



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.

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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/>)

Fakülte/Yüksekokul/Meslek Yüksekokulu: Turizm ve Otel İşletmeciliği Yüksekokulu		
Program: Turizm ve Otel İşletmeciliği (İngilizce)		
Sıra Numarası	Temel Alan	Program Yeterliği
1	Bilgi	Zorlu çalışma ortamındaki teorik ve pratik bilgileri uyumlaştırabilir ve iş yaşamında uygulabilir,
2		Küresel ölçekte rekabet avantajı yaratma başarısı ve yeteneği için temel yetkinliğin önemini kavrar ve uygular,
3		Örgütsel kararlar için araştırma yetenekleriyle birlikte eleştirel ve stratejik düşünmeyi benimser ve uygular,
4		İngilizce yabancı dilinin yanında, temel düzeyde en az 1 yabancı dil bilgisine sahip olur.
5	Beceriler	Zorlu çalışma ortamındaki teorik ve pratik bilgileri uyumlaştırabilir ve iş yaşamında uygulabilir,
6		Kültürlerarası ve çeşitli uluslararası çalışma ortamlarına uyum sağlar ve ekip çalışmasını güdümler,
7		İş ve kişisel yaşam için kullanılacak etik bakış açıları ve sosyal sorumluluk anlayışını geliştirerek çevreye duyarlı uygulamaları destekler,
8		Örgütsel kararlar için araştırma yetenekleriyle birlikte eleştirel ve stratejik düşünmeyi benimser ve uygular,
9		Çağdaş iş dünyası için gereken bilgi teknolojilerini kullanır ve yönetir.
10		Disiplinlerarası ilişkileri ve işbirliklerinin önemini kavrar ve profesyonel yaşamda uygular,
11	Yetkinlikler	Bağımsız Çalışabilme ve Sorumluluk Alabilme
12		Profesyonel yaşamdaki iş performansını artırmak için sürekli iyileştirme konusunda farkındalık yaratır,
13		Alanla ilgili kazanılan temel yetkinlikleri profesyonel yaşamda uygular.
14		Öğrenme Yetkinliği
		Küresel ölçekte rekabet avantajı yaratma başarısı ve yeteneği için temel yetkinliğin önemini kavrar ve uygular,
		Takım çalışması becerilerini kazanır.

15		İletişim ve Sosyal Yetkinlik	Çatışma ortamları için gerekli olan iletişimsel, kavramsal ve analitik becerili kazanır,
16			İngilizce yabancı dilinin yanında, temel düzeyde en az 1 yabancı dil bilgisine sahip olur.
17		Alana Özgü Yetkinlik	Alanla ilgili kazanılan temel yetkinlikleri profesyonel yaşamda uygular

Çizelge 1. Türkiye Yükseköğretim Yeterlilikler Çerçevesi Tanımları.

Alanındaki güncel bilgileri içeren ders kitapları, uygulama araç-gereçleri ve diğer kaynaklarla desteklenen ileri düzeydeki kuramsal ve uygulamalı bilgilere sahip olma.	TYYÇ1
Alanında edindiği ileri düzeydeki kuramsal ve uygulamalı bilgileri kullanabilme.	TYYÇ2
Alanında edindiği ileri düzeydeki bilgi ve becerileri kullanarak verileri yorumlayabilme ve değerlendirebilme, sorunları tanımlayabilme, analiz edebilme, araştırmalara ve kanıtlara dayalı çözüm önerileri geliştirebilme.	TYYÇ3
Alanı ile ilgili ileri düzeydeki bir çalışmayı bağımsız olarak yürütebilme.	TYYÇ4
Alanı ile ilgili uygulamalarda karşılaşılan ve öngörülemeyen karmaşık sorunları çözmek için bireysel ve ekip üyesi olarak sorumluluk alabilme.	TYYÇ5
Sorumluluğu altında çalışanların bir proje çerçevesinde gelişimlerine yönelik etkinlikleri planlayabilme ve yönetebilme.	TYYÇ6
Alanında edindiği ileri düzeydeki bilgi ve becerileri eleştirel bir yaklaşımla değerlendirebilme,	TYYÇ7
Öğrenme gereksinimlerini belirleyebilme ve öğrenmesini yönlendirebilme.	TYYÇ8
Yaşamboyu öğrenmeye ilişkin olumlu tutum geliştirebilme.	TYYÇ9
Alanı ile ilgili konularda ilgili kişi ve kurumları bilgilendirebilme; düşüncelerini ve sorunlara ilişkin çözüm önerilerini yazılı ve sözlü olarak aktarabilme.	TYYÇ10
Alanı ile ilgili konularda düşüncelerini ve sorunlara ilişkin çözüm önerilerini nicel ve nitel verilerle destekleyerek uzman olan ve olmayan kişilerle paylaşabilme.	TYYÇ11
Toplumsal sorumluluk bilinci ile yaşadığı sosyal çevre için proje ve etkinlikler düzenleyebilme ve bunları uygulayabilme.	TYÇÇ12
Bir yabancı dili en az Avrupa Dil Portföyü B1 Genel Düzeyi'nde kullanarak alanındaki bilgileri izleyebilme ve meslektaşları ile iletişim kurabilme.	TYYÇ13
Alanının gerektirdiği en az Avrupa Bilgisayar Kullanma Lisansı İleri Düzeyinde bilgisayar yazılımı ile birlikte bilişim ve iletişim teknolojilerini kullanabilme.	TYYÇ14
Alanı ile ilgili verilerin toplanması, yorumlanması, uygulanması ve sonuçlarının duyurulması aşamalarında toplumsal, bilimsel, kültürel ve etik değerlere uygun hareket etme.	TYYÇ15
Sosyal hakların evrenselliği, sosyal adalet, kalite kültürü ve kültürel değerlerin korunması ile çevre koruma, iş sağlığı ve güvenliği konularında yeterli bilince sahip olma.	TYYÇ16

Çizelge 2. Derslerin TYYÇ Çıktılarını Sağlaması.

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ITEC110	5	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3
ENG101	5	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3
GER101/FRE101	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2
TUR101/TUR100	3	3	3	3	3	3	3	3	3	3	3	4	2	2	2	2
TRHM102	5	5	4	4	4	4	4	4	4	4	4	4	3	3	3	3
TRHM104	4	4	4	4	3	3	3	3	3	4	4	4	3	3	3	3
TRHM106	4	4	4	3	3	3	3	3	3	3	3	2	2	3	3	3
ENG102	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
GER102/FRE102	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
HTR100/HCI100	2	2	2	2	2	3	3	3	3	2	2	2	3	3	2	2
TRHM201	5	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3
STA203	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3
TRHM205	4	4	4	4	4	3	3	3	3	3	4	3	3	3	3	3
TRHM207	4	4	4	4	4	4	3	3	3	3	3	3	2	2	3	2
GER201/FRE201	2	2	2	2	2	2	2	2	2	2	2	2	1	1	2	1
TRHM202	4	4	4	4	4	3	3	3	3	4	3	3	3	3	3	3
TRHM204	4	5	4	5	4	5	5	4	4	4	5	5	3	3	3	3
TRHM206	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3
TRHM208	4	5	5	4	4	3	3	3	3	3	4	4	3	3	3	3
GER202/FRE202	2	2	2	2	2	2	3	3	3	2	2	2	2	2	2	2
TRHM200	4	4	4	4	4	4	4	4	4	4	4	5	4	3	3	3
TRHM302	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3
TRHM304	4	5	5	4	4	4	4	4	5	4	4	4	3	4	2	2
TRHM306	5	4	4	4	4	4	4	3	3	3	3	3	3	2	2	2
TRHM308	5	3	3	4	4	3	3	3	3	2	2	2	3	2	2	2
TRHM300	5	4	4	4	4	4	5	4	4	4	4	4	3	2	3	3
TRHM401	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	2
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

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