

Objectives of the Course

The purpose of the course is to improve the analytical thinking and writing skills of students.

Course Contents

This course includes scientific research process, research methods and techniques, referencing, and reporting.

Recommended or Required Reading

1. Course Book (Essential Resources) Turkish Sources: Karasar, N. (2020). Bilimsel Araştırma Yöntemi: Kavramlar, İlkeler, Teknikler. Nobel Publishing. Yıldırım, A., & Şimşek, H. (2021). Sosyal Bilimlerde Nitel Araştırma Yöntemleri. Seçkin Publishing. Büyüköztürk, Ş., Çakmak, E. K., Akgün, Ö. E., Karadeniz, Ş., & Demirel, F. (2022). Bilimsel Araştırma Yöntemleri. Pegem Academy. Creswell, J. W. (2021). Nitel, Nicel ve Karma Yöntem Yaklaşımları. (Trans. M. Bütün & S. B. Demir). Eğiten Kitap. Day, R. A., & Sakallı, B. (2019). Bilimsel Bir Makale Nasıl Yazılır ve Yayınlanır? TÜBİTAK Publishing. Demir, S. B. (2019). Akademik Yazım Teknikleri ve Yayın Etiği. Pegem Academy. English Sources: Creswell, J. W., & Creswell, J. D. (2023). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. SAGE Publications. Bryman, A. (2016). Social Research Methods. Oxford University Press. Punch, K. (2016). Developing Effective Research Proposals. SAGE Publications. Silverman, D. (2020). Interpreting Qualitative Data. SAGE Publications. Turabian, K. L. (2018). A Manual for Writers of Research Papers, Theses, and Dissertations. University of Chicago Press. 2. Course Materials (Additional Resources and Tools) Academic Writing and Citation Tools: Reference management tools such as Zotero, Mendeley, EndNote Citation guides: APA 7, Chicago, MLA, Harvard Thesis Writing Guides: Higher Education Council (YÖK) Thesis Writing Guide Thesis writing guidelines provided by your university Data Analysis Tools: For qualitative analysis: MAXQDA, NVivo For quantitative analysis: SPSS, AMOS, Stata, R, Python Academic Journals and Databases: Web of Science, Scopus, Google Scholar, JSTOR, ScienceDirect, Springer, Wiley 3. Recommended Sources (Field-Specific and General Research Resources) Scientific Publication Process: Becker, H. S. (2007). Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article. University of Chicago Press. Murray, R. (2011). How to Write a Thesis. Open University Press. Research Ethics and Publication Ethics: Resnik, D. B. (2020). The Ethics of Research with Human Subjects. Springer. COPE (Committee on Publication Ethics) guidelines Academic English and Writing Skills: Swales, J. M., & Feak, C. B. (2012). Academic Writing for Graduate Students: Essential Tasks and Skills. University of Michigan Press.

Planned Learning Activities and Teaching Methods

1. Learning Activities a) Theoretical Learning Activities Lectures & Presentations: Introduction to research methodologies (qualitative, quantitative, and mixed methods) Thesis structure and academic writing principles Ethical considerations in research and publication ethics Guest Lectures & Expert Talks: Experienced researchers sharing their insights on the thesis process Sessions with journal editors on academic publishing Discussion Sessions: Critically analyzing research articles and dissertations Debating research methods, ethical dilemmas, and theoretical frameworks b) Practical Learning Activities Hands-on Workshops: Academic writing techniques (structuring a thesis, writing abstracts, literature reviews) Using citation management tools (Zotero, Mendeley, EndNote) Data analysis software training (SPSS, NVivo, MAXQDA, R, Python) Peer Review & Feedback Sessions: Students reviewing each other's thesis drafts Providing constructive criticism on research proposals and methodology Proposal & Research Design Assignments: Writing and presenting a research proposal Developing a conceptual framework and research questions 2. Teaching Methods Teaching Method Description Problem-Based Learning (PBL) Students work on real research problems and find solutions through collaborative discussions. Case Study Method Analyzing successful and unsuccessful thesis projects to understand key elements of a strong research study. Flipped Classroom Students read academic sources before class and engage in discussions, exercises, and workshops during sessions. One-on-One Supervision Individual meetings with the instructor to guide students in their thesis writing process. Project-Based Learning Students develop their thesis step by step through structured assignments. Simulations & Role-Playing Presenting research at mock conferences, defending research proposals, and responding to peer critiques. Collaborative Learning Engaging in group discussions, peer review, and co-authoring academic papers. Self-Directed Learning Encouraging students to take responsibility for their own learning by setting research goals and tracking progress. 3. Assessment & Evaluation Methods Research Proposal Submission (20%) – Evaluating the clarity and feasibility of students' proposed research. Literature Review Assignment (20%) – Assessing students' ability to analyze and synthesize relevant academic sources. Data Collection & Analysis Report (20%) – Measuring their competency in applying research methodologies. Thesis Chapter Submission (20%) – Evaluating students' progress on writing different sections of their thesis. Final Oral Presentation (20%) – Assessing their ability to defend their research findings and methodology.

Recommended Optional Programme Components

In the course, students should receive individual guidance on academic writing and research processes, submit regular progress reports, and be encouraged to work within ethical guidelines.

Instructor's Assistants

Assoc. Prof. Dr. Gaye Deniz Assoc. Prof. Dr. Duygu EREN

Presentation Of Course

The course is conducted through theoretical lectures, practical workshops, individual mentoring, peer reviews, and interactive discussions.

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Duygu Eren Assoc. Prof. Dr. Gaye Deniz Assoc. Prof. Dr. Eda Özgül Katlav

Program Outcomes

1. Understand and apply all processes of scientific research.
2. Identify appropriate research design and methodology.
3. Acquire skill to conduct a scientific research
4. Write and present a thesis in the field of tourism management

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1			Interview Discussion	Regular meetings with students during the thesis writing process.	
2			Interview Discussion	Regular meetings with students during the thesis writing process.	
3			Interview Discussion	Regular meetings with students during the thesis writing process.	
4			Interview Discussion	Regular meetings with students during the thesis writing process.	
5			Interview Discussion	Regular meetings with students during the thesis writing process.	
6			Interview Discussion	Regular meetings with students during the thesis writing process.	
7			Interview Discussion	Regular meetings with students during the thesis writing process.	
8			Interview Discussion	Midterm Exam	
9			Interview Discussion	Regular meetings with students during the thesis writing process.	
10			Interview Discussion	Regular meetings with students during the thesis writing process.	
11			Interview Discussion	Regular meetings with students during the thesis writing process.	
12			Interview Discussion	Regular meetings with students during the thesis writing process.	
13			Interview Discussion	Regular meetings with students during the thesis writing process.	
14			Interview Discussion	Regular meetings with students during the thesis writing process.	
15			Interview Discussion	Thesis acceptance and thesis presentations.	
16			Interview Discussion	Final Exam	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Derse Katılım	14	1,00
Ders Öncesi Bireysel Çalışma	15	10,00
Alan Çalışması	14	9,00
Seminer	14	10,00
Rapor	14	10,00
Ödev	15	10,00

Assesments

Activities	Weight (%)
Sunum	20,00
Vize	20,00
Final	60,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1															
L.O. 2															
L.O. 3															
L.O. 4															

Table :

- P.O. 1 :** Turizm İşletmeciliği alanında ve ilgili disiplinlerde sahip olduğu bilgiyi uzmanlık düzeyinde geliştirir ve derinleştirir.
- P.O. 2 :** Turizm alanı ile ilgili ulusal ve uluslararası hukuki düzenlemeleri kavrar ve uygular.
- P.O. 3 :** Turizm sektöründeki güncel konular ve sorunlar için yaratıcı ve pratik çözüm önerileri geliştirir.
- P.O. 4 :** Bilimsel araştırma yöntemlerini kullanarak alanıyla ilgili bir araştırmayı planlar, yürütür, değerlendirir ve rapor halinde sunar.
- P.O. 5 :** Makro ve mikro ölçekte turizm plan ve politikaları konusunda ayrıntılı bilgi sahibi olur.
- P.O. 6 :** Ulusal ve uluslararası turizm işletmelerini etkin şekilde yönetebilmek için gerekli olan önemli işletmecilik ilkelerini bilir, eleştirel şekilde değerlendirir ve uygular.
- P.O. 7 :** Turizm işletmeciliği ile ilgili rekabet stratejileri geliştirir ve uygular.
- P.O. 8 :** Alanında uzmanlık gerektiren konularda bir çalışmayı başkalarıyla ve bağımsız olarak etkin bir şekilde yürütür.
- P.O. 9 :** Yaşam boyu öğrenme için gerekli olan davranışlar ve yetkinlikler geliştirir.
- P.O. 10 :** Edindiği bilgi ve becerileri analiz eder, eleştirel şekilde yorumlar ve değerlendirir.
- P.O. 11 :** Bir yabancı dili en az Avrupa Dil Portföyü B2 genel düzeyinde kullanarak sözlü ve yazılı iletişim kurar.
- P.O. 12 :** Turizm İşletmeciliği alanıyla ilgili bilgisayar yazılımı, bilgi ve iletişim teknolojilerini ileri düzeyde kullanır.
- P.O. 13 :** Toplumsal ve mesleki etik değerleri kavrar, eleştirel bakış açısıyla değerlendirir ve uygun davranışlar geliştirir.
- P.O. 14 :** Yazılı ve sözlü olarak etkili iletişim ve sunum becerileri gösterir.
- P.O. 15 :** Sosyal adalet, kültürel değerler ve çevreye duyarlılık gibi konularda yeterli bilince sahip olur.
- L.O. 1 :** Araştırma sürecinin tüm aşamalarını bilir ve uygular.
- L.O. 2 :** Uygun araştırma tasarımını ve yöntemini belirler.
- L.O. 3 :** Bilimsel araştırma yapma becerisi kazanır.
- L.O. 4 :** Turizm işletmeciliği alanında bir tezi yazar ve sunar.