



Eskişehir Osmangazi Üniversitesi
Sosyal Bilimler
Enstitüsü

T.C.

ESKİŞEHİR OSMANGAZI UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

DEPARTMENT OF TOURISM GUIDANCE

Master's Degree Evening Program without Thesis

Aim of the Program: The aim of the program is to train qualified tourist guides through universities, which are educational institutions that have the authority to grant diplomas in the tourism guiding profession. In addition, the associate and undergraduate level tourist guiding departments in Turkey mainly train English-speaking tourist guides.

Significance of the Program: Individuals who meet the conditions in paragraph "c" of Article 3 of the Tour Guiding Profession Law No. 6326 are accepted to the profession of Tourist Guidance. This article states that the individuals who receive a bachelor's degree other than tour guiding may have a tour guide license after completing a course that is approved and operated by the Ministry of Culture and Tourism. However, this article invalidates the diploma and higher education institutions. For this reason, it should be ensured that tourist guidance education is given by higher education institutions. Entry into the profession must be by diploma only. This program is also important because the need for non-English language guides should be met by universities.

Terms of Application: Those who have a bachelor's degree from any department can apply to the proposed Tourist Guidance Non-Thesis Secondary Education Master's Program. Application to the program is based on the evaluation and conditions of the Institute of Social Sciences.

Program Courses: In addition to the compulsory courses in the Tourist Guiding Vocational Law, elective courses are offered in the program. These are: General Tourism Information and Tourism Legislation, Travel Agency, Tour Planning and Management, General Health and First Aid, Communication Skills, Etiquette and Protocol Rules, General Turkish History and Culture, History of Art and Iconography, History of Religions, Tourism Economy, Tourism

Sociology, Special Interest Tourism, Guiding Profession and Professional Ethics in Tourism, History of Mythology and Anatolian Civilizations, Guidance Practices, Anatolian Archeology and Museology, Turkish Folklore and Handicrafts, Tourism Geography of Turkey, Flora and Fauna, Turkish Cuisine, Entrepreneurship and Leadership.

Graduation Requirements: The program consists of a total of 15 courses (30 credits - 90 ECTS) and a term project. The term project course (30 ECTS) is evaluated as "successful" or "unsuccessful". The student has to register for the term project in the semester in which the term project is received and submit a written report at the end of the term.

Post-Graduation Opportunities: Students who graduate from this program will be able to apply for a license to the Ministry of Culture and Tourism after scoring 75 from foreign language exam and completing a field trip. After acquiring their license they can work as a tour guide throughout the country.

Master's Degree Program Objectives

PO1	Develop and deepen knowledge in the same or different field based on licensure competencies.
PO2	Understand the interaction between disciplines related to Tour Guiding.
PO3	Acquire theoretical and applied knowledge in the field of Tour Guiding and develop skills to use them in an advanced level of education or in a related field.
PO4	Utilize acquired expertise in Tour Guiding to interpret and evaluate data from different disciplines, identify problems, analyze, and develop evidence-based solution proposals.
PO5	Independently conduct a study requiring expertise in Tour Guiding.
PO6	Develop new strategic approaches for solving complex and unforeseen problems encountered in Tour Guiding practices and take responsibility for producing solutions.
PO7	Demonstrate leadership in environments requiring resolution of problems related to Tour Guiding.
PO8	Critically evaluate acquired knowledge and skills in Tour Guiding.
PO9	Systematically convey current developments in Tour Guiding and one's own work to groups within and outside the field through written, oral, and visual means.
PO10	Critically examine social relationships and norms that guide them, improve them, and take action to change them if necessary.
PO11	Communicate orally and in writing in at least one foreign language ("European

	Language Portfolio Global Scale," Level B2).
PO12	Develop strategies, policies, and implementation plans in Tour Guiding and evaluate obtained results within the framework of quality processes.
PO13	Teach and supervise social, scientific, and ethical values in the stages of collecting, interpreting, and announcing data related to Tour Guiding.
PO14	Apply assimilated knowledge and problem-solving skills in interdisciplinary studies in the field of Tour Guiding.

Master's Degree Learning Outcomes

LO1	Understanding the fundamental concepts and information in the field of tour guiding.
LO2	Being able to actively use interdisciplinary knowledge acquired in the profession.
LO3	Informing others about topics related to tour guiding.
LO4	Being able to manage a business operating in the tourism sector.
LO5	Grasping the local, national, and international dimensions of guidance.
LO6	Taking responsibility and generating solutions in crisis situations occurring during guided tours.
LO7	Understanding the role of tour guiding as a profession in the tourism industry.
LO8	Evaluating concepts, ideas, and data in the field of tour guiding using scientific methods.
LO9	Being able to use knowledge and communication technologies at the level required by the tourism sector.
LO10	Grasping macro-scale tourism plans and policies.
LO11	Having scientific research knowledge and skills in the field of tour guiding.
LO12	Understanding and interpreting trends in the tourism sector.
LO13	Having sufficient knowledge and awareness of the societal impacts of the tourism sector, including the conservation of natural and cultural environments.
LO14	Identifying the source of current issues in the tourism sector with critical thinking.
LO15	Possessing oral and written communication skills in at least two foreign languages.
LO16	Establishing active communication with tourists and the business environment (management executives and other personnel) by empathizing with tourism and the business context.