

İndirilme Tarihi

10.02.2026 09:56:02

İT526 - ENTERTAINMENT MANAGEMENT IN FAITH TOURISM - Turizm Araştırmaları Enstitüsü - İnanç Turizmi Ana Bilim Dalı

General Info

Objectives of the Course

The objective of this course is to enable students gain a perspective about the practices in hospitality industry, management of various fields of operation and organizations; and to enable them evaluate hospitality trends in Turkey and the world and the impacts of these trends on religious tourism.

Course Contents

The development of the hospitality industry and its effects on religious tourism, the size and scope of the hospitality industry, the effects and services of the hospitality industry on religious tourism, new trends in the hospitality industry and the effects of these trends on religious tourism

Recommended or Required Reading

Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing.

Planned Learning Activities and Teaching Methods

The course will utilize theoretical presentations, case studies, group discussions, literature reviews, and project-based learning methods. Students are expected to develop an original hospitality services project for a designated pilgrimage destination or pilgrimage business.

Recommended Optional Programme Components

The course will cover the hospitality industry and classify the businesses within it. Furthermore, the importance of the hospitality industry within the context of religious tourism and examples of best practices will be discussed. These activities will contribute to reinforcing students' theoretical knowledge with sectoral applications, providing a scientific framework.

Instructor's Assistants

Phd. Şule ARDIÇ YETİŞ

Presentation Of Course

Face to face

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Şule Ardiç Yetiş

Program Outcomes

1. Discuss the developmental process of hospitality industry and its impacts on religious tourism; and in short to explain the history of hospitality industry.
2. Apprehend the effects of hospitality industry and services on religious tourism; and to understand special service approach required in religious tourism.
3. Demonstrate theoretical knowledge required in order to follow trends in hospitality industry and examine the impacts of these trends on religious tourism

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing.		Lecture Method Applied Training Case Study Method Question-Answer Method Evaluation and Feedback	Accommodation and Accommodation Businesses (History and General Information)	

- | Order | PreparationInfo | Laboratory TeachingMethods | Theoretical | Practise |
|-------|---|---|--|----------|
| 2 | Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing. | Lecture Method
Applied Training
Case Study Method
Question-Answer
Method Evaluation
and Feedback | Hospitality
Industry Trends
in the World
and Turkey | |
| 3 | Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing. | Lecture Method
Applied Training
Case Study Method
Question-Answer
Method Evaluation
and Feedback | Hotel
management | |
| 4 | Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing. | Lecture Method
Applied Training
Case Study Method
Question-Answer
Method Evaluation
and Feedback | Organizational
Structure and
Departments in
Accommodation
Businesses | |
| 5 | Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing. | Lecture Method
Applied Training
Case Study Method
Question-Answer
Method Evaluation
and Feedback | Investment
Analysis,
Physical
Planning | |

Order	Preparation Info	Laboratory	Teaching Methods	Theoretical	Practise
6	<p>Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing.</p>		Lecture Method Applied Training Case Study Method Question-Answer Method Evaluation and Feedback	Organizational Structure and Human Resources Management, Motivation and Leadership	
7	<p>Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing.</p>		Lecture Method Applied Training Case Study Method Question-Answer Method Evaluation and Feedback	Strategic Management and Planning, Purchasing in the Hospitality Industry	
8				Midterm Exam	
9	<p>Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing.</p>		Lecture Method Applied Training Case Study Method Question-Answer Method Evaluation and Feedback	Hotel Management and Technology	
10	<p>Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing.</p>		Lecture Method Applied Training Case Study Method Question-Answer Method Evaluation and Feedback	Hospitality Services in Faith Tourism	

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
11	<p>Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing.</p>	<p>Lecture Method Applied Training Case Study Method Question-Answer Method Evaluation and Feedback</p>	<p>Expectations of Tourists Participating in Faith Tourism and Hotel Management</p>		
12	<p>Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing.</p>	<p>Lecture Method Applied Training Case Study Method Question-Answer Method Evaluation and Feedback</p>	<p>Tourists Participating in Faith Tourism and Customer Service Management</p>		
13	<p>Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing.</p>	<p>Lecture Method Applied Training Case Study Method Question-Answer Method Evaluation and Feedback</p>	<p>Services to be Offered to Special Groups Participating in Faith Tourism</p>		
14	<p>Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing.</p>	<p>Lecture Method Applied Training Case Study Method Question-Answer Method Evaluation and Feedback</p>	<p>Halal Hotels</p>		

- 15 Hall, C. M., & Prayag, G. (Eds.). (2020). The Routledge handbook of halal hospitality and Islamic tourism. Routledge. Valeri, M. (Ed.). (2024). Contemporary religious tourism: Multidisciplinary insights, environmental engagement, and community impact. Springer. Fotiadis, A. K., Huan, T. C., & Stylos, N. (2023). Religious tourism: A global perspective. Routledge. Álvarez-García, J., del Río Rama, M. d. C., & Gómez-Ullate, M. (Eds.). (2018). Handbook of research on socio-economic impacts of religious tourism and pilgrimage. IGI Global. El-Gohary, H., Edwards, D. J., & Eid, R. (2017). Global perspectives on religious tourism and pilgrimage. IGI Global. Butler, R., & Suntikul, W. (Eds.). (2018). Tourism and religion: Issues and implications. Channel View Publications. Tyagi, P. K., Sharma, N., Singh, P., & Bhatt, V. (Eds.). (2023). Technology and religious tourism: Emerging trends, cases and futuristic perspectives. Emerald Publishing.

Lecture Method
Applied Training
Case Study Method
Question-Answer
Method Evaluation
and Feedback

Halal Hotels

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	3	1,00
Final	3	1,00
Derse Katılım	14	3,00
Ders Öncesi Bireysel Çalışma	14	2,00
Ders Sonrası Bireysel Çalışma	14	2,00
Ara Sınav Hazırlık	8	3,00
Final Sınavı Hazırlık	8	3,00
Araştırma Sunumu	14	2,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
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	3	5	3	3	3	3	3	5	5	3	3	3	3	3	3
L.O. 2	3	5	3	3	3	3	3	5	5	3	3	3	3	3	3
L.O. 3	3	5	3	3	3	3	3	5	5	3	3	3	3	3	3

Table :

- P.O. 1 :** Turizmin barışa ve kültürlerarası diyaloga katkılarını, turizm sektörünün işleyişi ve sistem içerisindeki aktörlerin rollerini de göz önüne alarak anlar, analiz eder, sorgular, turizmin toplumlar arasındaki uzlaşma ve anlayışa katkılarını artıracak çözümler üretir
- P.O. 2 :** İnanç turizminin turizm sektörü içindeki yerini ve önemini kavrar, bu turizm türünün dinamiklerini makro ve mikro açılardan bütüncül bir bakış açısı ile anlar, analiz eder, sorgulayabilir ve sorunların çözümlerine ilişkin karar verebilir.
- P.O. 3 :** Küresel ölçekte inanç sistemleri ve inanç temelli insan hareketlerinin tarihsel gelişimini ve işleyişini kavrayarak bu konuları önyargısız, tarafsız, bilimsel ve etik bir bakış açısı ile anlayabilir, analiz edebilir, sorgulayabilir ve sorunların çözümlerine ilişkin karar verebilir.
- P.O. 4 :** İnanç turizmi kapsamındaki konulara disiplinler arası bir yaklaşım ve bütüncül bir bakış açısı ile yaklaşarak bu alanda yaşanan gelişmeleri izleyebilir, yorumlayabilir, tartışabilir ve bilimsel çözümler üretebilir.
- P.O. 5 :** İnanç sistemlerinin ve turizm sektörünün temelinde yer alan bireysel ilişkilerin, grup ilişkilerinin, toplumsal ilişkilerin ve inanç amaçlı seyahat eden turistlerin davranışlarının temel niteliklerini anlayabilir, kültürel farklılıkları, çatışmaları algılayabilir, yorumlayabilir, karışık ve sorunlara hoşgörü ve anlayış çerçevesinde barışçıl ve etik çözümler sunabilir.
- P.O. 6 :** Anadolu daki ve dünya üzerindeki farklı inanç sistemlerine ait arkeolojik sitelerin, yapıların, kutsal mekanların, festival ve etkinliklerin, destinasyonların tarihini ve turizm açısından önemini anlayabilir, analiz edebilir ve sürdürülebilirlik kapsamında kültürel ve toplumsal değerlerini sorgulayabilir.
- P.O. 7 :** Dinler tarihi üzerine edindiği kapsamlı bilgileri inanç turizminin gelişimi ve turizm sektöründeki paydaşların toplumsal barışa ve kültürlerarası iletişim ve anlayışa katkılarını güçlendirecek yönde kullanabilir, öneriler getirebilir.
- P.O. 8 :** İnanç turizminin kendine özgü dinamiklerini ve gerektirdiği hassasiyetleri, bu alanda faaliyet gösteren işletmelerin işleyişlerini makro ve mikro açılardan bütüncül bir bakış açısı ile anlayabilir, analiz edebilir, sorgulayabilir ve sorunların çözümlerine ilişkin karar verebilir.
- P.O. 9 :** İnanç turizmi alanında faaliyet gösterecek bir işletmeyi kurabilmek, yürütmek ve yönetebilmek için gerekli olan teorik bilgiyi edinir, edindiği bilgileri pratiğe uyarlayabilir ve inisiyatif kullanabilir.
- P.O. 10 :** Alanıyla ilgili konuları, disiplinler arası bir yaklaşımın getirdiği farklı ve bütüncül bakış açısı ile değerlendirebilir, etik ilkeleri benimsemiş ve bunu bilimsel duruş ve yaklaşımlarına yansıtarak farklı inanç ve fıkirlere saygılı olur.
- P.O. 11 :** Bilgi ve verileri mesleki anlamda tanımlar, analiz eder, sentezler, yorumlar ve değerlendirir.
- P.O. 12 :** Bilimsel araştırma yöntemlerini kullanarak alanıyla ilgili bir araştırmayı planlar, yürütür, değerlendirir ve rapor halinde sunar.
- P.O. 13 :** Toplumsal ve mesleki etik değerleri kavrar, eleştirel bakış açısıyla değerlendirir ve uygun davranışlar geliştirir.
- P.O. 14 :** Edindiği bilgi ve becerileri analiz eder, eleştirel şekilde yorumlar ve değerlendirir.
- P.O. 15 :** Alanında uzmanlık gerektiren konularda bir çalışmayı başkalarıyla ve bağımsız olarak etkin bir şekilde yürütür.
- L.O. 1 :** Ağırhama Sektörünün nasıl geliştiğini ve bunun inanç turizmine etkilerini tartışabilmek ve kısaca ağırhama endüstrisinin tarihçesini açıklayabilmek
- L.O. 2 :** Ağırhama endüstrisinin inanç turizmine etkilerini ve sunduğu hizmetleri kavrayabilmek, bunun gerektirdiği özel hizmet yaklaşımını anlayabilmek
- L.O. 3 :** Ağırhama endüstrisindeki yeni eğilimleri izleyecek ve bu eğilimlerin getirdiği yeniliklerin inanç turizmine etkilerini sorgulayabilecek bilgi birikimi edinmek