

TOURISM EDUCATION PROGRAMMES

Editor: Merve Kalyoncu

E-mail: mervekalyoncu@anadolu.edu.tr



Tourism Management Undergraduate Program, Faculty of Business Administration, Anadolu University

Distance Education System of Anadolu University offers flexible university education in 57 undergraduate and associate degree programs supported with the latest technologies for learners in 17 countries around the world. In total, the system has about 3 million active and passive students and 3 million graduates, and Tourism Management is among the undergraduate programs offered within the system. The program was first established as Hospitality Management in the 2009-2010 academic year and the name of the program was changed to Tourism Management in 2019. Since then, 16.737 students have graduated from the program and have started their professionals. 9.700 students are currently receiving education from the program.

Tourism Management Undergraduate Program aims to train contemporary tourism professions with contemporary ideas and who could manage their organizations under various conditions of the country to meet the increasing demand for qualified personnel in the tourism industry. The program also provides an opportunity for those who are not admitted to the formal education institutions in a dynamic and unique field of study such as tourism. The education model implemented in the department provides significant opportunities for college-age individuals as well as those who chose not to attend formal education because of their employment, those with an associate degree and wish to attend an undergraduate program. In addition to general business courses, the program also offers a wide range of courses that allow the students to acquire and apply professional knowledge such as general tourism, tourism sociology, and hotel management. Furthermore, a total of 16 types of learning material are provided in each course, including interactive e-books, unit summaries, unit videos, interactive videos, tests, and test solutions.

Students also have the opportunity to participate in an optional 45 day-internship in Tourism Management Undergraduate Program. Students can have work experience on-site in tourism enterprises or accommodation facilities with a tourism investment certificate, travel agencies and university guesthouses, other guesthouses or practice hotels of vocational schools at any time following the finals exams of the second semester. Students who have taken the courses worthy of 240 credits in the program, have completed all courses, without any FF, YZ, DZ grades, with a GPA of at least 2.00, and have fulfilled all other requirements graduate from the program. Graduates can continue their

education with an associate degree or bachelor's degree program in Distance Education, Economics and Business Administration faculties in a different field as their Second University without having to sit an exam for acceptance, which is available at Anadolu University who offers such programs in line with the principle of "lifelong learning". Graduates can also continue their education with post-graduate programs. In this context, the Hospitality Management Graduate Program is offered as a different path for the students who prefer to continue their education in the distance education system at Anadolu University.

Ece Doğantan

Anadolu University Faculty of Business Administration
Department of Tourism Management
edogantan@anadolu.edu.tr

Tourism and Hotel Management Associate Degree Program, Faculty of Open Education, Anadolu University

The Associate Degree Program in Tourism and Hotel Management was established in the Faculty of Open Education at Anadolu University in 1993. Until today, more than 5000 students have fulfilled the requirements for graduation and received an associate degree. Currently, about 4.000 students continue their education in this department.

The program was established to raise qualified manpower needed by tourism enterprises to contribute to the development of the tourism industry. Tourism and Hotel Management Program aims to equip students with the knowledge and skills required in the fields of service, housekeeping, kitchen, front office and human relations in the hospitality industry. In this context, Tourism and Hotel Management Program offers courses on management, marketing, finance, accounting, and business. The courses offered are semester-based in the program, and the period of study is two years in the program. There is one midterm exam and one final exam in one semester for each course. And the program also provides an opportunity for those who cannot attend formal education institutions in the field of tourism for some reasons.

Students are required to complete the courses of the designated program and to meet a minimum of 120 ECTS credit requirements and to have a minimum GPA of 2.00/4.00 and no FF, DZ or YZ grades. Tourism and Hotel Management Associate Degree Program also requires 45 day-work experience on-site.

Students can have their work experience in hotels or tourism agencies with a tourism investment certificate or tourism establishment certificate, and university guesthouses, other guesthouses or practice hotels of vocational schools. Students have to do their compulsory internship at any time following the final exam of the second-semester.

Graduates of the Associate Degree Program in Tourism and Hotel Management are employed in various fields of tourism sector such as hospitality, airways and food and beverage establishments. The graduates of this program can continue their education in formal or open education undergraduate programs providing that they get the required score in the Vertical Transfer Examination (DGS). Information on application requirements, programs, quotas, admission procedures, exams, assessment, and placement is announced every year in the Vertical Transfer Examination (DGS) guide by Student Selection and Placement Center (ÖSYM).

Sibel Şahin

Anadolu University Faculty of Business Administration
Department of Tourism Management
sibel_sahin@anadolu.edu.tr

Tourism and Travel Services Associate Degree Program, Faculty of Open Education, Anadolu University

Tourism and Travel Services program aims to help students get the basic knowledge of business administration and tourism as well as the structure and functioning of the travel sector, travel agencies and tour operation, tour planning and management, and transport and ticketing. The purpose of the program is to train mid-level managers to be employed in different fields of tourism and travel companies and to start their own business after meeting certain conditions. There are 1587 registered students in Tourism and Travel Services Program according to the Council of Higher Education (CoHE) report released in 2018. Moreover, 496 students have fulfilled the requirements of the program for graduation and received an associate degree. Students at this program need to fulfil the conditions about work placement following the final examination of the second semester. Students can accomplish the tasks in hotels and tourism agencies that have a certificate of tourism management or tourism investment, or guesthouses of universities, or hotels of vocational tourism schools. Students are also supposed to have 45-day work experience as a requirement of the Tourism and Travel Services Associate Degree Program. The Program consists of four semesters and offers various courses such as Fundamental Concepts of Law, Introduction to Economics, General Operation, Tour Planning and Management, Sales Techniques, Organizational Behaviour, Alternative Tourism, Introduction to Tourism, Tourism Geography, Travel Agency and Tour Operation, Ticketing, Intercultural Communication,

Human Resources Management, Tourism Marketing, Recreation Management, Atatürk's Principles and History of Turkish Revolution, Turkish Language. To graduate from the program, students are required to have completed the courses of the designated program, to have gotten a minimum of 120 ECTS credits in total, to have achieved a minimum GPA of 2.00/4.00, and to have had no FF, DZ or YZ grades.

Students that meet the graduation requirements are granted "Associate Degree in Tourism and Travel Services" from the Faculty of Open Education. Graduates of the Tourism and Travel Services Program are employed in tour planning and operation, tour sales and ticketing departments of tourism agencies and tour operators. They are also equipped with the knowledge and skills required to work as sales and marketing professionals in hospitality service departments that arrange relations with the travel industry. They also get the chance to be employed in various departments, including organization, reception, sales, and marketing and in the fields such as travel and hospitality services, agencies, advertising, and fair organization. As well as having part-time job opportunities, particularly in public-related services.

Merve Kalyoncu

Anadolu University Faculty of Tourism
Department of Tour Guiding
mervekalyoncu@anadolu.edu.tr

Culinary Arts Associate Degree Program, Faculty of Open Education, Anadolu University

Culinary Arts Program is an associate degree program in the Faculty of Open Education. The program started to accept students in 2016. There are 19.023 registered students in the Culinary Arts Associate Degree Program according to the Council of Higher Education (CoHE) report released in 2018. Moreover, 853 students have fulfilled the requirements of the program for graduation and received an associate degree. The objective of the Program is to contribute to the training of human resources to be employed in the field of gastronomy in the tourism sector. The program aims to equip students with the knowledge and skills particularly related to cuisine, services, management, and human relations, and it also aims to help students keep up with the latest developments in the field. The courses given in this program aim to provide students with theoretical knowledge of culinary and also help them obtain the theoretical knowledge they may need to find solutions to various business problems they may encounter in the tourism sector. The program does not require students to have an internship application.

The program consists of four semesters and offers various courses, such as Food Legislation and Quality Management, Turkish Cuisine Culture, Basic Cooking Techniques, Beverages, History of Gastronomy,

Basics of Nutrition, Food Safety and Hygiene, World Cuisines I, Geography of Food, Gastronomy and Media, Food and Beverage Management, Ottoman Cuisine, Local Cuisines, Menu Management. Students also have the opportunity to have different foreign language courses (German, French or English) which are chosen by students at the registration stage.

In order to graduate from the program, students are required to complete the courses of the designated program, to get minimum of 120 ECTS credits in total, achieve a minimum GPA of 2.00/4.00, and to have no FF, DZ or YZ grades. These requirements are fully compatible with the Bologna Process. Students that meet the graduation requirements are granted a "Culinary Arts Associate Degree" from the Faculty of Open Education. Students who graduate from the program can apply to formal or open education bachelor's degree programs. Those who finish the program are awarded the title "Cooking Professional". Graduates have employment opportunities in cuisine and food-related departments of public and private institutions. Graduates of the Culinary Arts Associate Degree Program are employed in related units, mainly cuisines of companies operating in the field of accommodation, food and industrial catering in the tourism sector or cafeterias, catering establishments, private or official institutions.

Emrah Yıldız

Vice Coordinator of the Program

Anadolu University Faculty of Tourism

Department of Gastronomy and Culinary Arts

emrahyildiz34@anadolu.edu.tr

© 2019. This work is published under
<https://creativecommons.org/licenses/by/4.0/legalcode> (the “License”).
Notwithstanding the ProQuest Terms and Conditions, you may use this
content in accordance with the terms of the License.