

## TOURISM EDUCATION PROGRAMMES

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### TOURISM MANAGEMENT UNDERGRADUATE PROGRAM, ANADOLU UNIVERSITY

Tourism management program at Anadolu University was first established in 1993 and started to accept students in the same year. After its conversion into a faculty on tourism (2012), the number of theoretical courses was increased and their content was also enriched.

The first graduates of the program were produced in 1999. Since then, 2071 students have graduated from the department of tourism management and have started their professional. Currently, 461 undergraduate students continue their education at this department. Thanks to the graduate union, both graduates and undergraduates continue to meet at the end of each year regularly and share their experiences.

The program has been established to raise qualified manpower and contributing to the development of the tourism industry. After four years of undergraduate education, students have access to job opportunities in various fields of the tourism industry. Through the applied courses and compulsory internship, students gain tourism-based professional skills in the industry. Thanks to the foreign language courses (ex. English, German, French, Russian, Japanese) within the scope of the education program, students could have the opportunity to work in Turkey and abroad.

The tourism sector is critical for the economies of many countries. Tourism management program also aims to provide the students with the knowledge and skills that will enable them to effectively and efficiently manage tourism enterprises that operate in a competitive environment. In this context, tourism management program offers courses on management, marketing, finance, accounting and business as well as providing students with opportunities for application-based issues. The courses aim to provide the students with theoretical knowledge of tourism management and also help them obtain the technical knowledge they may need to find solutions to various business problems they may encounter in tourism enterprises.

There are 18 lecturers in the program. Two of them are professors, five are associate professors, two are instructors with a Ph.D. degree, three are lecturers and six are research assistants. Academicians focus on different research areas such as Tourism and Hotel Management, Destination Management, Travel Management, Tourism Economics, Tourism Sociology, Organizational Behavior, Critical Issues etc. and they have published articles indexed in SSCI (Social Sciences Citation Index) and also published national and international books on tourism. Therefore, the knowledge and experience of the academicians are considered an opportunity for the students both academically and professionally.

An undergraduate student is required to complete the

courses of the designated program to take a minimum of 240 ECTS credit and have a minimum GPA of 2.00/4.00 and no FF, DZ or YZ grades. These requirements are fully compatible with the Bologna Process and the European Higher Education Area. The students who accomplish the program may apply to master's and doctorate programs or proficiency in fine arts programs.

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### TOUR GUIDING UNDERGRADUATE PROGRAM, ANADOLU UNIVERSITY

Tour guiding program at Anadolu University provides a bachelor's degree and formal education for undergraduate students. The program was first established in 2012 and started to accept students in 2013. The students who complete their secondary education can choose Tour Guiding Program providing that they get the adequate score of English as a foreign language in the Examination of Higher Education Institutions (YKS).

There are 244 registered students in tour guiding program. Moreover, 61 students have fulfilled the requirements of the program for graduation and received a bachelor's degree. It has been monitored that the majority of the graduates started their professional career and choose to work as a professional tour guide following their graduation

There are 11 lecturers in the program. One of them is professor, two of them are associate professors, two of them are instructors with a Ph.D. degree, one of them is a lecturer and five of them are research assistants. Five of the lecturers also have a professional tour guiding license.

The undergraduate students of the tour guiding program also provide high-quality and standardized campus guiding tours to the visitors. This project has been planned as a scientific research project and also aims to reveal the personal, social, and professional achievements of the volunteer tour guiding students by demonstrating them that they have gained on-site experience regarding their future career through campus guiding tours. This project includes the design of the route, decision making, and interpretation of campus guiding service. This project also aims to reveal the personal, social, and professional achievements of volunteer tour guiding students demonstrating them that they have gained experience through campus guiding tours. The project includes the design and presentation of campus guiding services, and assessment of the quality of these services.

The academic staff of the program focus on different research areas such as Destination Management, Alternative Tourism,

Destination Planning, Tourism Economics, Travel Management, Tour Planning and Management, Faith Tourism, Travelogues, Art History, Cultural Heritage, Cultural Routes and Tourism Sociology.

Differently from other tour guiding programs, this program offers theoretical and practical education courses such as Life in Nature, Horse Riding, Drama and Campus Guiding and Tour Guiding Seminars.

Students of this program have the opportunity to learn more than one foreign language through different foreign language courses (German, French, Russian). Students also take tourism sector-oriented classes in the initial two terms. It aims to train students on procedural knowledge in tourism guiding with the classes such as Archaeology, History, Art History, Social Psychology, Mythology and Geography. It is compulsory to participate in an Anatolian Tour to become a licensed tour guide. Students are expected to intern in a tour guiding related enterprise for 60 days.

An undergraduate student is required to complete the courses of the designated program to take a minimum of 240 ECTS credit and have a minimum GPA of 2.00/4.00 and no FF, DZ or YZ grades. These requirements are fully compatible with the Bologna Process and the European Higher Education Area. The students who accomplish the program may apply to master's and doctorate programs or proficiency in fine arts programs. The graduates can have job opportunities in the following areas;

- professional Tour Guides in the relatively less commonly spoken foreign languages,
- the Representatives of Incoming Travel Agencies for Foreign Tour Operators,
- the Representatives in the local and regional Travel Agencies,
- the members of the transportation sector,
- an independent/individual tour operator.

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## **GASTRONOMY AND CULINARY ARTS UNDERGRADUATE PROGRAM, ANADOLU UNIVERSITY**

Gastronomy and Culinary Arts Program at Anadolu University provides a bachelor's degree and formal education for undergraduate students. The program was first established in 2012 and started to accept students in 2013. The students who complete their secondary education can choose Gastronomy and Culinary Arts Program providing that they get the adequate score of the verbal field in the Examination of Higher Education Institutions (YKS). Any undergraduate student is required to complete the course of the designated program to take a minimum of 240 ECTS credit and have a minimum GPA of 2.00/4.00 and no FF, DZ or YZ grades. These requirements are fully compatible with the Bologna Process and the European Higher Education Area. The students who accomplish the program may apply

to master's and doctorate programs in different fields.

There are 278 registered undergraduate students in the program. Until today, 77 students have fulfilled the requirements for graduation and received a bachelor's degree. It has been monitored that the majority of the graduates have started their professional career and work in different fields of the food and beverage sector. There are 9 lecturers in the program. Two of them are associate professors, three are instructors with a Ph.D. degree and four of them are research assistants. The academic staff of the program focus on different research areas such as Food and Beverage Management, Corporate Communication in Food and Beverage Establishment, Gastronomy Tourism, Wine Tourism, Hygiene and Sanitation, Nutrition, Menu Planning, Accounting, Cost Control, Waste Management, Aesthetics and Art, Restaurant Design, Atmosphere and Industrial Kitchen Design. The official language of the program is Turkish but students have to take two foreign language courses. One of them is English, and the other one is selective foreign language course out of German, French, Russian and Italian. Students of the program take sector oriented courses such as Banquet Applications and Kitchen Applications. Students are also expected to intern in a gastronomy related enterprise for 90 days.

The program aims to teach students Kitchen Management, Restaurant Management, Cafe-Bar Management, Food and Beverage Management and to equip them with the knowledge and skills to be culinary expert staff and manager chefs. In the first year of the program, the students are given theoretical courses such as Introduction to Gastronomy, History of Gastronomy, Macroeconomics, Introduction to Communication, Nutrition and in the following year they are specialized with the help of many theoretical and applied courses such as Local Cuisines, International Cuisine, Creative Kitchen Applications, Restaurant Management, Service Technics, Accounting, Gastronomy Writing, Gastronomy Photography, Aesthetics and Art, Restaurant Design. In this context, during the four-year undergraduate education, students are taught the subtleties of cooking art from the most basic to the most advanced level, and gain the communication and management skills they will need in business life. At the end of the program, students will have the knowledge to establish their businesses as well as being a manager in food and beverage businesses. The graduates can have job opportunities in the following areas;

- food and beverage manager in food and beverage establishments, hotels, airways, catering establishments,
- manager chef in food and beverage establishments, hotels, airways, catering establishments,
- research and development manager in food, beverage or packaged food companies,
- gastronomy writer of food and beverage magazines or books,
- gastronomy photographer of food and beverage magazines, books, food and beverage establishments.
- tasting specialist,

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