari@eul.edu.tr">mbouzari@eul.edu.tr</a>					<b>Office / Room No</b>		AS113
<b>Phone</b>	3822					<b>Phone</b>		
<b>Teaching Assistant</b>						<b>Office / Room No</b>		
<b>E-mail</b>								
<b>Catalogue Descriptions</b>	This course examines the fundamental principles of rooms division management within the international hospitality industry. It introduces students to the structure and functions of the rooms division and highlights its critical role as a primary revenue center in lodging operations. The course emphasizes both practical practices and managerial strategies, enabling students to develop practical knowledge and skills related to front office and housekeeping management. Through this course, learners gain a comprehensive understanding of how effective rooms division management contributes to service quality, guest satisfaction, and overall organizational performance.							
<b>Objectives</b>	This course focuses on the key principles of rooms division management within the international hospitality industry. It provides learners with an insight into this dynamic hospitality sector and demonstrates to them the importance of this department as a major revenue generator with the lodging sector. It also gives the learner's the opportunity to develop their operational and management knowledge of this key functional department.							
<b>Learning Outcomes</b>	On successful completion of this course, the students will be able to: 1. Identify the key functions of the Rooms Division department 2. Associate the role of the Rooms Division Manager with the management function of a hospitality provider in an effective manner 3. Explain the rooms division manager/front office manager's role as leader and decision maker 4. Discuss the importance of the Rooms Division department in the service provision within the hospitality context 5. Examine the role of Revenue Management and its application within the Rooms Division department 6. Having practical knowledge regarding check in and check out process							
<b>Programme Outcome Relations</b>	PO1: 5 PO2: 3 PO3: 3 PO4: 5 PO5: 1 PO6: 1	PO7: 5 PO8: 4 PO9: 4 PO10: 4 PO11: 5 PO12: 4	(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.					
<b>Textbooks and/or References</b>	1 Slides Prepared by the course instructor 2 Recent Article given bythe course instructor 3							
<b>WEEK</b>	<b>Date</b>	<b>TOPICS</b>					<b>Reference No - Section</b>	
<b>Week 1</b>	06.Feb.2026	Introduction to room division management and the course outcomes					1: 1.1, 1.2, 1.3, 1.4, 1.5, 1.7, 1.8, 1.9	
<b>Week 2</b>	13.Feb.2026	Room division managers and their duties					1: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6	
<b>Week 3</b>	20.Feb.2026	Accommodation Product and hotel guest					1: 3.1, 3.2, 3.3, 3.4	
<b>Week 4</b>	27.Feb.2026	Front-office department					1: 3.5, 3.6, 3.7	
<b>Week 5</b>	06.Mar.2026	Room Selling Techniques					1: 3.8	
<b>Week 6</b>	13.Mar.2026	Basic Reservation activities and guest registration					1: 3.9, 4.1	
<b>Week 7</b>	20.Mar.2026	Holiday						
<b>Week 8</b>	27.Mar.2026	Guest Cycle and related front office functions					1: 4.2, 4.3, 4.4	
<b>Week 9</b>	03.Apr.2026	The Role of F/O in hotel safety and security					1: 4.5, 4.6, 4.7	
<b>Week 10</b>	10.Apr.2026	Relationship between front office department and other departments					1: 5.1	
<b>Week 11</b>	17.Apr.2026	Revenue from room sales and sales indicators					1: 6.1, 6.2, 6.3	
<b>Week 12</b>	24.Apr.2026	Room rate designation/ structure, Article					1: 6.4, 6.5, 2	
<b>Week 13</b>	01.May.2026	Holiday						
<b>Week 14</b>	08.May.2026	How hotels count and measure (Calculations about occupancy, average daily rate, double occupancy, employees per guest room)					1: 7.1.	
<b>Week 15</b>	15.May.2026	Review of the course content					1, 2	
<b>Evaluation Tools</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Date</b>		<b>Weight in Total (%)</b>	<b>Weight in Semester Evaluation (%)</b>		
	<b>Final Exam</b>	1	16-25 May, 2026		40	40.0		
	<b>Midterm(s)</b>	1	14-12 March, April, 2026		30	30.0		
	<b>Practical exam</b>	1	16-25 May, 2026		30	30.0		
	<b>Project(s)</b>							
	<b>Homework</b>							
	<b>Attendance</b>							
<b>*** Lifelong Learning Programme (LLP) ***</b>			<b>Language of Instruction:</b>			English		
<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>			
Theoretical lecturing hours (TLH)	15	45	Homework					
TLH self study	15	45	Project					
Quiz (Q)			Presentation					
Q preparation self study			Seminar					
Practical Exam	1	12	Tutorial					
L preparation work								
Midterm exam (ME)	1	2	Final exam (FE)	1	2			
ME preparation self study	1	15	FE preparation self study	1	15			
<b>TOTAL :</b>					136			
<b>Recommended ECTS Credit (Total Hours / 30) :</b>					4.53			



**EUROPEAN UNIVERSITY OF LEFKE**

**Tourism Hotel Management - Tourism Hotel Management**

**SYLLABUS**

**2025-2026 Spring Semester**

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule	
			T	A	L				
TOUR 204	Housekeeping Management	Compulsory	2	2	0	3	4	Tuesday 14:00-17:00	
Prerequisite	None	Prerequisite to							
Course Lecturer	Assoc. Prof. Dr. Kaan Çeviker							Monday 09:00-12:00 Tuesday 09:00-14:00 Wednesday 12:00-14:00 Thursday 09:00-14:00 Friday 09:00-16:50	
E-mail	<a href="mailto:kceviker@eul.edu.tr">kceviker@eul.edu.tr</a>								
Phone								Office / Room No AS-105	
Teaching Assistant								Phone	
E-mail								Office / Room No	
Catalogue Descriptions	This course comprehensively covers the structure, operations, and management of the rooms division, which is the primary revenue center of hotel establishments. It examines the organizational structures, duties, and responsibilities of the front office, housekeeping, and uniformed services departments, along with customer types and room categories. The course also addresses coordination and communication of the rooms division with other departments and guests, pricing methods and revenue management, outsourcing, energy and water management, information technologies, and ethics through theoretical discussions and case studies. Students gain the strategic and operational skills necessary to manage the hotel rooms division efficiently and ethically.								
Objectives	Upon successful completion of this course, students will be able to define the organizational structure of the rooms division, including the roles and responsibilities of front office, housekeeping, and uniformed services, and determine target markets based on customer types and room categories while ensuring effective coordination and communication with other departments and guests. Additionally, students will apply cost-based, profit-based, competition-based, and marketing-								
Learning Outcomes	1.Explain the role, importance, and organizational structure of the rooms division in hotel operations. 2.Distinguish the duties and responsibilities of front office, uniformed services, housekeeping, security, and engineering departments. 3.Classify customer types by purpose of travel and nationality, and identify room types by physical structure, bed type, service offered, and view. 4.Analyze the coordination and communication processes of the rooms division with top management, F&B, sales & marketing, accounting, HR, engineering, and security.								
Programme Outcome Relations	PO1: 5 PO2: 4 PO3: 4 PO4: 5 PO5: 1 PO6a: 1 PO6b: 1	PO7: 3 PO8: 3 PO9: 1 PO10a: 1 PO10b: 1 PO11: 3	(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.						
Textbooks and/or References	1	Kasavana, M. L., & Brooks, R. M. (2018). Managing Front Office Operations. AHLEI.							
	2	Jones, P. (2008). Hospitality Operations. Goodfellow Publishers.							
	3	Case studies from hotel operations.							
WEEK	Date	TOPICS					Reference No - Section		
Week 1	09-13/02/26	Course Introduction					1: 1.1, 1.2, 1.3, 1.4, 1.5, 1.7, 1.8, 1.9		
Week 2	16-20/02/26	Rooms Division: Importance for hotels, introduction to organizational structure					1: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6		
Week 3	23-27/02/26	Front Office Department: Duties, responsibilities, organization; Uniformed Services organization					1: 3.1, 3.2, 3.3, 3.4		
Week 4	02-06/03/26	Housekeeping Department: Importance, responsibilities, organization; Security and Engineering					1: 3.5, 3.6, 3.7		
Week 5	09-13/03/26	Customer Types (by purpose of travel, nationality) and Room Types (bed, physical structure, service, view)					1: 3.8		
Week 6	16-20/03/26	Target Market Determination + Coordination in Rooms Division (communication with other departments)					1: 3.9, 4.1		
Week 7	23-27/03/26	Communication in Rooms Division: Face-to-face, telephone, email, social media; Communication barriers					1: 4.2, 4.3, 4.4		
Week 8	30-3 & 3-4/26	<b>Midterms</b>							
Week 9	04-12/04/26	Pricing in Rooms Division: Price concept, cost-based, profit-based, competition-based, marketing-based methods					1: 4.5, 4.6, 4.7		
Week 10	13-17/04/26	Revenue Management and Pricing Objectives (financial, sales volume, customer-related goals)					1: 5.1		
Week 11	20-24/04/26	Outsourcing: Driving factors, benefits, drawbacks, decision process; Applications in hotels and rooms division					1: 6.1, 6.2, 6.3		
Week 12	27-4 & 1-5/26	Energy and water management in Rooms Division: Front office, housekeeping, laundry; Green Star and White Star sections. Front office (reservations, no-show, privacy, disputes), housekeeping (meter security, occupational safety, cleaning chemicals)					1: 6.4, 6.5		
Week 13	04-08/05/26						1: 6.8		
Week 14	11-15/05/26	Ethics in Uniformed Services + Ethics in HR Management + Overall Review					1: 6.6, 6.7		
Week 15	16-25/05/26	Finals							
Evaluation Tools	Evaluation Tool	Quantity	Date	Weight in Total (%)	Weight in Semester Evaluation (%)				
	Final Exam	1	16-25/05/26	60	60,0				
	Semester Evaluation				100				
	Midterm(s)	1	30-3 & 3-4/26	40	40,0				
	Quiz(zes)								
	Project(s)								
	Homework								
	Laboratory works								
Attendance									
*** Lifelong Learning Programme (LLP) ***			Language of Instruction:			English			
Evaluation Tool	Quantity	Student Workload Hours	Evaluation Tool	Quantity	Student Workload Hours				
Theoretical lecturing hours (TLH)	15	45	Homework						
TLH self study	15	45	Project						
Quiz (Q)			Presentation	1	15				
Q preparation self study			Seminar						
Laboratory (L)			Tutorial						
L preparation work									
Midterm exam (ME)	1	7	Final exam (FE)	1	8				
ME preparation self study			FE preparation self study						
					TOTAL :	4			
					Recommended ECTS Credit (Total Hours / 30) :	120,00			



**EUROPEAN UNIVERSITY OF LEFKE**

**Tourism Hotel Management - Tourism Hotel Management**

**SYLLABUS**

**2025-2026 Spring Semester**

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
TOUR 206	Destination Management	Compulsory	3	0	0	3	5	Thursday 14:00-17:00
Prerequisite	None	Prerequisite to						
Course Lecturer	Assoc. Prof. Dr. Kaan Çeviker				Office Hours Schedule	Monday 09:00-12:00 Tuesday 09:00-14:00 12:00-14:00 Wednesday Thursday 09:00-14:00		
E-mail	<a href="mailto:kceviker@eul.edu.tr">kceviker@eul.edu.tr</a>					Office / Room No	AS-105	
Phone					Phone			
Teaching Assistant					Office / Room No			
E-mail								
Catalogue Descriptions	This course covers the conceptual framework, planning, marketing, and management of tourism destinations. It addresses the definition, characteristics, classification, and components of destinations, followed by destination planning processes, development strategies, and stakeholder analysis. The course further examines destination marketing organizations (DMOs), destination marketing plans, product development, integrated marketing communications, competitiveness models, and destination branding through theoretical discussions and case studies. Students gain the ability to prepare a strategic plan and a marketing communication campaign for a destination.							
Objectives	Upon completing the course, students will be able to define destination components and planning processes, apply marketing strategies and integrated communication, and evaluate competitiveness, branding, and loyalty tactics through case studies.							
Learning Outcomes	1. Define the destination concept and its tourism supply components. 2. Distinguish destinations according to Page's, Judd & Fainstein's, and Mckercher's classifications. 3. Analyze stakeholders involved in a destination's planning process. 4. Apply strategic analysis, goal setting, and action plan steps for a destination development plan.							
Programme Outcome Relations	PO1: 5 PO2: 4 PO3: 4 PO4: 5 PO5: 1 PO6a: 1 PO6b: 1	PO7: 3 PO8: 3 PO9: 1 PO10a: 1 PO10b: 1 PO11: 3	(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.					
Textbooks and/or References	1 Buhalis, D. (2000). Marketing the competitive destination of the future. Tourism Management. 2 Pike, S. (2008). Destination Marketing. Routledge. 3 Kotler, P., Bowen, J., & Makens, J. (2017). Marketing for Hospitality and Tourism							
WEEK	Date	TOPICS					Reference No - Section	
Week 1	09-13/02/26	Course Introduction					1: 1.1, 1.2, 1.3, 1.4, 1.5, 1.7, 1.8, 1.9	
Week 2	16-20/02/26	Destination Concept, Characteristics and Management					1: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6	
Week 3	23-27/02/26	Classification of Destinations (Page, Judd & Fainstein, Mckercher) + Attractions, Accessibility, Amenities					1: 3.1, 3.2, 3.3, 3.4	
Week 4	02-06/03/26	Destination Planning and Development: Importance of planning, stakeholders, strategy proce					1: 3.5, 3.6, 3.7	
Week 5	09-13/03/26	Preparing a Destination Development Plan: Opportunities & constraints, setting goals & objectives, action plan					1: 3.8	
Week 6	16-20/03/26	Destination marketing Organizations (DMOs): Formation, CVBs, RTAs, ITDs, DMO models (public, PPP,					1: 3.9, 4.1	
Week 7	23-27/03/26	Destination marketing: marketing plan, situation analysis, market segmentation, target selection, positioning					1: 4.2, 4.3, 4.4	
Week 8	30-3 & 3-4/26	Midterms						
Week 9	04-12/04/26	Destination Marketing Mix (Product, Price, Place, Promotion) + Marketing plan implementation and control					1: 4.5, 4.6, 4.7	
Week 10	13-17/04/26	Product development in Destinations: Destination product characteristics (intangibility, heterogeneity, etc.), destination types and attractions					1: 5.1	
Week 11	20-24/04/26	Destination Life Cycle, economic/social/environmental impacts + Strategy formulation (Porter, Gilbert, Bonn)					1: 6.1, 6.2, 6.3	
Week 12	27-4 & 1-5/26	Marketing communication for Destinations: Communication process, integrated marketing communication (IMC) advertising, PR, sales promotion, direct marketing, social media					1: 6.4, 6.5	
Week 13	15-19/12/25	Competitiveness in Destinations: Concept, micro/macro levels, indicators, competitiveness models (conceptual destination integrated)					1: 6.6, 6.7	
Week 14	04-08/05/26	Destination branding: brand concept, brand awareness, loyalty, image, identity, personality, positioning, destination image formation					1: 6.8	
Week 15	11-15/05/26	Destination Loyalty, Branding Methods and Tactics + Country tourism campaigns + Overall Review					1: 3.5, 3.6, 3.7	
Week 15-16	16-25/05/26	Finals						
Evaluation Tools	Evaluation Tool	Quantity	Date	Weight in Total (%)	Weight in Semester Evaluation (%)			
	Final Exam	1	16-25/05/26	60	60,0			
	Semester Evaluation				100			
	Midterm(s)	1	30-3 & 3-4/26	40	40,0			
	Quiz(zes)							
	Project(s)							
	Homework							
	Laboratory works							
Attendance								
*** Lifelong Learning Programme (LLP) ***			Language of Instruction:			English		
Evaluation Tool	Quantity	Student Workload Hours	Evaluation Tool	Quantity	Student Workload Hours			
Theoretical lecturing hours (TLH)	15	45	Homework	1	15			
TLH self study	15	45	Project					
Quiz (Q)			Presentation	2	30			
Q preparation self study			Seminar					
Laboratory (L)			Tutorial					
L preparation work								
Midterm exam (ME)	1	7	Final exam (FE)	1	8			
ME preparation self study			FE preparation self study					
<b>TOTAL :</b>					5			
<b>Recommended ECTS Credit (Total Hours / 30) :</b>					150,00			



**EUROPEAN UNIVERSITY OF LEFKE**

**Gastronomy & Culinary Art-School of Tourism & Hotel Management**

**SYLLABUS**

**2026 Spring Semester**

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
<b>TOUR 208</b>	<b>CUSTOMER RELATION MANAGEMENT</b>	Compulsory	3	0	0	3	5	Wednesday 09.00-11.50 AS 211
<b>Prerequisite</b>		<b>Prerequisite to</b>						
<b>Course Lecturer</b>	Assist. Prof. Dr. Aytaç Yıldırım					<b>Office Hours Schedule</b>		
<b>E-mail</b>	<a href="mailto:ayildirim@eul.edu.tr">ayildirim@eul.edu.tr</a>					<b>Office / Room No</b>		
<b>Phone</b>						<b>Phone</b>		
<b>Teaching Assistant</b>						<b>Office / Room No</b>		
<b>E-mail</b>								
<b>Catalogue Descriptions</b>	CRM is an integrated information system that is used to plan, schedule, and monitor and control the pre-sales and post-sales activities in an enterprise or organization. This course is a vehicle to make the most of CRM techniques for enhancing customer service, sales force effectiveness and marketing strategy. Customer Relationship Management (CRM) Fundamentals introduces the attendees to the benefits of creating customer loyalty, developing a market intelligence and proactive enterprise, and incorporating customer relationship management into your organization. It includes CRM methodologies, strategies, software, and web-based capabilities that help an enterprise organize marketing, sales, services and manage customer relationships.							
<b>Objectives</b>	Customer relationship management (CRM) is the cornerstone of business success in today's competitive landscape. This comprehensive course is tailored for individuals seeking to elevate their skills in CRM operations and respond effectively within their professional domain. Participants will delve into CRM strategies, master advanced communication techniques, and learn proactive approaches to enhance customer relationships and drive business growth.							
<b>Learning Outcomes</b>	LO1- Understand the importance of customer focus LO2- Know the main types of CRM LO3- Understand the role of technology in CRM LO4- Knowing practical examples of CRM LO5- Learn how to plan the implementation of CRM							
<b>Programme Outcome Relations</b>	PO1: 5 PO2: 4 PO3: 4 PO4: 5 PO5: 1 PO6a: 1 PO6b: 1		PO7: 3 PO8: 3 PO9: 1 PO10a: 1 PO10b: 1 PO11: 3		(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.			
<b>Textbooks and/or References</b>	1 On Cooking a Text Book Of Culinary Fundamentals 2 Teacher's slides 3							
<b>WEEK</b>	<b>Date</b>						<b>Reference No - Section</b>	
Week 1	4.02.26	What Is Customer Service?					1: 1.1, 1.2, 1.3, 1.4, 1.5, 1.7, 1.8, 1.9	
Week 2	11.02.26	External and Internal Customers					1: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6	
Week 3	18.02.26	The Challenges of Customer Service					1: 3.1, 3.2, 3.3, 3.4	
Week 4	25.02.26	Techniques for Exceeding Customers' Expectations					1: 3.5, 3.6, 3.7	
Week 5	4.03.26	Problem Solving					1: 3.8	
Week 6	11.03.26	Strategy for Formulating a Plan for Success					1: 3.9, 4.1	
Week 7	18.03.26	Segmentation of Your Market					1: 4.2, 4.3, 4.4	
Week 8	25.03.26	Empowerment						
Week 9	1.04.26	Revision					1: 4.5, 4.6, 4.7	
Week 10	4-11.04.26	<b>MIDTERM EXAMS</b>					1: 5.1	
Week 11	15.04.26	Communications in Customer Service					1: 6.1, 6.2, 6.3	
Week 12	22.04.26	Coping with Challenging Customers					1: 6.4, 6.5	
Week 13	29.04.26	Coping with Challenging Customers					1: 6.6, 6.7	
Week 14	6.05.26	Motivation					1: 6.8	
Week 15	13.05.26	Leadership in Customer Service					E	
Week 15-16	16-25.05.26	<b>FINAL EXAMS</b>						
<b>Evaluation Tools</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Date</b>	<b>Weight in Total (%)</b>	<b>Weight in Semester Evaluation (%)</b>			
	Final Exam	1	16-25.05.26	60				
	<b>Semester Evaluation</b>				40			
	Midterm(s)	1	14.03-20.03.26	40	100,0			
	Quiz(zes)							
	Project(s)							
	Homework							
	Laboratory works							
Attendance								
<b>*** Lifelong Learning Programme (LLP) ***</b>			<b>Language of Instruction:</b>			English		
<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>			
Theoretical lecturing hours (TLH)	14	42	Homework					
TLH self study	14	42	Project					
Quiz (Q)			Presentation					
Q preparation self study			Seminar					
Laboratory (L)			Tutorial					
L preparation work								
Midterm exam (ME)	1	1,5	Final exam (FE)	1	1,5			
ME preparation self study	1	8	FE preparation self study	1	15			
<b>TOTAL :</b>					110			
<b>Recommended ECTS Credit (Total Hours / 30) :</b>					3,67			

EUROPEAN UNIVERSITY OF LEFKE- "School of Tourism and Hotel Management"								
"Tourism Management"								
SYLLABUS								
2024-2025 Spring Semester								
Course Code	Course Name	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
TOUR 306	Sustainable Tourism		3	0	0	3	5	Tuesdays, 9:00-11:50
Prerequisite		Prerequisite to						
Course Lecturer	Assoc.Prof.Dr. Mona Bouzari			Office Hours Schedule		Mondays, Fridays, 10:00-11:50		
E-mail	mbouzari@eul.edu.tr			Office / Room No		AS113		
Phone	3800			Office / Room No		AS113		
Teaching Assistant(s)	-			Phone				
E-mail	#VALUE!			Office / Room No		-		
Catalogue Descriptions	This course provides an in-depth introduction to sustainability and its vital importance in the tourism industry. It examines key sustainability principles and their application within tourism contexts, enabling students to analyze how economic, social, and environmental factors shape responsible tourism development. Emphasis is placed on the role of policymakers in planning and implementing sustainable tourism strategies, as well as on evaluating the impacts of tourism on destinations. Through critical discussion and practical examples, students develop the skills to propose and apply sustainable approaches that support long-term destination management and ethical tourism practices.							
Course Objectives	This course aims to develop students' comprehensive understanding of sustainability and its critical role in the tourism industry. It is designed to equip students with the knowledge and analytical skills needed to explain core sustainability concepts and integrate them into tourism-related contexts. The course further seeks to enhance students' ability to evaluate the role of policymakers in designing and implementing sustainable tourism plans for destinations. In addition, it encourages critical discussion of the economic, social, and environmental impacts of tourism and fosters students' capacity to propose sustainable approaches and patterns for responsible tourism development. Through these objectives, the course prepares students to apply sustainability principles in real-world tourism settings. The course contributes to the broader United Nations Sustainable Development Goals (SDGs 1-17), including, but not limited to: SDG 4 – Quality Education: Promoting knowledge and awareness of sustainability in tourism. SDG 8 – Decent Work and Economic Growth: Encouraging sustainable tourism practices that support local economies. SDG 12 – Responsible Consumption and Production: Fostering sustainable management of resources in tourism. SDG 13 – Climate Action & SDG 15 – Life on Land: Understanding environmental impacts and promoting eco-friendly tourism practices.							
Learning Outcomes	Upon the completion of this course, students would be able to: LO1. Explain the importance of sustainability concept, LO2. Integrate the sustainability with tourism related topics, LO3. Discuss the importance of policy makers to provide a sustainable tourism plan for a destination, LO4. Discuss various impacts of tourism and how to come up with a sustainable pattern							
Programme Outcome Relations	PO1: 5 PO2: 4 PO3: 4 PO4: 4 PO5: 2 PO6: 1		PO7: 5 PO8: 1 PO9: 5 PO10: 4 PO11: 4 PO12: 4		(1) Strongly disagree;(2) Disagree; (3) Average; (4) Agree; (5) Strongly agree.			
Textbooks and/or References	1 Aleksander, P. (2020). Policy of Sustainable Development of Urban Tourism. Polish Journal of Sport and Tourism, 27(2), 33-37. Slides prepared by the course instructor. 2 Recent Article given by the course lecturer							
WEEK 1-15	TOPICS				Reference No - Section			
03.02.2026	Introduction of sustainable tourism and overall objectives of the course				1: 1-5			
10.02.2026	Defining and analysing tourism and its impacts				1: 6-10			
17.02.2026	The development and growth of tourism up to the mid-twentieth century				1: 11-15			
24.02.2026	The era of popular tourism				1:16-20			
03.03.2026	The demand for tourism				1:21-25			
10.03.2026	The demand for tourism (cont'd)				1: 26-30			
17.03.2026	The impacts of tourism and article				1: 30-35			
24.03.2026	Article				2			
31.03.2026	Case studies				1: 36-40			
07.04.2026	Environmental impacts of Tourism				1: 41-45			
14.04.2026	Environmental impacts of Tourism (cont'd)				1: 46-50			
21.04.2026	Socio-cultural impacts of tourism				1: 51-55			
28.04.2026	Policy of Sustainable Development of Urban Tourism				1: 55-60			
05.05.2026	New trends in sustainable tourism				1: 60-65			
12.05.2026	Review of all the course contents				1 and 2			
Evaluation Tools	Evaluation Tool	Quantity	Date	Weight in Total (%)	Weight in Semester Evaluation (%)			
	Final Exam	1	16-25 May, 2026	40	40			
	Midterm(s)	1	14-12 March, April 2026	50	50.0			
	Quiz(zes)							
	Project(s)							
	Homework(s)							
	Laboratory							
Other (Participation)	1			10	10.0			
*** Lifelong Learning Programme (LLP) ***								
				Language of Instruction: English				
Evaluation Tool	Quantity	Student Workload Hours	Evaluation Tool	Quantity	Student Workload Hours			
Theoretical lecturing Hours (TLH)	14	42.0	Applied Hours					
TLH Self Study	14	42.0	Final Exam (FE)	1	2.0			
Quiz			FE preparation self study	1	27.0			
Midterm Exam (ME)	1	2.0	Homework					
ME Preparation self study	1	22.0	Seminar					
Field Study			Presentation					
Other			Self Study					
				TOTAL :		137.0		
				Recommended ECTS Credit (Total Hours / 25) :		5		

EUROPEAN UNIVERSITY OF LEFKE- "School of Tourism and Hotel Management"								
"Tourism Management"								
SYLLABUS								
2025-2026 Spring Semester								
Course Code	Course Name	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
TOUR408	E-Tourism Business		3	0	0	3	5	Thursdays, 09:00-11:50
Prerequisite	None	Prerequisite to						
Course Lecturer	Assoc.Prof.Dr. Mona Bouzari			Office Hours Schedule		Mondays, Fridays, 10:00-11:50		
E-mail	mbouzari@eul.edu.tr			Office / Room No		AS113		
Phone	3800			Phone				
Teaching Assistant(s)	-			Office / Room No		-		
E-mail	#VALUE!							
Catalogue Description	This course provides an introduction to the principles and applications of e-tourism in the hospitality and tourism industry. It examines how information and communication technologies, the Internet, and electronic commerce influence tourism operations, marketing, and customer relationship management. Students explore the implementation of information systems in hotels, restaurants, and tourism organizations, as well as the growing role of digital communication channels such as social media. The course emphasizes the integration of key e-business concepts and their							
Course Objectives	The objective of this course is to provide students with a comprehensive understanding of how information and communication technologies support and transform the tourism, hospitality, and restaurant industries. The course aims to develop students' ability to use information technology to manage customer relationships effectively, implement information systems in tourism and hospitality operations, and evaluate the strategic importance of the Internet and electronic commerce in the industry. It also seeks to enhance students' awareness of emerging electronic communication channels, such as social media, and their role in marketing and customer engagement. Furthermore, the course is designed to help students understand the interconnections among key e-business concepts and apply this integrated knowledge to real-world tourism contexts.							
Learning Outcomes	After completion of this course, students have knowledge regarding: LO1: How to use information technology in customer relationships LO2: How to implement information systems in the hotel, restaurant and tourism business LO3: the significance of the Internet and electronic commerce to the industry LO4: the relevance of new electronic communication channels e.g. social media in tourism sector LO5: understanding of the connections and contents between different e-business topics							
Programme Outcome Relations	PO1: 5 PO2: 4 PO3: 4 PO4: 4 PO5: 2 PO6: 1		PO7: 5 PO8: 1 PO9: 5 PO10: 4 PO11: 4 PO12: 4		(1) Strongly disagree;(2) Disagree; (3) Average; (4) Agree; (5) Strongly agree.			
Textbooks and/or References	1	Xiang, Z., Fuchs, M., Gretzel, U., & Höpken, W. (Eds.). (2022). Handbook of e-Tourism. Springer. Course Slides prepared by the course instructor						
	2	Recent published articles proposed by the course instructor						
WEEK	TOPICS				Reference No - Section			
Week 1 05.02.2026	Introduction of E-Tourism business and overall objectives of the course				1: 1.1-1. 10			
Week 2 12.02.2026	ICT Infrastructure in Tourism				1: 2-1-2.16			
Week 3 19.02.2026	Online Tourism Distribution Channels				1: 3-1-3.15			
Week 4 26.02.2026	E-Tourism Business Models				1: 4-1-4.15			
Week 5 05.03.2026	Digital Marketing in Tourism				1: 5-1-5.15			
Week 6 12.03.2026	Social Media and User-Generated Content				1: 6-1-6.15			
Week 7 19.03.2026	Consumer Behavior in Online Tourism				1: 7-1-7.15			
Week 8 26.03.2026	Consumer Behavior in Online Tourism (Cont'd)				1: 8-1-8.15			
Week 9 02.04.2026	Mobile Technologies and Smart Tourism				1: 9-1-9.15			
Week 10 09.04.2026	Data Analytics and Big Data in Tourism				1: 10-1-10.15			
Week 11 16.04.2026	E-Tourism and Destination Management				1: 11-1-11.15			
Week 12 23.04.2026	Security, Privacy, and Ethical Issues				1: 12-1-12.15			
Week 13 30.04.2026	Innovation and Emerging Trends				1: 13.1- 13.13			
Week 14 07.05.2026	Case Studies and Industry Applications				1: 14-1-14.15			
Week 15 14.05.2026	Course Review				1: 1.10-14.15			
Evaluation Tools	Evaluation Tool	Quantity	Date		Weight in Total (%)	Weight in Semester Evaluation (%)		
	Final Exam	1	16-25 May, 2026		50	50		
	Midterm(s)	1	14-12 March, April 2026		40	40.0		
	Project	1			10	10.0		
	Presentation							
	Homework(s)							
	Laboratory							
Other (Participation)								
*** Lifelong Learning Programme (LLP) ***				Language of Instruction:		English		
Evaluation Tool	Quantity	Student Workload Hours		Evaluation Tool	Quantity	Student Workload Hours		
Theoretical Hours	15	45.0		Applied Hours				
TLH Self Study	15	45.0						
Midterm	1	2.0		Final				
Midterm Exam (ME)	1	25.0		Project	1	10.0		
				Final Exam (FE)	1	2.0		
Atelier				FE preparation self study	1	25.0		
Field Study				Presentation				
Other				Self Study				
<b>TOTAL :</b>						149.0		
<b>Recommended ECTS Credit (Total Hours / 30) :</b>						5		



**EUROPEAN UNIVERSITY OF LEFKE**

**School of Tourism and Hotel Management**

**SYLLABUS**

**2025-2026 Fall Semester**

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
FREN151	French 1	Compulsory	3	0	0	3	5	Fridays, 14:00-16:50
<b>Prerequisite</b>		<b>Prerequisite to</b>						
<b>Course Lecturer</b>	Assoc.Prof.Dr. Mona Bouzari					<b>Office Hours Schedule</b>	Monday 13:00-15:00 Tuesday 12:00-14:00	
<b>E-mail</b>	<a href="mailto:mbouzari@eul.edu.tr">mbouzari@eul.edu.tr</a>							
<b>Phone</b>	3822					<b>Office / Room No</b>	AS-311	
<b>Teaching Assistant</b>						<b>Phone</b>		
<b>E-mail</b>						<b>Office / Room No</b>		
<b>Catalogue Descriptions</b>	This course aims to develop, reinforce, and refine proficiency in the three modes of communication. Through an essentially inductive approach, students will gain an understanding of how the language is structured and how they can use this knowledge to express their own needs and talk about the world around them. By developing and refining their skills of observation, students also acquire a basic understanding and appreciation of the diversity of cultures in the French - speaking world.							
<b>Objectives</b>	Using a primarily inductive approach, students will develop an understanding of the language's structure and learn how to apply this knowledge to express their own needs and discuss their surroundings.							
<b>Learning Outcomes</b>	Upon successful completion of the course, students will be able to: LO1: Formal and informal Greetings LO2: Expressing appreciation, expressing likes and dislikes LO3: Conjugation of the verbs (group 1 and 2) LO4: Learning cultural knowledge							
<b>Programme Outcome Relations</b>	PO1: 1 PO2: 2 PO3: 2 PO4: 1 PO5: 3 PO6: 5		PO7: 3 PO8: 3 PO9: 5 PO10: 4 PO11: 3 PO12: 3		(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.			
<b>Textbooks and/or References</b>	1	Café crème 1, Method de Français						
	2	Additional materials prepared by the course instructor						
	3							
<b>WEEK</b>	<b>Date</b>	<b>TOPICS</b>					<b>Reference No - Section</b>	
Week 1	26/09/2025	Introduction of the course					1: Unit 1	
Week 2	03/10/2025	Greetings					1: Unit 1	
Week 3	10/10/2025	Expressing the appreciation					1: Unit 1	
Week 4	17/10/2025	Gender					1: Unit 2	
Week 5	24/10/2025	expressing likes and dislikes					1: Unit 2	
Week 6	31/10/2025	verb conjugation (group 1), negative verbs					1: Unit 2	
Week 7	07/11/2025	Negative verb conjugation					1: Unit 2	
Week 8	14/11/2025	<b>Midterms</b>						
Week 9	21/11/2025	singular and plural nouns					1: Unit 3	
Week 10	28/11/2025	presenting someone					1: Unit 3	
Week 11	05/12/2025	Days of the week and seasons					1: Unit 3	
Week 12	12/12/2025	Weather					1: Unit 4	
Week 13	19/12/2025	verb conjugation (group 2)					1: Unit 4	
Week 14	26/12/2025	Articles					1: Unit 4	
Week 15	02/01/2026	Review of all the content					1: Unit 1,2,3,4	
<b>Evaluation Tools</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Date</b>		<b>Weight in Total (%)</b>	<b>Weight in Semester Evaluation (%)</b>		
	Final Exam	1	03-11/01/26		50	50.0		
	<b>Semester Evaluation</b>							
	Midterm(s)	1	08-16/11/25		50	50.0		
	Quiz(zes)							
	Project(s)							
	Homework							
	Laboratory works							
Attendance								
*** Lifelong Learning Programme (LLP) ***			<b>Language of Instruction:</b>			English		
<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>			
Theoretical lecturing hours (TLH)	14	42	Homework					
TLH self study	14	42	Project					
Quiz (Q)			Presentation					
Q preparation self study			Seminar					
Laboratory (L)			Tutorial					
L preparation work								
Midterm exam (ME)	1	2	Final exam (FE)	1	2			
ME preparation self study	1	22	FE preparation self study	1	30			
<b>TOTAL :</b>					140			
<b>Recommended ECTS Credit (Total Hours / 30) :</b>					4.67			



**EUROPEAN UNIVERSITY OF LEFKE- "School of Tourism and Hotel Management"**

**"Tourism Management"**

**SYLLABUS**

**2025-2026 Fall Semester**

Course Code	Course Name	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
<b>GERM 101</b>	GERMAN I		3	0		3	5	Thursday 18:00-21:00
<b>Prerequisite</b>	GERM 101	Prerequisite to						
<b>Course Lecturer</b>	Ins. Yankı Bağcıer Zayımlar				<b>Office Hours Schedule</b>			
<b>E-mail</b>	<a href="mailto:yzayimlar@eul.edu.tr">yzayimlar@eul.edu.tr</a>				<b>Office / Room No</b>			
<b>Phone</b>					<b>Phone</b>			
<b>Teaching Assistant(s)</b>	-				<b>Office / Room No</b>			
<b>E-mail</b>	-							
<b>Course Objectives</b>	This course introduces German grammar and vocabulary that helps students to express this language as spoken and written and it also helps to gain reading, writing, listening and speaking skills that has an important place in language learning.							
<b>Learning Outcomes</b>	At the end of the semester, the students will develop <ul style="list-style-type: none"> <li>• the necessary speech and communication patterns in daily life</li> <li>• the ability to express themselves in writing and speaking</li> <li>• the application of reading, writing, listening and speaking skills in a more efficient way</li> </ul>							
<b>Textbooks and/or References</b>	1	Menschen im Beruf Tourismus						
	2	Meschen Text Book						
	3							
	4							
<b>WEEK</b>	<b>Date</b>	<b>TOPICS</b>					<b>Reference No - Section</b>	
<b>Week 1</b>	25.09.2025	Introduction to course Nach dem Namen fragen sich und andere mit Namen vorstellen W-Fragen						
<b>Week 2</b>	2.10.2025	Die Berufe						
<b>Week 3</b>	9.10.2025	Steckbrief und Negation						
<b>Week 4</b>	16.10.2025	Meine Familie						
<b>Week 5</b>	23.10.2025	Ja-Nein Fragen						
<b>Week 6</b>	30.10.2025	Nationalität und Länder						
<b>Week 7</b>	6.11.2025	Wiederholung						
<b>Week 8</b>	13.11.2025	*Zwischenprüfungen						
<b>Week 9</b>	20.11.2025	Möbel und Elektrogeräte benennen						
<b>Week 10</b>	27.11.2025	Formuler ausfüllen -Adjektive						
<b>Week 11</b>	4.12.2025	Über Hobbys und Fähigkeiten sprechen						
<b>Week 12</b>	11.12.2025	Modal Verben 'können'						
<b>Week 13</b>	18.12.2025	Adjektive und Uhrzeiten						
<b>Week 14</b>	25.01.2025	Wiederholung						
<b>Week 15</b>								
<b>Evaluation Tools</b>	<b>Evaluation Tool</b>		<b>Quantity</b>	<b>Date</b>	<b>Weight in Total (%)</b>	<b>Weight in Semester Evaluation (%)</b>		
	Final Exam		1		50			
	Semester Evaluation							
	Midterm(s)		1		35			
	Quiz(zes)							
	Project(s)							
	Homework(s)							
	Laboratory							
Other		1	Opinion	15				
*** Lifelong Learning Programme (LLP) ***					Language of Instruction:			
<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>			<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>	
Theoretical lecturing Hours (TLH)	14	42			Homework			
TLH Self Study	14	42			Project			
Quiz(Q)					Presentation			
Q Preparation Self Study					Seminar			
Laboratory (L)								
L preparation work								
Midterm Exam (ME)	1	2			Final Exam (FE)	1	2,0	
ME Preparation self study	1	12			FE preparation self study	1	15,0	
<b>TOTAL :</b>							<b>115,0</b>	

Recommended ECTS Credit (Total Hours / 30) :	5
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**EUROPEAN UNIVERSITY OF LEFKE- "School of Tourism and Hotel Management"**

**"Tourism Management"**

**SYLLABUS**

**2025-2026 Fall Semester**

Course Code	Course Name	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
<b>GERM 201</b>	GERMAN III		3	0		3	5	Monday 14:00-17:00
<b>Prerequisite</b>	GERM 102	<b>Prerequisite to</b>						
<b>Course Lecturer</b>	Ins. Yankı Bağcıer Zayımlar				<b>Office Hours Schedule</b>			
<b>E-mail</b>	<a href="mailto:yzayimlar@eul.edu.tr">yzayimlar@eul.edu.tr</a>				<b>Office / Room No</b>			
<b>Phone</b>					<b>Phone</b>			
<b>Teaching Assistant(s)</b>	-				<b>Office / Room No</b>			
<b>E-mail</b>	-							
<b>Course Objectives</b>	This course introduces German grammar and vocabulary that helps students to express this language as spoken and written and it also helps to gain reading, writing, listening and speaking skills that has an important place in language learning.							
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>At the end of the semester, the students will develop</li> <li>• the necessary speech and communication patterns in daily life</li> <li>• the ability to express themselves in writing and speaking</li> <li>• the application of reading, writing, listening and speaking skills in a more efficient way</li> </ul>							
<b>Textbooks and/or References</b>	1	Meschen im Beruf Tourismus						
	2	Meschen Text Book						
	3							
	4							
<b>WEEK</b>	<b>Date</b>	<b>TOPICS</b>					<b>Reference No - Section</b>	
Week 1	22.09.2025	Introduction to course						
Week 2	29.09.2025	Redemittel zum Kennenlernen und Dialog üben, Berufe im Hotel						
Week 3	6.10.2025	Zimmer im Hotel, Vokabeln und Dialog, Akjektive						
Week 4	13.10.2025	Uhrzeiten, Wann - Präposition am - um -						
Week 5	20.10.2025	Frühstück, Modalverb "mögen"						
Week 6	27.10.2025	Monate, Tage, Jahreszeiten, Ordinalzahlen und Datum						
Week 7	3.11.2025	Wiederholung für Midterm Exam						
Week 8	10.11.2025	*Zwischenprüfungen - Midterm Exams						
Week 9	17.11.2025	Hoteltypen, Perfekt						
Week 10	24.11.2025	Modalverb -müssen & dürfen-						
Week 11	1.12.2025	Beschwerde in einem Hotel, Akkusativpronomen						
Week 12	8.12.2025	Services in einem Hotel, Wäscheservice, Kleidungen						
Week 13	15.12.2025	Wäscheservice, Kleidungen						
Week 14	22.12.2025	Perfekt & Übungen						
Week 15	29.12.2025	Wiederholung für Final Exam						
<b>Evaluation Tools</b>	<b>Evaluation Tool</b>		<b>Quantity</b>	<b>Date</b>	<b>Weight in Total (%)</b>	<b>Weight in Semester Evaluation (%)</b>		
	Final Exam		1		60			
	Semester Evaluation							
	Midterm(s)		1		40			
	Quiz(zes)							
	Project(s)							
	Homework(s)							
	Laboratory							
Other			Attendance					
*** Lifelong Learning Programme (LLP) ***								Language of Instruction:
<b>Evaluation Tool</b>	<b>Quantity</b>		<b>Student Workload Hours</b>		<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>	
Theoretical lecturing Hours (TLH)	14	42			Homework			
TLH Self Study	14	42			Project			
Quiz(Q)					Presentation			
Q Preparation Self Study					Seminar			
Laboratory (L)								
L preparation work								
Midterm Exam (ME)	1	2			Final Exam (FE)	1	2,0	
ME Preparation self study	1	12			FE preparation self study	1	15,0	
<b>TOTAL :</b>								115,0
<b>Recommended ECTS Credit (Total Hours / 30) : 5</b>								



**EUROPEAN UNIVERSITY OF LEFKE**

**Tourism Hotel Management - Tourism Hotel Management**

**SYLLABUS**

**2025-2026 Fall Semester**

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
<b>TOUR 209</b>	Tourism Geography	Compulsory	3	0	0	3	6	Wednesday 14:00-16:50 CL007
<b>Prerequisite</b>		<b>Prerequisite to</b>						
<b>Course Lecturer</b>	Asst. Prof. Dr. Kaan Çeviker							Monday 14:00-16:50 Tuesday 09:00-11:50 & 14:00-16:50 Wednesday 09:00-11:50 Thursday 14:00-16:50 Friday 09:00-11:50
<b>E-mail</b>	<a href="mailto:kceviker@eul.edu.tr">kceviker@eul.edu.tr</a>							
<b>Phone</b>								
<b>Teaching Assistant</b>								
<b>E-mail</b>								
<b>Catalogue Descriptions</b>	The aim of this course is to examine the relationship between geography and tourism by analyzing spatial patterns of tourism activities, natural and cultural resources, climate conditions, and regional characteristics. The course seeks to provide students with an understanding of tourism planning, sustainability, and the impacts of tourism on geographical environments across different regions of the world.							
<b>Objectives</b>	To introduce the fundamental concepts of geography and their relevance to tourism activities. To analyze the interaction between tourism development and natural, cultural, and climatic factors. To develop an understanding of tourism planning approaches and sustainability principles. To evaluate regional tourism characteristics and patterns across different continents.							
<b>Learning Outcomes</b>	1.Explain the role of geographical factors in shaping tourism activities and destinations. 2.Analyze the impacts of tourism on natural, cultural, and urban environments. 3.Evaluate tourism planning strategies with respect to sustainability and climate change. 4.Compare tourism development patterns across regions such as Europe, the Americas, Africa, the Middle East, and the Asia-Pacific.							
<b>Programme Outcome Relations</b>	PO1: 5 PO2: 4 PO3: 4 PO4: 5 PO5: 1 PO6a: 1 PO6b: 1	PO7: 3 PO8: 3 PO9: 1 PO10a: 1 PO10b: 1 PO11: 3						(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.
<b>Textbooks and/or References</b>	1 Özgüç, N. (2017). Turizm Coğrafyası / Özellikler-Bölgeler. İstanbul: Çantay Kitabevi 2 Knatarcı, K. (2023). Turizm Coğrafyası Kavramlar ve Ülkeler. Ankara: Detay Yayıncılık. 3 Koday, S. ve Sevindi, C. (2021). Turizm Coğrafyası. Ankara: Gazi Kitabevi.							
<b>WEEK</b>	<b>Date</b>	<b>TOPICS</b>					<b>Reference No - Section</b>	
<b>Week 1</b>	22-26/09/25	Course Introduction					1: 1.1, 1.2, 1.3, 1.4, 1.5, 1.7, 1.8, 1.9	
<b>Week 2</b>	29/09-03/10/25	spatial design or recreational activities; geography and tourism; impacts of geography on tourism; impacts of tourism on geography.					1: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6	
<b>Week 3</b>	06-10/10/25	Planning and tourism; Varieties of tourism planning; Sustainability of tourism plans.					1: 3.1, 3.2, 3.3, 3.4	
<b>Week 4</b>	13-17/10/25	Tourism and climate; Tourism based on quatic resouses					1: 3.5, 3.6, 3.7	
<b>Week 5</b>	20-24/10/25	Tourism based on landscape and natural life resources					1: 3.8	
<b>Week 6</b>	27-31/10/25	Using historical resources on tourism; Urban tourism; Kruzaziyer tourism.					1: 3.9, 4.1	
<b>Week 7</b>	03-07/11/25	Cultural tourism.					1: 4.2, 4.3, 4.4	
<b>Week 8</b>	08-16/11/25	<b>Midterms</b>						
<b>Week 9</b>	17-21/11/25	Climate Change and Tourism					1: 4.5, 4.6, 4.7	
<b>Week 10</b>	24-28/11/25	Sustainable Tourism and Planning					1: 5.1	
<b>Week 11</b>	01-05/12/25	Tourism in Africa and the Middle East					1: 6.1, 6.2, 6.3	
<b>Week 12</b>	08-12/12/25	Tourism in Europe					1: 6.4, 6.5	
<b>Week 13</b>	15-19/12/25	Tourism in EuropeTourism in the Americas					1: 6.6, 6.7	
<b>Week 14</b>	22-26/12/25	Tourism in the Asia-Pacific Region					1: 6.8	
<b>Week 15</b>	29-31/12-25	Overall assessment and review						
<b>Week 15-16</b>	03-11/01/26	<b>Finals</b>						
<b>Evaluation Tools</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Date</b>		<b>Weight in Total (%)</b>	<b>Weight in Semester Evaluation (%)</b>		
	Final Exam	1	03-11/01/26		60	60,0		
	<b>Semester Evaluation</b>						100	
	Midterm(s)	1	08-16/11/25		40	40,0		
	Quiz(zes)							
	Project(s)							
	Homework							
	Laboratory works							
Attendance								
*** Lifelong Learning Programme (LLP) ***			<b>Language of Instruction:</b>			English		
<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>			
Theoretical lecturing hours (TLH)	15	45	Homework	1	15			
TLH self study	15	45	Project	1	15			
Quiz (Q)			Presentation	2	30			
Q preparation self study			Seminar					
Laboratory (L)			Tutorial					
L preparation work								
Midterm exam (ME)	1	7	Final exam (FE)	1	8			
ME preparation self study			FE preparation self study					
					<b>TOTAL :</b>	6		
					<b>Recommended ECTS Credit (Total Hours / 30) :</b>	150,00		



## EUROPEAN UNIVERSITY OF LEFKE

Tourism Management - School of Tourism and Hotel Management

### SYLLABUS

#### 2025-2026 Fall Semester

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
<b>TOUR301</b>	Travel and Tourism Marketing	Compulsory	3	0	3	3	5	Wednesday: 14:00-16:50
<b>Prerequisite</b>	Prerequisite to							
<b>Course Lecturer</b>	Assist. Prof. Dr. Meltem Köksal					<b>Office Hours Schedule</b>	Wednesday: 09.00-12.00 Monday: 10.00-12.00	
<b>E-mail</b>	<a href="mailto:mkoksal@eul.edu.tr">mkoksal@eul.edu.tr</a>							
<b>Phone</b>	2826					<b>Office / Room No</b>	AS-113	
<b>Teaching Assistant</b>						<b>Phone</b>		
<b>E-mail</b>						<b>Office / Room No</b>		
<b>Catalogue Descriptions</b>	This course is designed to provide additional background in the field of marketing with emphasis for those students interested in material or a career in the travel, tourism or recreational industry. Emphasis is placed on the following principles as they apply to the industry: branding and licensing, business foundations, economic foundations, promotion, safety and security, human relations, the seven functions of marketing, the four P's of marketing (product, price, promotion and place), and a history of the industry.							
<b>Objectives</b>	This course is aimed at increasing awareness of the economic, cultural and environmental impacts and opportunities associated with tourism marketing.							
<b>Learning Outcomes</b>	The student will be able to 1) understand the hospitality and tourism marketing process, 2) develop hospitality and tourism marketing opportunities & strategies 3) developing the hospitality and tourism mix 4) manage hospitality and tourism marketing 5) understand how social media impacts marketing in the hospitality.							
<b>Programme Outcome Relations</b>	PO1: 5 PO2: 4 PO3: 4 PO4: 5 PO5: 3 PO6: 1		PO7: 4 PO8: 5 PO9: 3 PO10: 4 PO11: 4 PO12: 4			(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.		
<b>Textbooks and/or References</b>	1	Marketing for Hospitality and Tourism, Philip Kotler, John T. Bowen, Pearson, 2017.						
	2							
	3							
WEEK	Date	TOPICS						Reference No - Section
Week 1	24/09/2025	Introduction to Travel & Tourism Marketing						Part1
Week 2	01/10/2025	Definitions of the general marketing terms						Part1
Week 3	08/10/2025	Service Characteristics of Hospitality and Tourism Marketing						Part2
Week 4	15/10/2025	Marketing Mix in the context of product and service						Part2
Week 5	22/10/2025	Analyzing the importance of target market						Part2
Week 6	29/10/2025	Consumer Behavior in Tourism						Part2
Week 7	05/11/2025	Purchase and Postpurchase Behaviour						Part2
Week 8	08-16/11/2025	MIDTERM WEEK						
Week 9	19/11/2025	Advertising and Public Relations in tourism marketing						Part3
Week 10	26/11/2025	Developing Marketing Plan in the context of tourism products and destinations						Part3
Week 11	03/12/2025	Marketing Research						Part3
Week 12	10/12/2025	Strategic marketing						Part3
Week 13	17/12/2025	Case Studies of Successful marketing process						Part4
Week 14	24/12/2025	Holiday (New Year's Day)						
Week 15	31/12/2026	Revision						
	03-11/01/2026	Final Exam						
<b>Evaluation Tools</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Date</b>	<b>Weight in Total (%)</b>	<b>Weight in Semester Evaluation (%)</b>			
	Final Exam	1	03-11/01/2026	50				
	<b>Semester Evaluation</b>							
	Midterm(s)	1	08-16/11/25	30	50.0			
	Quiz(zes)							
	Project(s)							
	Homework	1		20	50.0			
	Laboratory works							
Attendance								
*** Lifelong Learning Programme (LLP) ***			Language of Instruction:			English		
<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>			
Theoretical lecturing hours (TLH)	15	45	Homework	1	15			
TLH self study	15	45	Project					
Quiz (Q)			Presentation					
Q preparation self study			Seminar					
Laboratory (L)			Tutorial					
L preparation work								
Midterm exam (ME)	1	2	Final exam (FE)	1	2			
ME preparation self study	1	15	FE preparation self study	1	25			
<b>TOTAL :</b>					149			
<b>Recommended ECTS Credit (Total Hours / 30) :</b>					4.97			



**EUROPEAN UNIVERSITY OF LEFKE**

Tourism Management-School of Tourism & Hotel Management

**SYLLABUS**

**2025-2026 Fall Semester**

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule	
			T	A	L				
TOUR 302	PURCHASING AND COST CONTROL	Compulsory	3	0	0	3		Wednesday 14:00-16:50 ASA100	
Prerequisite		Prerequisite to							
Course Lecturer	Assist. Prof. Dr. Aytaç Yıldırım					Office Hours Schedule			
E-mail	<a href="mailto:ayildirim@eul.edu.tr">ayildirim@eul.edu.tr</a>					Office / Room No			
Phone						Phone			
Teaching Assistant						Office / Room No			
E-mail									
Catalogue Descriptions	A Food and Beverage (F&B) Cost Control course teaches hospitality professionals how to manage expenses, reduce waste, and maximize profitability through effective, systematic control methods. Key areas covered include menu engineering, purchasing, inventory management, labor cost controls, and financial reporting.								
Objectives	<p>The main objectives of the course are to:</p> <ul style="list-style-type: none"> <li>• Introduce cost control practices for the hospitality industry.</li> <li>• Identify cost control as an important operational function for F &amp; B operations.</li> <li>• Calculate cost of sales, food cost percentage, and determine costs based on pricing formulas.</li> <li>• Apply cost control principles in varied scenarios.</li> </ul>								
Learning Outcomes	<p>After completion of the course students will be expected to be able to:</p> <ol style="list-style-type: none"> <li>1. Describe a Cost Volume Profit (CVP) relationship for a food and beverage operation.</li> <li>2. Explain the various control systems necessary for an efficient food and beverage operation.</li> <li>3. Understand production standards, portion costs, efficient purchasing, receiving, storing, and issuing control systems for food and beverage operations.</li> <li>4. Generate a budget for a food and beverage operation.</li> </ol>								
Programme Outcome Relations	PO1: PO2: PO3: PO4: PO5: PO6a: PO6b:	PO7: PO8: PO9: PO10a: PO10b: PO11:	(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.						
Textbooks and/or References	1	FOUNDATIONS OF COST CONTROL,DANIEL TRASTER,PEARSON							
	2	Teacher's slides							
	3								
WEEK	Date						Reference No - Section		
Week 1	24/09/25	INTRODUCTION OF COST CONTROL					1: 1.1, 1.2, 1.3, 1.4, 1.5, 1.7, 1.8, 1.9		
Week 2	10.01.2025	BASIC MATHS, UNIT AND RECIPE CONVERSIONS					1: 2.1, 2.2, 2.3, 2.4, 2.5, 2.6		
Week 3	10.08.2025	YIELDS					1: 3.1, 3.2, 3.3, 3.4		
Week 4	15/10/25	YIELDS					1: 3.5, 3.6, 3.7		
Week 5	22/10/25	RECIPE COSTING					1: 3.8		
Week 6	29/10/25	RECIPE COSTING					1: 3.9, 4.1		
Week 7	11.05.2025	RECIPE COSTING					1: 4.2, 4.3, 4.4		
Week 8	08-16/11/25	Midterms							
Week 9	19/11/25	CALCULATE SALES PRICE AND FOOD COST					1: 4.5, 4.6, 4.7		
Week 10	26/11/25	CALCULATE SALES PRICE AND FOOD COST					1: 5.1		
Week 11	12.03.2025	CONTROL THROUGH THE PURCHASING PROCESS					1: 6.1, 6.2, 6.3		
Week 12	12.10.2025	CONTROL THROUGH THE PURCHASING PROCESS					1: 6.4, 6.5		
Week 13	17/12/25	RECEIVING,STORAGE AND ISSUING CONTROL					1: 6.6, 6.7		
Week 14	24/12/25	RECEIVING,STORAGE AND ISSUING CONTROL					1: 6.8		
Week 15	31/12/25	Course Review and Revision							
Week 15-16	03-11/01/26	Finals							
Evaluation Tools	Evaluation Tool	Quantity	Date	Weight in Total (%)	Weight in Semester Evaluation (%)				
	Final Exam	1	03-11/01/26	60					
	Semester Evaluation			40					
	Midterm(s)	1	08-16/11/25	40	100,0				
	Quiz(zes)								
	Project(s)								
	Homework								
	Laboratory works								
Attendance									
*** Lifelong Learning Programme (LLP) ***			Language of Instruction:		English				
Evaluation Tool	Quantity	Student Workload Hours	Evaluation Tool	Quantity	Student Workload Hours				
Theoretical lecturing hours (TLH)	14	42	Homework						
TLH self study	14	42	Project						
Quiz (Q)			Presentation						
Q preparation self study			Seminar						
Laboratory (L)			Tutorial						
L preparation work									
Midterm exam (ME)	1	1,5	Final exam (FE)	1	1,5				
ME preparation self study	1	8	FE preparation self study	1	15				
<b>TOTAL :</b>					110				
<b>Recommended ECTS Credit (Total Hours / 30) :</b>					3,67				



**EUROPEAN UNIVERSITY OF LEFKE- "School of Tourism and Hotel Management"**

**"Tourism Management"**

**SYLLABUS**

**2025-2026 Fall Semester**

Course Code	Course Name	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
<b>TOUR 307</b>	Tour Programming and tourist guiding		3	0	0	3	6	Mondays, 9:00-11:50
Prerequisite		Prerequisite to						
Course Lecturer		Assoc. Prof. Dr. Mona Bouzari			Office Hours Schedule		Mondays (13:00-14:50), Tuesdays (12:00-13:50)	
E-mail		mbouzari@eul.edu.tr			Office / Room No		AS113	
Phone		3822			Office / Room No		AS113	
Teaching Assistant(s)		-			Phone		-	
E-mail		#VALUE!			Office / Room No		-	

**Catalogue Descriptions**  
By the end of this course the students will have good knowledge of his/her tourist destination and basic practical skills to conduct local excursion tour guiding professionally, reflecting high standards of tour guiding, customer service and operational best practice.

**Objectives**  
The main objective of this course is to equip students with comprehensive knowledge of their tourist destination and to develop their fundamental practical skills in conducting local excursion tour guiding. The course aims to prepare students to perform tour guiding activities professionally, demonstrating excellence in customer service, communication, and adherence to industry best practices and operational standards.

**Learning Outcomes**  
At the end of this course, the students should be able to:  
- Explain the tourism industry and why people travel;  
- Know his/her tourist destination focusing on natural and cultural attractions, ethnic, local tradition and lifestyles and available tourism services;  
- Deliver quality tour guiding service to tourists;  
- Conduct tours within hygiene and safety principles and practices to the satisfaction of guests.

<b>Programme Outcome Relations</b>	PO1: 5 PO2: 4 PO3: 2 PO4: 3 PO5: 3 PO6: 1	PO7: 3 PO8: 2 PO9: 5 PO10: 4 PO11: 4 PO12: 4	(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.
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<b>Textbooks and/or References</b>	1	Mancini, M. (2000). Conducting tours: A practical guide. Nelson Education.
	2	Recent published articles introduced by the course instructor

WEEK	Date	TOPICS	Reference No - Section
Week 1	22/09/2025	Introduction of tour programming and tourist guiding and overall objectives of the course	
Week 2	29/09/2025	What is Tour conducting?	1: Chapter 1
Week 3	06/10/2025	What is Tour conducting? (continue)	1: Chapter 1
Week 4	13/10/2025	City and site guiding	1: Chapter 2
Week 5	20/10/2025	The motorcoach environment	1: Chapter 2
Week 6	27/10/2025	Multi-day tours	1: Chapter 3
Week 7	03/11/2025	Type of Tours	1: Chapter 3
Week 8	10/11/2025	Midterm Week	1: Chapter 3
week 9	17/11/2025	Client and escort psychology	2
Week 10	24/11/2025	Client and escort psychology (cont'd)	1: Chapter 4
Week 11	01/12/2025	Cultural sensitivity	1: Chapter 4
Week 12	08/12/2025	Working with hotels	1: Chapter 5
Week 13	15/12/2025	Working with hotels	1: Chapter 5
Week 14	22/12/2025	Employee Psychology	2
Week 15	29/12/2025	Review	

Evaluation Tools	Evaluation Tool	Quantity	Date	Weight in Total (%)	Weight in Semester Evaluation (%)
		Final Exam	1	03-11 January	50
	<b>Semester Evaluation</b>				
	Midterm(s)	1	08-16 November	50	50.0
	Quiz(ze)s				
	Project(s)				
	Homework(s)				
	Laboratory				
	Other (Participation)				

\*\*\* Lifelong Learning Programme (LLP) \*\*\*

Language of Instruction: **English**

Evaluation Tool	Quantity	Student Workload Hours	Evaluation Tool	Quantity	Student Workload Hours
Theoretical Lecturing Hours	14	42.0	Applied Hours		
TLH self study	14	47.0	Final Exam	1	2.0
Midterm Exam	1	2.0	Final Exam preparation	1	45.0
Midterm Exam preparation	1	45.0	Homework		
Atelier			Seminar		
Field Study			Presentation		
Other			Self Study		
<b>TOTAL :</b>					<b>183.0</b>

**Recommended ECTS Credit (Total Hours / 30) : 6**



**EUROPEAN UNIVERSITY OF LEFKE- "School of Tourism and Hotel Management"**

**"Tourism Management"**

**SYLLABUS**

**2025-2026 Fall Semester**

Course Code	Course Name	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
<b>TOUR351</b>	Brand Management		3	0	0	3	5	Thursday, 09:00-11:50
Prerequisite	None	Prerequisite to						
Course Lecturer	Assoc. Prof. Dr. Mona Bouzari			Office Hours Schedule		Mondays (13:00-14:50), Tuesdays (12:00-13:50)		
E-mail	mbouzari@eul.edu.tr			Office / Room No		AS113		
Phone	3822			Phone				
Teaching Assistant(s)	-							
Catalogue Descriptions	This course explores the strategic importance of brands as key assets for firms and powerful symbols for consumers. Students will examine what brands represent, how they create value, and why they are essential to long-term business success. Emphasis is placed on understanding consumer perceptions, building brand equity, and developing effective brand strategies. The course also addresses the challenges of launching new products and managing established brands in competitive markets. Through case studies and practical applications, students will learn how to build, measure, and sustain strong brands that drive customer loyalty and organizational growth.							
Objectives	This course deals with brands—why they are important, what they represent to consumers, and what firms should do to manage them properly. As many business executives correctly recognize, perhaps one of the most valuable assets a firm has are the brands it has invested in and developed over time. Although competitors can often duplicate manufacturing processes and factory designs, it's not so easy to reproduce strongly held beliefs and attitudes established in the minds of consumers. The difficulty and expense of introducing new products, however, puts more pressure than ever on firms to skillfully launch their new products as well as manage their existing brands							
Learning Outcomes	<p>On successful completion of this course, all students will have developed knowledge of:</p> <ol style="list-style-type: none"> <li>1. Assess different viewpoints on brand and think cogently and critically about these viewpoints</li> <li>2. Summarize why brands are important and identifying the four components of brand positioning, and analyse specific problems and challenges in brand management, and to devise sound and practical solutions to these problems</li> <li>3. undertake a brand audit and to use the information for brand planning</li> <li>4. Effectively communicate branding knowledge in oral and written contexts</li> <li>5. work individually and as an effective member of a team</li> </ol>							
Programme Outcome Relations	PO1: 5 PO2: 4 PO3: 2 PO4: 3 PO5: 3 PO6: 1	PO7: 3 PO8: 2 PO9: 5 PO10: 4 PO11: 4 PO12: 4	(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.					
Textbooks and/or References	1	Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). Strategic brand management: Building, measuring, and managing brand equity. Pearson Education						
	2							
WEEK	Date	TOPICS						
Week 1	25/09/2025	Introduction to the course and course outline						
Week 2	02/10/2025	Define "brand," state how brand differs from a product, and explain what brand equity is						1: Ch1
Week 3	09/10/2025	Summarize why brands are important Explain how branding applies to virtually everything						1: Ch1
Week 4	16/10/2025	Describe the main branding challenges and opportunities Identify the steps in the strategic brand management process						1: Ch1
Week 5	23/10/2025	Describe the main branding challenges and opportunities and Identify the steps in the strategic brand management process (Cont'd) ☹						1: Ch2
Week 6	30/10/2025	Define customer-based brand equity Outline the sources and outcomes of customer based brand equity						1: Ch2
Week 7	06/11/2025	Identify the four components of brand positioning						1: Ch2
Week 8	13/11/2025	Midterm period						
Week 9	20/11/2025	Describe the guidelines in developing a good brand positioning						1: Ch3
Week 10	27/11/2025	Explain brand mantras and how they should be developed						1: Ch3
Week 11	04/12/2025	Explain brand mantras and how they should be developed (Cont'd) ☹						1: Ch3
Week 12	11/12/2025	Define brand resonance						1: Ch4
Week 13	18/12/2025	Describe the steps in building brand resonance Define the brand value chain						1: Ch4
Week 14	25 December 2025 (Christmas Day 🎄)	Describe the steps in building brand resonance Define the brand value chain (cont'd)						1: Ch4
Week 15	01/01/2016	Holiday						
Evaluation Tools	Evaluation Tool	Quantity	Date			Weight in Total (%)	Weight in Semester Evaluation (%)	
	Final Exam	1	03-11 January, 2026			50	50	
	Semester Evaluation							
	Midterm(s)	1	08-16 November, 2025			40	40.0	
	Quiz(zes)							
	Project(s)							
	Homework(s)							
	Laboratory							
Other (Participation)						10	10.0	
*** Lifelong Learning Programme (LLP) ***						Language of Instruction: English		
Evaluation Tool	Quantity	Student Workload Hours		Evaluation Tool	Quantity	Student Workload Hours		
Theoretical Lecturing Hours	14	42.0		Applied Hours				
TLH self study	14	42.0		Final Exam	1	2.0		
Midterm Exam	1	2.0		Final Exam preparation	1	30.0		
Midterm Exam preparation	1	22.0		Homework				
Atelier				Seminar				
Field Study				Presentation				
Other				Self Study				
						TOTAL:	140.0	
						Recommended ECTS Credit (Total Hours / 30) :	5	



# EUROPEAN UNIVERSITY OF LEFKE

Tourism Management - School of Tourism and Hotel Management

## SYLLABUS

**2025-2026 Fall Semester**

Course Code	Course Title	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
<b>TOUR 403</b>	TRAVEL AGENCY & TOUR OPERATORS		3	0	0	3	5	Tuesday 14.00-16.50
<b>Prerequisite</b>		<b>Prerequisite to</b>						
<b>Course Lecturer</b>	Assist. Prof. Dr. Meltem Köksal					<b>Office Hours Schedule</b>	Wednesday: 09.00-12.00	
<b>E-mail</b>	<a href="mailto:mkoksal@eul.edu.tr">mkoksal@eul.edu.tr</a>						Monday: 10.00-12.00	
<b>Phone</b>	2826					<b>Office / Room No</b>	AS-113	
<b>Teaching Assistant</b>						<b>Phone</b>		
<b>E-mail</b>						<b>Office / Room No</b>		
<b>Catalogue Descriptions</b>	This course will equip the students with a comprehensive knowledge on how package tours began and the history of package tours. The course deals with the basic knowledge regarding travel agency types and their functions. It also gives the students a better understanding of the changes that occurred due to technological advancements and how it integrates with travel agencies operations.							
<b>Objectives</b>	Understand the significance of the travel agency and tour operation business. Know current trends and practices in the travel trade sector. Develop knowledge and skills relevant to the travel industry.							
<b>Learning Outcomes</b>	After completion of this course, students will be able: LO1. Develop an understanding Travel agency/travel agent, its role and importance LO2. Gain information about tour operator and their functions LO3. Develop knowledge on city and cite guiding LO4. Awareness of market trends and TA business scenario LO5. Gain information about rules and regulations for approval of a travel agency and tour operator							
<b>Programme Outcome Relations</b>	PO1: 5 PO2: 4 PO3: 4 PO4: 5 PO5: 3 PO6: 1		PO7: 4 PO8: 1 PO9: 3 PO10: 4 PO11: 5 PO12: 4			(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.		
<b>Textbooks and/or References</b>	1	Travel Agency and Tour Operation, Rahul Singh Shekhawat, 2020.						
	2							
	3							
WEEK	Date	TOPICS					Reference No - Section	
Week 1	23/09/2025	Introduction to Travel Agency					Ch1	
Week 2	30/09/2025	Travel Agency Meaning and Types					Ch2	
Week 3	07/10/2025	Travel Agency Role and Importance					Ch3	
Week 4	14/10/2025	Online Travel Agency					Ch4	
Week 5	21/10/2025	Growth of Travel Agency Business					Ch5	
Week 6	28/10/2025	Growth of Tour Operation Business					Ch5	
Week 7	04/11/2025	Recognition of Travel Agencies and Tour Operators					C6	
Week 8	08-16/11/2025	Midterm Exam						
Week 9	18/11/2025	Function of Travel Agency					Ch7	
Week 10	25/11/2025	Travel Agency Revenue and Linkages					Ch9	
Week 11	02/12/2025	Tour Operator Functions and Role					Ch9	
Week 12	09/12/2025	Set up for travel Agency and Tour Operator					Ch10	
Week 13	16/12/2025	Travel Agency Approved by IATA					Ch11	
Week 14	23/12/2025	Tour Operator Approved by IATA					Ch11	
Week 15	30/12/2026	Revision						
	03-11/01/2026	FINAL EXAM WEEK						
<b>Evaluation Tools</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Date</b>	<b>Weight in Total (%)</b>	<b>Weight in Semester Evaluation (%)</b>			
	<b>Final Exam</b>	1	03-11/01/2026	50				
	<b>Semester Evaluation</b>							
	<b>Midterm(s)</b>	1	08-16/11/25	30	50.0			
	<b>Quiz(zes)</b>							
	<b>Project(s)</b>							
	<b>Homework</b>							
<b>Laboratory works</b>	7			20	50.0			
<b>Attendance</b>								
*** Lifelong Learning Programme (LLP) ***			<b>Language of Instruction:</b>			English		
<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>	<b>Evaluation Tool</b>	<b>Quantity</b>	<b>Student Workload Hours</b>			
Theoretical lecturing hours (TLH)	15	45	Homework	1	15			
TLH self study	15	45	Project					
Quiz (Q)			Presentation					
Q preparation self study			Seminar					
Laboratory (L)			Tutorial					
L preparation work								
Midterm exam (ME)	1	2	Final exam (FE)	1	2			
ME preparation self study	1	15	FE preparation self study	1	20			
<b>TOTAL :</b>					144			
<b>Recommended ECTS Credit (Total Hours / 30) :</b>					4.80			

EUROPEAN UNIVERSITY OF LEFKE- "School of Tourism and Hotel Management"								
"Tourism Management"								
SYLLABUS								
2025-2026 Fall Semester								
Course Code	Course Name	Course Type	Weekly Course Hours			Credits	ECTS	Weekly Time Schedule
			T	A	L			
TOUR 409	Tourism Planning and Policy		3	0	0	3	5	Tuesdays, 09:00-11:50
Prerequisite		Prerequisite to						
Course Lecturer		Assoc. Prof. Dr. Mona Bouzari			Office Hours Schedule		Mondays (13:00-14:50), Tuesdays (12:00-13:50)	
E-mail		mbouzari@eul.edu.tr			Office / Room No		AS113	
Phone		3822			Phone			
Teaching Assistant(s)		-			Office / Room No		-	
E-mail								
Catalogue Descriptions		The central theme running through this course is developing student's skills in applying policy and planning frameworks. This course aims to help students develop the skills and knowledge necessary to understand and critically analyse tourism public policy, planning and processes. The theoretical and applied emphasis is on developed countries with advanced democracies, thus allowing the student to observe and understand examples of best practice and good governance.						
Objectives		This course aims to equip students with the knowledge and analytical skills required to understand, evaluate, and apply tourism policy and planning frameworks. By engaging with theoretical and practical perspectives—primarily from developed countries with advanced democracies—students will learn to critically assess public policy processes, identify examples of best practice and good governance, and apply these insights to real-world tourism planning and management contexts.						
Learning Outcomes		On successful completion of this course, all students will have developed knowledge of: 1. demonstrating a systematic understanding of theoretical and applied aspects of tourism management 2. displaying an appreciation for concepts and methods that inform the management of tourism organizations, businesses, and resources 3. demonstration of tourism management expertise: managing tourism businesses, visitors, and impacts 4. using innovative thinking and creative skills in the context of the tourism business environment and tourism research						
Programme Outcome Relations		PO1: 5 PO2: 4 PO3: 2 PO4: 3 PO5: 3 PO6: 1		PO7: 3 PO8: 2 PO9: 5 PO10: 4 PO11: 4 PO12: 4		(1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.		
Textbooks and/or References		1 Edgell, D. L., Allen, M. D., Smith, G., & Swanson, J. (2008). Tourism policy and planning: Yesterday, today, and tomorrow. Routledge. 2 Seyitoğlu, F., & Costa, C. (2022). A systematic review of scenario planning studies in tourism and hospitality research. Journal of Policy Research in Tourism, Leisure and Events, 1-18.						
WEEK	TOPICS			Reference No - Section				
Week 1, 23/09/2025	Introduction to the course							
Week 2, 30/09/2025	Worldwide importance of tourism and the challenges			1: Ch1				
Week 3, 07/10/2025	New look at tourism policy			1: Ch1				
Week 4, 14/10/2025	The beginnings of modern tourism policy			1: Ch2				
Week 5, 21/10/2025	The beginnings of modern tourism policy (con't)			1: Ch 2				
Week 6, 28/10/2025	The importance of national tourism policy			1: Ch2				
Week 7, 04/11/2025	The importance of national tourism policy (Cont'd)			1: Ch2				
Week 8, 11/11/2025	Midterm week							
Week 9, 18/11/2025	Types of tourism policy evaluation stages			1: Ch3				
Week 10, 25/11/2025	Tourism policy issues			1: Ch3				
Week 11, 02/12/2025	Tourism policy issues (cont'd)			1: Ch3				
Week 12, 09/12/2025	Tourism as commercial and economic activity			1: Ch4				
Week 13, 16/12/2025	Supply side of tourism and related issues			1:n Ch4				
Week 14, 23/12/2025	Article			02:02				
Week 15, 30/12/2025	Article (Cont'd) and review			02:02				
Evaluation Tools	Evaluation Tool		Quantity	Date		Weight in Total (%)	Weight in Semester Evaluation (%)	
	Final Exam		1	03-11 January		50	50	
	Semester Evaluation							
	Midterm(s)		1	08-16 Nov, 2024		50	50.0	
	Quiz(zes)							
	Project(s)							
	Homework(s)(presentation)							
Laboratory								
Other (Participation)								
*** Lifelong Learning Programme (LLP) ***				Language of Instruction:		English		
Evaluation Tool		Quantity	Student Workload Hours		Evaluation Tool		Quantity	Student Workload Hours
Theoretical Lecturing Hours		14	42.0		Applied Hours			
TLH self study		14	42.0		Presentation			
Quiz					Project			
Laboratory					Homework			
Midterm		1	2.0		Seminar			
Midterm Preparation		1	22.0		Final Exam (FE)		1	2.0
Other					FE preparation self study		1	30.0
					TOTAL :			140.0
					Recommended ECTS Credit (Total Hours / 30) :			5