

DERS PROGRAMI

I. SEMESTER

Code	Course Title	Course Type	ECTS
LEE610	Research Design and Ethics	Required Courses	7.5
	Elective Courses		22.5
Sum			30

II. SEMESTER

Code	Course Title	Course Type	ECTS
SMR600	Seminar	Required Courses	7.5
	Elective Courses		22.5
Sum			30

III. SEMESTER

Code	Course Title	Course Type	ECTS
DYS000	Qualifying Exam	Required Courses	0.0
Sum			0

IV. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ900-0	Thesis (Thesis Proposal)	Required Courses	30.0
Sum			30

V. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ900	Thesis	Required Courses	30.0
Sum			30

VI. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ900	Thesis	Required Courses	30.0
Sum			30

VII. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ900	Thesis	Required Courses	30.0
Sum			30

VIII. SEMESTER

Code	Course Title	Course Type	ECTS
TEZ900	Thesis	Required Courses	30.0
Sum			30

Elective Courses

Code	Course Title	Laboratory + Practice	ECTS
TRZ616	Destination Development (TR)	3 + 0	7.5
TRZ622	History of Tourism (TR)	3 + 0	7.5
TRZ625	Tourism Transportation and Services Management (TR)	3 + 0	7.5
TRZ626	Gastronomy in Culture and Arts (TR)	3 + 0	7.5
TRZ629	Corporate Communication in Tourism (TR)	3 + 0	7.5
TRZ633	Elements Comprising of Tourism (TR)	3 + 0	7.5
TRZ635	Tourism Planning (TR)	3 + 0	7.5
TRZ643	Tourism, Culture and Sustainable Development (TR)	3 + 0	7.5
TRZ653	Autonomous Governance and Algorithmic Decision-Making Models in Tourism (TR)	3 + 0	7.5
ARY614	Qualitative Research Methods (TR)	3 + 0	7.5
TRZ620	Leisure Time Management (TR)	3 + 0	7.5
TRZ624	Strategic Marketing and Brand Management for Tourism (TR)	3 + 0	7.5
TRZ628	Online Tourism Activities (Business and Income Models) (TR)	3 + 0	7.5
TRZ630	Tourism Economics (TR)	3 + 0	7.5
TRZ632	Digital Entrepreneurship in Tourism (TR)	3 + 0	7.5
TRZ634	Theories of Value (TR)	3 + 0	7.5

Institute Specialization Field Course

Code	Course Title	Laboratory + Practice	ECTS
UZH900	Research in Area of Specialization (TR)	7 + 0	7.5

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