



PROGRAMME INFORMATION CATALOGUE

ACADEMIC PROGRAMMES

Ph.D. (Third Cycle)

M.A. / M.Sc. (Second Cycle)

B.A. / B.Sc. (First Cycle)

Associate Degree (Short Cycle)

School of Tourism and Hotel Management (BSc)

PROGRAM DESCRIPTION

Aim:

The Department of Tourism and Hotel Management aims to provide talented labour, managers, entrepreneurs, and academics for both the academic sector and the industry. One of the key features that sets our tourism school apart from others is its high-quality education system; the second is our ability to personally engage with students and support their ongoing career development. The temporary education offered at our academy has been designed to develop individuals capable of adapting to changing economic conditions, technological progress, and emerging local and international trends in the tourism industry. Within the School of Tourism and Hotel Management, students gain not only theoretical knowledge but also practical experience to understand the tourism industry in its true context through enriched classroom activities, extracurricular activities, field trips, and projects. Thanks to our strong connections with tourism establishments, students can experience real workplace environments, identify and address their deficiencies by comparing their knowledge and skills, and better understand the fields and establishments where they may be employed after graduation. Our graduates will have a wide range of career opportunities within national and international sectors such as hotels (front desk, housekeeping, kitchen, service, bars, purchasing, sales and marketing, human resources), travel agencies and tour operators, food & beverage establishments, congress and exhibition centres, fair facilities, marinas, recreation facilities, airlines, marine and cruise lines, rental car companies, as well as public and academic institutions. Our students are comprehensively trained to deliver exceptional services through effective coordination with the tourism industry. In particular, courses such as 'tour operation', 'food & beverage management', and 'housekeeping management' are structured to facilitate 'learning by doing and experiencing'.

Objectives:

- **Objectives of the Department of Tourism and Hotel Management are as follows:**
- **to train executives and managers for all sub-sectors of the tourism industry,**
- **to contribute to increasing the number of dynamic, qualified, and educated staff in the tourism sector.**
- **to properly guide those who wish to advance in their academic careers through postgraduate programmes.**
- **to provide students with temporary management techniques,**
- **to equip students with both theoretical and practical knowledge.**

QUALIFICATION AWARDED

The students who successfully complete the program are awarded the Bachelor Degree in the School of Tourism and Hotel Management.

LEVEL OF QUALIFICATION

This is a First Cycle (Bachelor's Degree) program.

SPECIFIC ADMISSION REQUIREMENTS

TR Applicants

TR Students who are successful in the exams conducted by the Higher Education Council Student Selection and Placement Center (ÖSYM) and are entitled to enroll in our university in line with their preferences can complete the registration process with the necessary documents for registration from our Registration and Liaison Offices throughout Turkey or from the Marketing Directorate on campus.

TRNC Applicants

TRNC citizens and TR citizen candidate students who have completed their entire high school education in TRNC. They are placed in undergraduate programs in line with their success in the CIU Student Placement and Scholarship Ranking Exam and the programs they prefer.

Students who are successful in the exam can register from the [TRNC Marketing Office](#).

[International](#) applicants can directly apply online to our undergraduate programs using the [application portal](#).

QUALIFICATION REQUIREMENTS AND REGULATIONS

The students studying in this undergraduate program are required to have a Cumulative Grade Points Average (Cum. GPA) of not less than 2.00/4.00 and they are expected to pass all the required courses without having the grades; F, D- and U. The minimum number of ECTS credits required for graduation is 240. It is also mandatory for the students to complete two compulsory summer training in a specified duration and quality.

RECOGNITION OF PRIOR LEARNING

At Cyprus International University, full-time students can be exempted from some courses within the framework of the related bylaws. If the content of the course previously taken in another institution is equivalent to the course offered at CIU, then the student can be exempted from this course with the approval of the related faculty/graduate school after the evaluation of the course content.

PROFILE OF THE PROGRAM

Tourism Management is a program that promotes the integration of theoretical and practical knowledge, and also contributes significantly to the well-being and operational efficiency of the academic, public, and private sectors. Students are afforded the opportunity to attend pertinent seminars and conferences, as well as actively engage in research and the application of knowledge during their summer training and internships. The field of tourism and Hotel Management presents numerous opportunities that enable individuals to acquire advanced skills necessary for excellence in the industry. The mission of the School of Tourism and Hotel Management is to guide students in designing and articulating clear pathways toward their future careers. This mission is accomplished through maintaining high academic standards, fostering a competitive academic environment, and providing personalised attention to meet the specific needs of each student.

The Tourism Management Program has been accredited since September 17, 2018, by the Foundation for International Business Administration Accreditation (FIBAA), an organisation that conducts international evaluations and confers accreditation.

The School of Tourism and Hotel Management programme is carefully designed to develop students who are actively involved and aware of both international and national developments, as well as technological progress within the tourism and hospitality sectors. Alongside core business modules, the curriculum includes specialised and tailored courses in tourism and hospitality throughout the programme. Students receive comprehensive training to improve their problem-solving skills, effective communication, and customer-focused approaches. Language proficiency is a key part of the tourism course; therefore, the school offers elective language classes in German, French, Italian, Russian, and Chinese. Summer training and internships help to reinforce the theoretical knowledge gained in lectures. The School of Tourism and Hotel Management is accredited by FIBAA and holds full membership with the Council on Hotel, Restaurant & Institutional Education (CHIRE), as well as the European Network of Hospitality and Tourism Educators (EURHODIP).

COURSE STRUCTURE DIAGRAM WITH CREDITS

Curriculum

Semester	Course Code	Course Name	T	P	Local Credit	ECTS
1	TRHM101	Introduction to Tourism and Hospitality Industry	3	0	3	8
1	TRHM103	World Travel Destinations	2	2	3	7
1	ITEC101	Information Technology-I	2	2	3	5
1	ENG101	Reading and Writing Skills-I	2	2	3	4
1	GER101/FRE101	GERMAN I/FRENCH I	3	0	3	3
1	TUR101/TUR100	Introduction to Turkish/Turkish Language	2	2	3	2
TOTAL/AVERAGE		6 Courses			18	29
2	TRHM102	Front Office Operations	3	0	3	7
2	TRHM104	Housekeeping Operations	3	0	3	8
2	TRHM106	Travel and Tourism Operations	3	0	3	7
2	ENG102	Reading and Writing Skills-II	2	2	3	4
2	GER102/FRE102	German-II/French-II	3	0	3	3
2	HTR100/HCI100	History of Modern Turkey/History of Civilization	2	0	0	2
TOTAL/AVERAGE		6 Courses			15	31
3	TRHM201	Food and Beverage Service	3	0	3	7
3	STA203	Statistics	3	0	3	5
3	TRHM205	Hospitality Accounting-I	3	0	3	6
3	TRHM207	Advanced English for Tourism and Hospitality Industry	3	0	3	7
3	GER201/FRE201	German III/French III	3	0	3	3
TOTAL/AVERAGE		5 Courses			15	28

4	TRHM202	Food and Beverage Operation	3	0	3	6
4	TRHM204	Management for Tourism and Hospitality Industry	3	0	3	6
4	TRHM206	Hospitality Accounting-II	3	0	3	6
4	TRHM208	Communication Skills for Tourism Industry	3	0	3	6
4	GER202/FRE202	German IV/French IV	3	0	3	3
4	TRHM200	Summer Training-I - REPORT	0	0	0	5
TOTAL/AVERAGE		6 Courses			15	32
5	TRHM303	Tourism and Hospitality Research	3	0	3	6
5	TRHM305	Marketing for Tourism and Hospitality Industry	3	0	3	6
5	TRHM307	Information Systems for Tourism and Hospitality Industry-I	3	0	3	5
5	Free-XX1	Free Elective-I	3	0	3	7
5	UNI XX1	University Elective	3	0	3	4
TOTAL/AVERAGE		5 Courses			15	28
6	TRHM304	Food and Beverage Cost Control	3	0	3	5
6	TRHM306	Marketing for Tourism and Hospitality Industry-II	3	0	3	6
6	TRHM308	Human Resource Management for Tourism Industry	3	0	3	5
6	Free-XX2	Free Elective-II	3	0	3	7
	UNI XX2	University Elective	3	0	3	4
6	TRHM300	Summer Training-II - REPORT	0	0	0	5
TOTAL/AVERAGE		6 Courses			15	32
7	TRHM401	Strategic Management for Tourism and Hospitality Industry	3	0	3	7
7	TRHM403	Tourism Economics	3	0	3	6
7	TRHM405	Tourism Business Law	3	0	3	7
7	TRHM XXX	School Elective-I	3	0	3	5
7	TRHM XXX	School Elective-II	3	0	3	5
TOTAL/AVERAGE		5 Courses			15	30
8	TRHM400	Graduation Project	3	0	3	7
8	TRHM404	Ethics And Social Responsibility	3	0	3	6
8	TRHM406	Tourism Policy and Planning	3	0	3	7
8	TRHM XXX	School Elective-III	3	0	3	5
8	TRHM XXX	School Elective-IV	3	0	3	5
TOTAL/AVERAGE		5 Courses			15	30

The Department of Tourism and Hotel Management

TRHM PO1: Will be able to adapt theoretical and practical knowledge in a challenging work environment,

TRHM PO3: Gains the communicative, conceptual and analytical skills necessary for conflict environments.

TRHM PO4: Understands and applies the importance of basic competence for the success and ability to create a competitive advantage on a global scale,

TRHM PO5: Encourages ethical and socially responsible practices that are environmentally friendly and applicable in both business and personal life,

TRHM PO6: Raises awareness about continuous improvement to increase business performance in professional life.

TRHM PO7: Adopts and applies critical and strategic thinking together with research capabilities for organizational decisions

TRHM PO8: Uses and manages the information technologies required for the contemporary business world.

TRHM PO9: Have at least one foreign language knowledge at a basic level besides English foreign language.

TRHM PO10: Applies the basic competencies gained in the field in professional life,

TRHM PO11: Understands the importance of interdisciplinary relationships and collaborations and applies them in professional life.

TRHM PO12: Gains teamwork skills.

[illegible]

[illegible]

TRHM441	4	4	4	4	4	4	4	4	4	4	4	4
TRHM458	5	4	4	4	4	4	4	4	4	4	4	4
TRHM444	5	4	4	4	4	4	4	4	4	5	4	4
GACA308	3	3	3	3	3	3	3	3	3	3	3	3
TRHM456	5	5	5	5	5	5	5	5	5	5	5	5
TRHM307	5	5	4	4	4	4	4	4	4	5	5	5

OCCUPATIONAL PROFILES OF GRADUATES

GACA102	3	3	3	3	3	3	3	3	3	3	3	3
BUSN309	3	3	3	3	3	3	3	3	3	3	3	3

Graduates of the Department of Tourism and Hotel Management will have access to a wide range of career opportunities both nationally and internationally. These include positions in accommodation services such as front desk operations, housekeeping, culinary services, customer service, bars, procurement, sales and marketing, and human resources. Additionally, graduates may pursue careers with travel agencies and tour operators, food and beverage establishments, congress and exhibition centres, fair facilities, marina sector, recreational facilities, airlines, marine and cruise lines, car rental companies, as well as public and academic institutions.

ACCESS TO FURTHER STUDIES

The students graduating from this program may apply to graduate programs.

REGULATIONS AND ASSESSMENT & GRADING

The measurement and evaluation methods applied for each course are defined in the "Syllabus" prepared by the relevant faculty member/s and included in the Information package. Regarding exams and course grades, relevant articles of Cyprus International University Associate Degree, Undergraduate Education and Examination Regulations are applied. (<https://sis.ciu.edu.tr/regulations-and-forms/regulations/211?ZhKoCbpKgH6FNZQJJA3CxT2giXRZnt2aJoWO>)

GRADUATION REQUIREMENTS

In order to graduate from the undergraduate program, it is necessary to succeed in all of the courses listed in the curriculum of the program by getting the grade at least D/ S with a minimum 240 ECTS (165 in national credits) and completed 2 summer training in a specified duration and quality and to have a Cumulative Grade Point Average (CGPA) of 2.00 out of 4.00

MODE OF STUDY

This is a full time program.

PROGRAM DIRECTOR OR EQUIVALENT

Prof. Dr. Hale ÖZGİT
hozgit@ciu.edu.tr

NQF-HETR/PROGRAM COMPETENCIES MATRIX

<http://www.tyyc.yok.gov.tr/>)

Faculty/School/Vocational School: School of Tourism and Hotel Management			
Program: Tourism and Hotel Management (English)			
Order Number	Core Area		Program Competency
1	Knowledge		Can harmonize theoretical and practical knowledge in a challenging work environment and apply it in business life,
2			Understands and applies the importance of core competency for success and ability to create a competitive advantage on a global scale,
3			Adopts and applies critical and strategic thinking along with research capabilities for organizational decisions,
4			Possesses knowledge of at least 1 foreign language at a basic level, in addition to the English foreign language.
5	Skills		Can harmonize theoretical and practical knowledge in a challenging work environment and apply it in business life.
6			Adapts to intercultural and diverse international work environments and guides teamwork.
7			Supports environmentally conscious practices by developing ethical perspectives and a sense of social responsibility to be used for business and personal life.
8			Adopts and applies critical and strategic thinking along with research capabilities for organizational decisions.
9			Uses and manages the information technologies required for the contemporary business world.
10			Understands the importance of interdisciplinary relations and collaborations and applies them in professional life.
11	Competencies	Independent Working and Taking Responsibility	Creates awareness for continuous improvement to enhance job performance in professional life.
12			Applies core competencies acquired in the field to professional life.

13		Learning Competency	Understands and applies the importance of core competency for success and ability to create a competitive advantage on a global scale.
14			Acquires teamwork skills.
15		Communication and Social Competency	Acquires the communicational, conceptual, and analytical skills necessary for conflict environments.
16			Possesses knowledge of at least 1 foreign language at a basic level, in addition to the English foreign language.
17		Field-Specific Competency	Applies core competencies acquired in the field to professional life.

Table 1. Turkish Higher Education Qualifications Framework Definitions.

Possessing advanced theoretical and practical knowledge, supported by textbooks, application tools and equipment, and other resources containing up-to-date information in the field.	TYYÇ1
The ability to use the advanced theoretical and practical knowledge acquired in the field.	TYYÇ2
The ability to interpret and evaluate data, define and analyze problems, and develop research and evidence-based solutions using the advanced knowledge and skills acquired in the field.	TYYÇ3
The ability to independently conduct an advanced study related to the field.	TYYÇ4
The ability to take responsibility, individually and as a team member, to solve complex, unforeseen problems encountered in the applications of the field.	TYYÇ5
The ability to plan and manage activities for the development of employees under their responsibility within the framework of a project.	TYYÇ6
The ability to evaluate the advanced knowledge and skills acquired in the field with a critical approach.	TYYÇ7
The ability to determine learning needs and to direct one's own learning.	TYYÇ8
The ability to develop a positive attitude towards lifelong learning.	TYYÇ9
The ability to inform relevant individuals and institutions about issues related to the field; to convey one's thoughts and proposed solutions to problems in writing and verbally.	TYYÇ10
The ability to share one's thoughts and proposed solutions to problems related to the field with both expert and non-expert audiences, supporting them with quantitative and qualitative data.	TYYÇ11
The ability to organize and implement projects and activities for the social environment they live in, with a sense of social responsibility.	TYYÇ12
The ability to follow information in the field and communicate with colleagues using a foreign language at least at the European Language Portfolio B1 General Level.	TYYÇ13
The ability to use information and communication technologies, along with computer software, at least at the European Computer Driving Licence (ECDL) Advanced Level required by the field.	TYYÇ14
Acting in accordance with social, scientific, cultural, and ethical values during the stages of collecting, interpreting, applying, and announcing the results of data related to the field.	TYYÇ15
Possessing sufficient awareness regarding the universality of social rights, social justice, quality culture, the preservation of cultural values, as well as environmental protection, and occupational health and safety.	TYYÇ16

Table 2. Courses' Contribution to Turkish Higher Education Qualifications Framework (TEQF-TYÇÇ) Outcomes.

[illegible]

TRHM403	4	4	4	4	4	3	3	3	3	3	3	3	3	2	2	2
TRHM405	4	4	4	4	4	4	3	3	3	3	3	3	3	3	2	2
TRHM402	4	4	4	3	3	3	3	3	4	4	4	4	3	2	2	2
TRHM400	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5
TRHM404	5	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3
TRHM406	4	4	4	4	3	3	3	3	3	4	4	3	3	3	3	3
TRHM448	5	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3
TRHM442	4	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2
TRHM443	4	4	3	3	3	3	3	3	3	3	3	3	3	2	2	2
TRHM449	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3
TRHM447	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3
TRHM441	4	4	4	3	3	4	4	4	4	4	4	4	4	3	3	3
TRHM458	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
TRHM444	4	4	4	4	3	3	3	3	3	3	3	3	2	2	2	2
GACA308	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2
TRHM456	5	5	4	4	4	4	4	4	4	4	3	3	3	3	3	3
TRHM307	5	5	4	4	4	4	4	3	3	3	3	3	3	3	2	2
GACA102	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
BUSN309	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2