



**Aydın Adnan Menderes University
Faculty of Tourism**

Information Guide for Erasmus Incoming Students

Aydın-2026

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1. GENERAL INTRODUCTION AND HISTORY OF THE FACULTY

The foundations of Adnan Menderes University Faculty of Tourism date back to the Tourism Business Administration and Hotel Management College established in the 1974–1975 academic year under Ege University, which was one of the first higher education institutions opened in its field in Türkiye. In the 1977–1978 academic year, the program was upgraded from an associate degree to a bachelor’s degree program, extending the duration of education to four years.

In 1982, under Decree Law No. 41, the school was affiliated with Dokuz Eylül University and renamed “Aydın School of Tourism Business Administration and Hotel Management.” Later, with the establishment of Adnan Menderes University under Law No. 3837 dated 03.07.1992, the school was incorporated into this university.

Starting from the 1996–1997 academic year, educational activities were gradually moved from Aydın to Kuşadası, and programs in Hospitality Management, Travel Management, Tourism Guidance, and Food and Beverage Management began to be offered. During this period, the student population started with 60 students and gradually grew, along with significant development in its academic structure and capacity.

In the 2003–2004 academic year, with the introduction of a preparatory class, the duration of education was extended to five years, and students’ foreign language proficiency was strengthened. In the 2008–2009 academic year, within the scope of a cooperation agreement with Global Investment Holdings Inc., the Gregory Michael Kiez Applied and Theoretical Courses Building was opened.

Following the decision published in the Official Gazette dated May 16, 2013, the Tourism Business Administration and Hotel Management College was transformed into the Faculty of Tourism. With a decision by the Council of Higher Education dated 11.03.2020, the name of the Department of Hospitality Management was changed to “Tourism Management.”



Figure 1. Aydin Adnan Menderes University, Faculty of Tourism

The faculty continues its academic activities with undergraduate as well as master's and doctoral programs.

The Faculty of Tourism aims to conduct research based on scientific principles and practice-oriented approaches in line with the needs of the tourism sector; to contribute to both academia and industry through knowledge production; and to train managerial candidates who are proficient in at least one foreign language and possess a second foreign language skill, are analytically minded, forward-looking, equipped with managerial competencies, socially competent, self-confident, ethically responsible, and have leadership potential. In line with this, it pursues its vision of being a continuously developing and preferred educational institution with recognized prestige at national and international levels through its scientific work and qualified graduates.

2. MESSAGE FROM THE DEAN

Dear Students and Esteemed Visitors,

As the Faculty of Tourism at Adnan Menderes University, we aim to educate our students not only academically but also as well-rounded individuals equipped with cultural, social, and international experience. Today's tourism sector has a global structure and requires individuals who are familiar with different cultures, have advanced foreign language skills, and possess international experience.



In this regard, our faculty places great importance on national and international exchange programs, particularly Erasmus+. We encourage our students to benefit from opportunities to study in different countries, discover new cultures, and gain academic and professional experience. Likewise, interactions with international students and academics from various countries strengthen the multicultural structure of our faculty and provide our students with a global perspective.

While continuing its educational activities in the Departments of Travel Management, Tourism Management, Tourism Guidance, and Food and Beverage Management with a modern educational approach, our faculty aims to prepare students for the international dynamics of the industry. Through our qualified academic staff, applied training opportunities, and industry collaborations, we contribute to the career development of our students.

Located in Aydın, a city distinguished by its natural beauty as well as its historical and cultural richness, our faculty offers students a safe, socially enriching, and development-oriented university life.

In today's world, where knowledge, cultural interaction, and international cooperation are increasingly important, we invite you to become a part of the Adnan Menderes University Faculty of Tourism family.

Sincerely,
Prof. Dr. Osman Nuri Özdoğan
Dean of the Faculty of Tourism

3. PROGRAMS

3.1. Tourism Management Program

The Tourism Management Program aims to train qualified human resources needed by the tourism industry by offering education at undergraduate, master's, and doctoral levels. The program provides students with a comprehensive academic and practical education in areas such as tourism enterprise management, service quality, marketing, finance, human resources, and sustainable tourism.

At the undergraduate level, students learn the fundamental dynamics of the tourism industry and gain skills in analytical thinking, problem-solving, and business management. In addition, internship opportunities enable them to gain practical industry experience.

The master's program is designed for students who wish to specialize in tourism and focuses on developing skills in conducting scientific research, academic analysis, and producing solutions to sector-related problems. It offers both thesis and non-thesis options to meet different career goals.

The doctoral program is designed for individuals aiming for an academic career. It seeks to train researchers who are capable of conducting original research in tourism management, producing scientific knowledge, and contributing to academia at an international level.

Through this multi-level education structure, the Tourism Management Program aims to educate well-equipped and competitive individuals for both academia and the industry.

The Department of Tourism Management has a strong and specialized academic staff and continues its educational activities at a high standard. A total of 11 academic staff members serve within the department

This staff consists of faculty members and research assistants with different academic titles. The department includes 3 Professors, 3 Associate Professors, 3 Assistant Professors, 1 Lecturer, and 1 Research Assistant.

The academic staff are specialized in tourism management and carry out teaching and scientific research in various fields such as tourism management, hospitality management, marketing, destination management, and sustainable tourism. Thanks to this strong academic structure, students are expected to gain both theoretical knowledge and practical professional skills.

3.2. Travel Management Program

The Travel Management Program aims to train qualified human resources in key areas of the tourism industry such as travel agency operations, tour operations, transportation services, and destination management. The program seeks to prepare well-equipped graduates who can take an active role in the sector by providing both theoretical knowledge and practical skills.

The academic staff within the program consists of 2 Professors, 3 Associate Professors, 2 Assistant Professors, and 1 Lecturer. Thanks to this strong academic structure, students have the opportunity to receive education from experienced and specialized instructors in the field.

Within the scope of the Travel Management Program, students are educated in areas such as travel agency operations, reservation systems, ticketing, tour planning, customer relationship management, tourism marketing, and destination management. In addition, sector-based applications and internship opportunities support students in gaining professional experience.

The program offers its graduates employment opportunities in travel agencies, tour operators, airline companies, hospitality enterprises, and both public and private sector organizations related to tourism. It also provides the opportunity for students who aim for an academic career to continue with master's and doctoral studies.

With an up-to-date educational structure that follows current tourism trends, the Travel Management Program aims to train individuals who are competitive at national and

international levels, have strong foreign language skills, can think analytically, and are capable of contributing to the development of the industry.

3.3. Tourism Guidance Program

The Tourism Guidance Program aims to train qualified professionals in the fields of cultural heritage, history, archaeology, art history, destination knowledge, and professional tourist guiding skills. The program focuses on educating qualified tourist guides in the tourism sector by enabling students to gain both theoretical knowledge and practical field experience.

The academic staff within the program consists of 3 Professors, 1 Associate Professor, 2 Assistant Professors, 1 Lecturer, and 1 Research Assistant. This strong academic structure allows students to receive education from experienced and specialized instructors in their field.

Within the Tourism Guidance Program, students receive a comprehensive education through courses such as professional guiding knowledge, mythology, archaeology, art history, cultural heritage management, and destination narration. In addition, field trips and practical excursions are organized to enhance students' professional competencies.

Graduates of the program can work as professional tourist guides certified by the Ministry of Culture and Tourism, and may also find employment in travel agencies, tour operators, and both public and private tourism-related organizations. Furthermore, students who wish to pursue an academic career have the opportunity to continue with postgraduate studies.

The Tourism Guidance Program aims to train guides who can accurately convey cultural values, have strong foreign language skills, possess effective communication abilities, think analytically, and uphold professional ethics.

3.4. Food and Beverage Management

The Food and Beverage Management Program aims to train qualified human resources needed by the gastronomy and hospitality sectors. The program provides students with both theoretical and practical education in areas such as food and beverage service management, kitchen planning, menu development, hygiene and sanitation, cost control, and food safety.

The academic staff within the program consists of 4 Professors, 2 Assistant Professors, and 1 Research Assistant. Thanks to this strong academic structure, students have the opportunity to receive education from experienced and specialized instructors in the field.

Within the Food and Beverage Management Program, students receive a comprehensive education through courses such as gastronomy management, kitchen practices, food and beverage service techniques, business management, and tourism economics. Practical training and industry internships also support students in gaining professional experience.

Graduates of the program can work in hotels, restaurants, cafés, catering companies, cruise ship operations, and all types of tourism enterprises offering food and beverage services. They also have opportunities to establish their own businesses and pursue careers in entrepreneurship.

The Food and Beverage Management Program aims to train professionals who are innovative, knowledgeable in hygiene and quality standards, possess strong managerial skills, have foreign language proficiency, and are open to international culinary cultures.

4. FACULTY FACILITIES

4.1. Employment Opportunities

Graduates of the Tourism Management program have access to a wide range of employment opportunities due to the broad and dynamic structure of the tourism sector. Graduates may work in accommodation establishments, travel agencies, tour operators, food and beverage businesses, airline companies, cruise companies, and destination management organizations.

In addition, there are opportunities to work in public institutions, municipalities, provincial directorates of culture and tourism, and tourism planning and development units. Graduates can also build careers in fields such as event management and congress/organization companies.

Students aiming for an academic career may continue their education at the master's and doctoral levels and work as research assistants or academic staff at universities.

Due to the global nature of the tourism industry, graduates have extensive opportunities both domestically and internationally. Individuals with strong foreign language skills, in particular, have a competitive advantage in international hotel chains and global tourism enterprises.

4.2. Physical Facilities of the Faculty

The building includes 12 smart board-equipped lecture classrooms with a capacity of 70 students each.

In addition, there is 1 dining hall, 1 cafeteria, and 1 library. Furthermore, the building also contains 12 smart board-equipped lecture classrooms with a capacity of 70 students each, 1 food and beverage service practice laboratory, 1 kitchen laboratory for food production, and 2 computer laboratories with a capacity of 30 students each.

4.3. Erasmus+ Exchange Opportunities

Staff and students of higher education institutions are the target groups of the Erasmus+ Erasmus Programme. The Erasmus+ Erasmus Programme aims to enhance the quality of higher education and strengthen cooperation among higher education institutions and with the business sector.

The mobility project for higher education students and staff under the Erasmus+ Programme includes:

Student mobility:

- A study period at a partner higher education institution abroad
- An internship at a company or any other relevant workplace abroad

Staff mobility:

- Teaching periods
- Training periods

Appendix 1 includes the curriculum prepared for students participating in the Erasmus programme.

4.4. Facilities in the City

Kuşadası, where the Faculty of Tourism at Adnan Menderes University is located, is an important tourism destination that offers rich opportunities in terms of social, cultural life, and quality of living for students. Thanks to its active tourism structure throughout the year, the district provides a dynamic environment that contributes both to students' academic development and social life.

Kuşadası offers students a wide range of social opportunities with its well-developed accommodation facilities, restaurants, cafés, shopping areas, and entertainment venues. Especially during the peak tourism season, sectoral observation and practical training opportunities increase, creating a valuable experiential environment for students.



Figure 2. View of Kuşadası

The district also provides a suitable living environment for sports, walking, and outdoor activities with its coastline, beaches, and natural landscapes. In addition, natural areas such as the Dilek Peninsula–Büyük Menderes Delta National Park allow students to spend time in close contact with nature.

Through cultural events, summer festivals, and tourism-focused organizations, Kuşadası offers a vibrant university life that contributes to students' social and cultural development.

Kuşadası has a mild Mediterranean climate. Winters are mild and rainy, while summers are hot and dry. The humidity level is generally low. The average winter temperature ranges between 10°C and 15°C. In summer, the average temperature varies between 25°C and 30°C, and it can rise up to 40°C during peak summer periods.

4.5. Accommodation Opportunities

Accommodation opportunities for students of the Faculty of Tourism at Adnan Menderes University in Kuşadası offer various alternatives. Students may benefit from public and private dormitories, as well as rental apartments and shared flats.

KYK dormitories provide students with safe, organized, and affordable accommodation. In addition, private dormitories and student residences operating in the district offer alternative housing options for different budgets and needs.

Rental houses and apartments are also available in Kuşadası. Students often prefer to rent apartments together with friends, which allows for a more independent lifestyle. Rental prices may be more affordable, especially outside the peak tourism season.

The variety of accommodation options in areas close to the faculty also provides students with transportation advantages. In this way, students can experience a safe living environment integrated with social life.

4.6. Transportation Facilities

Our faculty is located approximately 80 km from İzmir Adnan Menderes Airport and about 65 km from the city center of Aydın.

It is also approximately 3 km from the center of Kuşadası.

You can reach our school by using city minibuses numbered 2 and 4, which pass through both the city center and the ring road.

Those arriving by private vehicle from the İzmir direction can reach the campus by turning left at the roundabout where Kuşadası city center and the ring road divide, and then following the road marked in the satellite image below. Those coming from Aydın or Söke should follow the ring road towards the Kuşadası exit in the İzmir direction and then turn right at the same roundabout, continuing along the road marked in the satellite image.

4.7. Social Activities

For students of the Faculty of Tourism at Adnan Menderes University, Kuşadası and its surroundings offer rich opportunities in terms of social activities. As a major tourism center, the district hosts various cultural, artistic, and sports events throughout the year.

Students can support their social and cultural development by attending concerts, festivals, exhibitions, theatre performances, and local events. Especially during the summer season, national and international festivals provide opportunities for students to interact with different cultures.

In addition, club activities, seminars, conferences, and career days organized within the university contribute to students' academic and social development. Trips, social responsibility projects, and sports events organized through student clubs offer an active university life.

The coastline, natural areas, and touristic structure of Kuşadası create a suitable environment for walking, sea activities, and outdoor sports. In this way, students gain both an enjoyable and productive social life experience.

4.8. Food Services

Food services for students of the Faculty of Tourism at Adnan Menderes University are supported both by university facilities and the wide range of dining options available in Kuşadası. Students can benefit from affordable and balanced menus served at the university dining hall.

Cafeteria services are designed to meet students' daily nutritional needs and are provided in accordance with hygiene standards. This service enables students to maintain a healthy diet in an economically advantageous way.

In addition, cafés, restaurants, eateries, and fast-food establishments in Kuşadası offer students the opportunity to experience different culinary cultures. Thanks to the district's touristic nature, a wide range of flavors—especially traditional Aegean cuisine—along with national and international dishes, is easily accessible.

This diversity enriches students' social lives and also provides observation opportunities for those studying tourism.

4.9. Health Services

Students of the Faculty of Tourism at Adnan Menderes University can easily access healthcare services in Kuşadası and its surroundings. Basic and advanced healthcare services are available through the district hospital, private hospitals, clinics, and family health centers.

Kuşadası State Hospital, in particular, provides fast and effective solutions for students' healthcare needs through its emergency and outpatient services. In addition, private healthcare institutions offer services in various specialties, expanding healthcare options.

University students can benefit from healthcare services under Turkey's general health insurance system, allowing them to continue their education with health coverage.

Furthermore, pharmacies in the district make access to medication and basic health products very easy. This healthcare infrastructure supports students in maintaining a safe and healthy life.

4.10. Sports Facilities

For students of the Faculty of Tourism at Adnan Menderes University, Kuşadası and its surroundings offer various opportunities for sports activities. The district's coastline and natural environment provide a suitable setting for outdoor sports.

Students can engage in activities such as walking, running, cycling, swimming, and water sports for most of the year. Especially during the summer season, water sports and beach activities are very popular.

Sports tournaments, student clubs, and social events organized by the university provide opportunities to participate in team sports such as football, basketball, and volleyball. These activities contribute to both students' physical development and social interaction.

Sports facilities in Kuşadası and areas provided by the municipality are also available for student use. In this way, students can develop regular exercise habits and maintain a healthy lifestyle.

4.11. Library Facilities

Students of the Faculty of Tourism at Adnan Menderes University can benefit from both the faculty library and the university's central library facilities. These libraries provide access to extensive resources that support students' academic studies.

The libraries include printed and digital resources in tourism, business administration, gastronomy, economics, social sciences, and related fields. In addition, electronic databases allow students to easily access up-to-date academic articles, theses, and research.

With silent study areas, group study rooms, and computer access facilities, students can efficiently carry out both individual and collaborative academic work.

Furthermore, services such as borrowing, resource search, and advisory support are provided within the library system, enabling students to access information quickly and effectively. These facilities make a significant contribution to students' academic success.

APPENDIX-1



Aydın Adnan Menderes University
Faculty of Tourism
Tourism Management
Erasmus Incoming Students Course Plan

ACADEMIC YEAR: 2025–2026

SEMESTER: Fall / Spring

LANGUAGE OF INSTRUCTION: English

FALL SEMESTER (30 ECTS)

Course Code	Course Title	ECTS
TUI101	Introduction to Tourism	4
TUI103	Business Administration	4
TUI111	Tourism Behavior	4
TUI305	Management and Organization	4
TUI403	Strategic Management in Tourism	5
TUI105	Research Methods	4
TUI338	Sustainable Tourism	5

SPRING SEMESTER (30 ECTS)

Course Code	Course Title	ECTS
TUI302	Tourism Economics	4
TUI304	Tourism Marketing	5
TUI401	Financial Management	5
TUI405	Organizational Behavior	5
TUI306	Human Resource Management	5
TUI411	Cultural Heritage	3
ELEC101	Turkish Language for Foreigners (Elective) (at Main Campus)	3

- **May change according to semester**

PROGRAM DESCRIPTION

The Erasmus Incoming Student Program in Tourism Management is designed to provide international students with a comprehensive academic experience covering tourism theory, management, economics, marketing, sustainability, human resources, and cultural heritage.

PROGRAM LEARNING OUTCOMES

- Understanding of global tourism systems and industry structure
- Ability to analyze tourism markets, economics, and financial systems
- Competence in strategic management and organizational behavior
- Awareness of sustainable tourism development principles
- Knowledge of cultural heritage and intercultural communication

ASSESSMENT METHODS

- Midterm Examination
- Final Examination
- Project / Case Study
- Presentation
- Class Participation

ADMISSION REQUIREMENTS

- Nomination by home university under Erasmus+ agreement
- Minimum B1 English proficiency recommended

COORDINATION

Faculty Erasmus Coordinator

Department of Tourism Management

International Relations Office