



Eskişehir Osmangazi Üniversitesi  
Sosyal Bilimler  
Enstitüsü

T.C.

**ESKİŞEHİR OSMANGAZI UNIVERSITY**

**INSTITUTE OF SOCIAL SCIENCES**

**DEPARTMENT OF TOURISM MANAGEMENT**

### **Ph.D. Program**

**Purpose of the Program:** To train researchers and practitioners who can carry out original and independent studies in the academic environment and make important scientific contributions to the field with their research in the Tourism Management Ph.D. program,

To provide academic experience to students, academicians, and managers who want to carry out scientific research in the field of science through the Tourism Management Ph.D. Program,

To help faculty members share their knowledge and experience with new researchers in the field they work so that Ph.D. students gain the equipment to conduct qualified scientific research,

To enable Ph.D. students to develop projects on subjects directly related to the field of tourism, thanks to the research education they receive.

**Importance of the Program:** The tourism sector is a growing sector, both operationally and academically. This situation brings with it the problem of adequate human resources. Training the qualified human resources needed by the industry is extremely important for the future of the industry. The tourism management Ph.D. program is important in terms of its contribution to the training of both better-equipped managers and the academic staff needed by tourism education.

**Application Conditions:** Graduate students who have graduated from the tourism-related fields of universities can apply to the tourism management Ph.D. program.

During the application process, the score is calculated by considering 50% of the candidates' ALES score, 25% of the undergraduate graduation average and 25% of the foreign language score, and the candidates with high scores are accepted to the program.

**Courses in the Program:** In the program, sustainable tourism management, cultural heritage, gastronomy and media, research methods in social sciences, tourist behavior, marketing theories in tourism, consumer culture in tourism, psychological dynamics of tourism, organizational theories, risk and crisis management in tourism enterprises, sociological foundations of tourism, employment and development, marketing research in tourism, new trends in food and beverage businesses.

**Skills Gained and Academic Accumulation:** Students who successfully complete the program;

- Having advanced conceptual and applied knowledge in the field of tourism management, they will have the ability to classify, analyze and evaluate this information within the framework of the scientific method,
- Will have the ability to identify the problems faced by tourism enterprises, to develop solutions by making the necessary research design,
- Gain the ability to follow current trends in tourism management and social sciences and adapt to changes,
- Will have the ability to carry out teamwork effectively, to ensure task sharing and coordination among the people in the team,
- By reading economic indicators well, identifying business opportunities in the market and designing ways to benefit from these opportunities,
- Will have the ability to express solutions or suggestions verbally and in writing, by evaluating the problems, threats or opportunities he/she encounters within the framework of the information he/she has acquired,
- Gain the ability to closely monitor and use constantly developing information and communication technologies,
- Will be able to carry out the necessary planning, coordination and control activities in the realization of projects by gaining effective management skills,
- Will have a sense of social responsibility in the decisions and practices taken by assimilating legal, ethical and professional principles,
- Will be able to manage interpersonal relations,

- Will have the ability to produce innovative ideas, encourage the generation of innovative ideas and put these ideas into practice.

**Graduation Requirements:** The total duration of the program is minimum 4 years (8 semesters) and maximum 6 years (12 semesters). The student must have passed all the courses in the program and must not have an FF, DZ or YZ grade. In this program, the student must provide 240 ECTS credits and a GPA of at least 3.00 out of 4.00. Students who are successful in the Ph.D. Qualification exam to be held after the course period pass to the thesis stage and students who successfully complete their thesis are entitled to graduate from the program.

### **Tourism Management Ph.D. Program Objectives**

<b>PO1</b>	To deepen students' theoretical knowledge about tourism enterprises management.
<b>PO2</b>	To enable students to carry out academic research that will contribute to the determination and solution of problems in tourism enterprises.
<b>PO3</b>	To train people who have a say in the field by sharing the research results carried out in national and international environments and who will take on duties in the business world and academic institutions.
<b>PO4</b>	To gain high-level skills in using research methods in studies related to the field.

### **Tourism Management Ph.D. Program Learning Outcomes**

<b>LO1</b>	Students who have a doctoral degree in tourism management will have the qualifications required by tourism management in the world and Turkey.
<b>LO2</b>	In addition, students will be able to interpret the scientific literature in the field of tourism and gain the ability to make suggestions for the results.
<b>LO3</b>	Critically evaluates the acquired knowledge and skills.

### **Tourism Management Master's Program with Thesis**

**Purpose of the Program:** The purpose of this program; will be able to solve the problems encountered in the field of tourism management; will be able to analyze, design and improve service and quality issues; will be able to create career plans

related to business life; will be able to constantly renew themselves with the awareness of lifelong learning; It is to train tourism professionals who can share and spread their knowledge and experience, and who can do academic studies on the production of universal knowledge.

**Importance of the Program:** The tourism sector is a growing sector, both operationally and academically. This situation brings with it the problem of adequate human resources. Training the qualified human resources needed by the industry is extremely important for the future of the industry. The tourism management master's program with thesis is important in terms of its contribution to the training of both better-equipped managers and the academic staff needed by tourism education.

**Application Requirements:** Undergraduate students who have graduated from the tourism-related fields of universities can apply to the master's program with thesis. During the application process, the score is calculated by considering 50% of the candidates' ALES score, 25% of the undergraduate graduation average and 25% of the foreign language score, and the candidates with high scores are accepted to the program. Students graduating from different departments have to participate in the scientific preparation program, which will last for 1 year, if they are accepted to the program.

**Courses Included in the Program:** Alternative tourism practices, modern management techniques in tourism enterprises, environment and sustainability in tourism, postmodern management techniques in tourism, tourism economy, employment and development, research methods in social sciences, destination marketing, gastronomy and tourism, organizational behavior in tourism enterprises, project development in the tourism sector and international gastronomy.

**Skills Gained and Academic Knowledge:** Students who successfully complete the program;

- To undertake the necessary responsibilities in tourism-related fields,
- Will be aware of the issues related to the tourism and management sector,
- Will be able to define the problems encountered and make and implement decisions for their solution;
- Will be able to master a foreign language and apply it to business life,

- Will be able to continuously improve himself by following the technological developments in their field, and be able to use computer and information technologies,
- Will be knowledgeable about tourism law, tourism and environment, occupational health and safety, sensitive to social and environmental values, and have professional and ethical responsibility,
- Will be prone to teamwork and have effective communication skills in professional and social terms.

**Graduation Requirements:** The total duration of the program is minimum 2 years (4 semesters) and maximum 3 years (6 semesters). The student must have passed all the courses in the program and must not have an FF, DZ or YZ grade. In this program, the student must provide a minimum of 120 ECTS credits and a GPA of at least 3.00 out of 4.00. Students who successfully pass their courses move on to the thesis stage and students who successfully complete their thesis are entitled to graduate.

### **Tourism Management Master's Program Objectives**

<b>PO1</b>	To be able to develop and deepen their knowledge of business theories, research methods and practices at the level of expertise based on undergraduate level qualifications.
<b>PO2</b>	To be able to interpret the information acquired in the field of tourism by integrating with the information from different disciplines, to comprehend the interdisciplinary interaction, to use the acquired skills in interdisciplinary studies and to produce new information.
<b>PO3</b>	To be able to identify complex problems in any field of expertise of tourism management, to compile and analyze data about them, to develop strategic approaches and produce solutions by using the theoretical knowledge and research methods specific to the field.
<b>PO4</b>	To be able to critically evaluate the knowledge and skills acquired in the field of tourism and to carry out independent studies that can contribute to existing knowledge and practices.

### **Tourism Management Master's Program Learning Outcomes**

<b>LO1</b>	To be able to interpret the knowledge gained in the field of tourism by integrating it with the knowledge from different disciplines.
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<b>LO2</b>	Has the ability to analyze, interpret and evaluate the information in the field analytically and systematically.
<b>LO3</b>	Critically evaluates the acquired knowledge and skills.

### **Health Tourism Management Master's Program (Evening Program without Thesis)**

**Purpose of the Program:** The purpose of this program; will be able to solve the problems encountered in the field of health tourism management; will be able to analyze, design and improve service and quality issues; will be able to create career plans related to business life; will be able to constantly renew themselves with the awareness of lifelong learning; To train tourism professionals/managers who can share and spread their knowledge and experience, and who can carry out academic studies on the production of universal knowledge.

**Importance of the Program:** Health tourism has become an increasingly important field in recent years. As one of the most important countries in the world in terms of health tourism, Turkey carries out various studies to further develop its existing potential. The need for qualified human resources is increasing day by day in order for these efforts to be rewarded. This program is especially important in terms of its contribution to the training of qualified human resources needed in the field of management.

**Application Requirements:** Undergraduate graduates from tourism departments and health departments will be accepted to the second education non-thesis master's program in health tourism management. Those who graduate from undergraduate departments other than this department will be required to have worked in the health sector for at least 2 years. In the admission of students to the program, 80% of the undergraduate graduation average, 10% of the ALES score and 10% of the foreign language score are taken into account, and the quota is taken starting from the ones with the highest scores. A preparatory program or scientific preparation will not be applied to students who meet the admission requirements for this program.

**Courses Included in the Program:** Introduction to tourism, management in health tourism enterprises, health tourism, health tourism marketing, intercultural

communication in health tourism, quality management and patient safety in health enterprises, organizational behavior in health enterprises, customer relations management in health enterprises, health tourism policy and planning, strategic human in health tourism resources management, international health law and patient rights, and a term project.

**Skills Gained and Academic Knowledge:** Students who successfully complete the program;

- To undertake the necessary responsibilities in the fields related to Health Tourism Management,
- Will be knowledgeable in the fields of health, tourism and management,
- Will be able to define the problems encountered and make and implement decisions for their solution;
- Will be able to master a foreign language and apply it to business life,
- Will be able to continuously improve himself by following the technological developments in his field, and be able to use computer and information technologies,
- Will be knowledgeable in tourism law, health tourism, management, tourism and environment, occupational health and safety, sensitive to social and environmental values, and have a professional and ethical responsibility,
- Will be prone to teamwork and have effective communication skills in professional and social terms.

**Graduation Requirements:** The student must have passed all the courses in the program and must not have an FF, DZ, or YZ grade. In this program, the student must provide a minimum of 120 ECTS credits and a GPA of at least 3.00 out of 4.00.

**Health Tourism Management Master's Program Program Objectives**

<b>PO1</b>	Will be able to create career plans related to business life; will be able to constantly renew themselves with the awareness of lifelong learning; To train tourism professionals/managers who can share and spread their knowledge and experience, and who can carry out academic studies on the production of universal knowledge.
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<b>PO2</b>	Will be able to solve the problems encountered in the field of health tourism management; will be able to analyze, design and improve service and quality issues; will be able to create career plans related to business life; will be able to renew themselves with the awareness of lifelong learning constantly; To train tourism professionals/managers who can share and spread their knowledge and experience, and who can carry out academic studies on the production of universal knowledge.
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### **Non-Thesis Master's Program in Health Tourism Management Learning Outcomes**

<b>LO1</b>	Students will undertake the necessary responsibilities in the fields related to Health Tourism Management.
<b>LO2</b>	Students will have knowledge of issues in the field of Health Tourism and management.
<b>LO3</b>	Students will be able to define the problems he encounters and make decisions for the solution and implement them.
<b>LO4</b>	Students will be able to master a foreign language and apply it to business life.
<b>LO5</b>	Students will constantly improve themselves by following the technological developments in their field.
<b>LO6</b>	Students will be able to use computer and information technologies.
<b>LO7</b>	Will be knowledgeable in tourism law, health tourism, management, tourism and environment, occupational health and safety, sensitive to social and environmental values, and have a professional and ethical responsibility.
<b>LO8</b>	Will be prone to teamwork and have effective communication skills in professional and social terms.