

## TOURISM MANAGEMENT MASTER PROGRAM COURSE CONTENTS

<b>Course Code</b>	<b>Course Name</b>	<b>(T,A,L)</b>	<b>Credit</b>	<b>ECTS</b>	<b>Compulsary/Elective Course</b>
THM501	General Tourism	(3,0,0)	3	7.5	Compulsary
<p>Graburn General theory of tourism. Some thoughts on a general theory of hospitality. Tourism's Role in the Global Economy. Nature of tourism. Tourism changes and Impacts. Sustainable tourism . Sustainability.</p>					

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THM514	Tourism Planning and Policy	(3,0,0)	3	7,5	Compulsary
<p>Tourism policy issues for today: new directions. International tourism as a commercial and economic activity. Case Study. Managing sustainable tourism in the twenty-first century. Barriers and obstacles to international travel. Case Study.</p>					

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THM516	Research Methods	(3,0,0)	3	7,5	Compulsary
<p>Writing strategies and ethical considerations. Arguments presented in a proposal. Quantitative designs. Qualitative designs. Mixed methods designs. The research problem and questions. The research topic. Steps in conducting a literature review. Searching computerized databases. Variables in quantitative research. Collecting the data. Qualitative research questions.</p>					