



**REPUBLIC OF TURKEY
MINISTRY OF CULTURE AND TOURISM**

**GENERAL DIRECTORATE OF
RESEARCH&TRAINING**

TRAINING IN TURKISH TOURISM

2014



TRAINING IN TURKISH TOURISM



TOURISM TRAINING

**Formal Tourism
Training**

**Non-Formal Tourism
Training**



FORMAL TOURISM EDUCATION



Associate Degree

The Aims of Associate Degree Programs are;

- Training of Mid-level Managers
- Training of Management Trainee
- Training of Qualified Personnel.

In our country, the number of associate degree level High School is 151

<i>Associate Degree Programs related with Tourism</i>		
<i>Tourism and Hotel Management</i>	<i>Sailing and Yacht Management</i>	<i>Cooking</i>
<i>Tourism Guiding</i>	<i>Food Technology</i>	<i>Tourism and Travel Management</i>
<i>The Host and Hostess</i>	<i>Gastronomy and Culinary Arts</i>	<i>Ready Meals and Cooking</i>



FORMAL TOURISM EDUCATION

Undergraduate Programs



The Aims of Undergraduate Program are;

- ✓ Top-level management
- ✓ Achieving scientific manpower in tourism research
- ✓ The number of Undergraduate Programs is 55

Undergraduate Programs of Formal Tourism Education

<i>Tourism and Hotel Management</i>	<i>Tourism Management</i>	<i>Travel Management</i>
<i>Tourism Guidance</i>	<i>Travel Management and Tourism Guidance</i>	<i>Hospitality Management</i>
<i>Maritime Operations and Management</i>	<i>Civil Aviation Management</i>	<i>Hospitality Management Education</i>
<i>Food - Beverage Management</i>	<i>Recreation</i>	<i>Gastronomy</i>
	<i>Travel Management and Tourism Guidance Teacher</i>	



FORMAL TOURISM EDUCATION



Graduate Programs

The Aim of Graduate Programs is training of ;

- ✓ Top-level managers
- ✓ Trainers
- ✓ Consultants
- ✓ Researchers for tourism business

Undergraduate Programs of Formal Tourism Education

<i>Tourism and Hotel Management</i>	<i>Tourism Management</i>	<i>Travel Management</i>
<i>Tourism Guidance</i>	<i>Travel Management and Tourism Guidance</i>	<i>Hospitality Management</i>
<i>Maritime Operations and Management</i>	<i>Civil Aviation Management</i>	<i>Hospitality Management Education</i>
<i>Food - Beverage Management</i>	<i>Recreation</i>	<i>Gastronomy</i>
	<i>Travel Management and Tourism Guidance Teacher</i>	



FORMAL TOURISM EDUCATION



Fields of Anatolian Hotel and Tourism Vocational High Schools

FOOD AND BEVERAGE SERVICES	-Kitchen
	-Service
	-Bar
	-Pastry
	-Host / hostess (Flight, Train and Bus)
ACCOMMODATION & TRAVEL SERVICES	-Front Desk
	-House Keeping
	-Reservation
	-Operation
ENTERTAINMENT SERVICES	-Animations
	-Animation of Children



FORMAL TOURISM EDUCATION

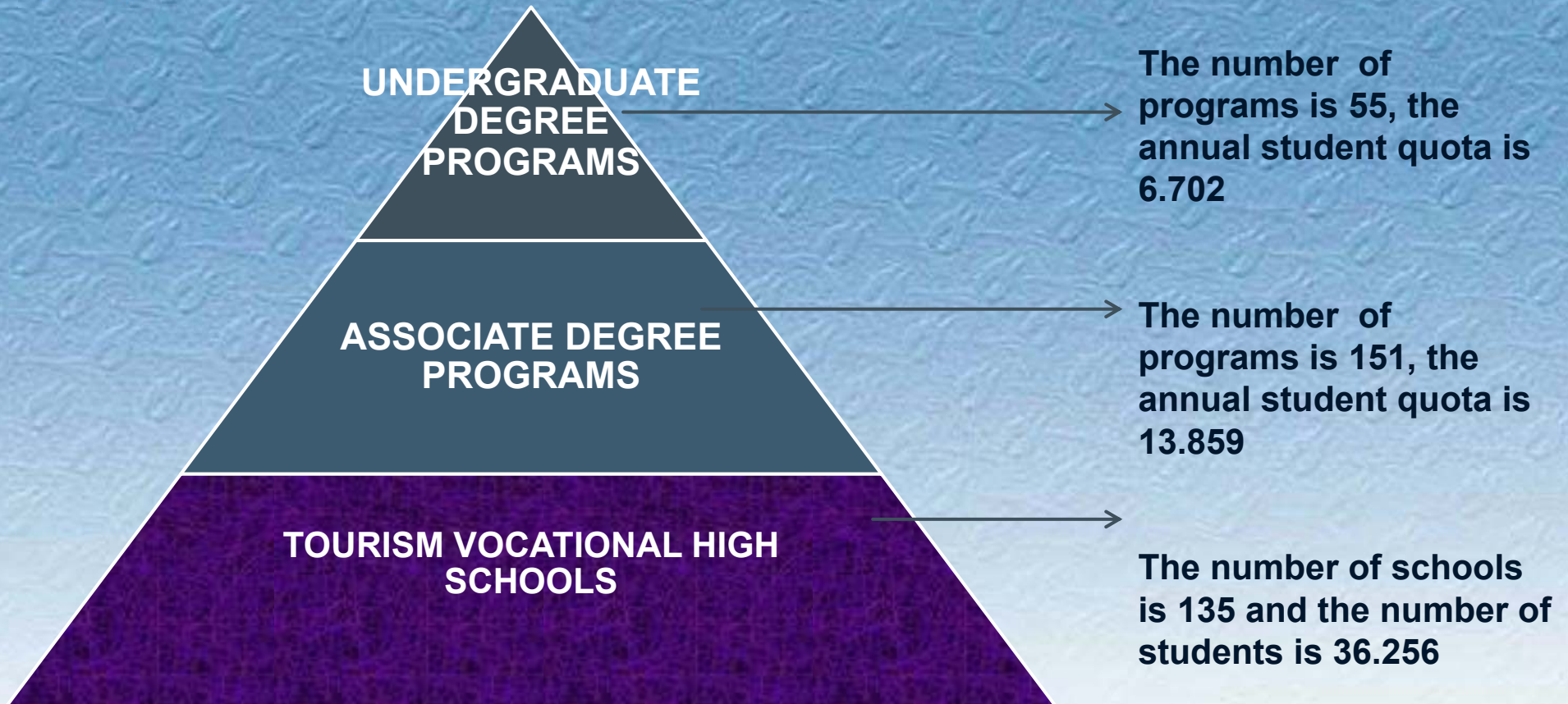


Fields of Anatolian Hotel and Tourism Vocational High Schools

FOOD TECHNOLOGY	<ul style="list-style-type: none">-Tea Production and Processing-Milk Processing-Vegetable and Fruit Processing-Grain Processing-Olive Processing
BEAUTY AND HAIR CARE SERVICES	<ul style="list-style-type: none">-Hair Care-Beauty Services-Body Care and Massage
SICK AND ELDERLY SERVICES	<ul style="list-style-type: none">-Elderly Care-Disabled Care-Patient Care
MARINE	<ul style="list-style-type: none">-Yacht Captain



FORMAL TOURISM EDUCATION



***2010-2011**
Source: Compilation from diverse information sources



THE NUMBER OF INSURED TOURISM EMPLOYEES

	2012	2013	Difference %
Food&Beverage	394.806	457.999	16
Accommodation	222.809	257.979	15,8
Sport, Entertainment etc...	45.092	53.828	19,4
Tour Operator & Travel Agency Services	46.210	49.998	8,2
Airline	6.723	18.395	173,6*
Total in Tourism	715.640	838.199	17,1
Total in Turkey	11.521.869	12.262.422	6,4
Country Share,%	6,2	6,8	

Source: Republic of Turkey Social Security Institution(SGK)/April 2012-2013/

*High growth rates due to the increase in the number of companies covered by 4 A



NON-FORMAL TOURISM TRAINING INSTITUTIONS





NON-FORMAL TOURISM TRAINING



**REPUBLIC OF TURKEY MINISTRY
OF NATIONAL EDUCATION**



**Tourism Training Centers
(TUREM)**



NON-FORMAL TOURISM TRAINING





International Tourism Training Activities



International Tourism Training Activities

Countries	COMCEC Member Countries
Turkish Republic of Northern Cyprus	Tajikistan
Georgia	Turkmenistan
Bosnia and Herzegovina	Azerbaijan
Greece	Kyrgyzstan
Moldova	Uzbekistan
Ukraine	Albania
Mongolia	Iran
Romania	Kazakhstan
Bulgaria	
Russia	
Armenia	

"Participation Certificate" was given to **3.357** employees between the years 2000-2014



INTERNATIONAL VOCATIONAL TOURISM TRAINING ACTIVITIES



- **International tourism training programs are conducted in accordance to "Bilateral and Multilateral Agreements" .**
- **These programs are aware of tourism and the tourism industry by developing employees' professional knowledge and skills to improve the quality of service .**
- **Demands are required to submit through Republic of Turkey Ministry of Foreign Affairs to Ministry of Culture and Tourism in January for the same year.**



VOCATIONAL TRAINING PROGRAMS OF MINISTRY OF CULTURE AND TOURISM



HOTEL MANAGEMENT & TRAVEL AGENCIES TRAINING PROGRAM

OBJECTIVE

To enhance the knowledge and skills of the managers working at Accommodation Facilities and Travel Agencies

TARGET AUDIENCE

Managers, assistant managers and department heads

DURATION

5 or 7 days

4 hours per day x 5 days = 20 hours

4 hours per day x 7 days = 28 hours

DOCUMENT

"Participation Certificate" is given to participants.



ON THE JOB TRAINING COURSES



Front Desk

F&B Services

House Keeping

Food Production

OBJECTIVE

To enhance the vocational knowledge and skills of the related hotel personnel

TARGET AUDIENCE

Staff working at Front Office, F&B Service, Housekeeping and Food Production Departments

DURATION

For each branch 6 days (5 days training + 1 day exam)
3 hours per day x 6 days = 18 hours of training

DOCUMENT

Participants successful in the examinations are rewarded with a "Certificate of Achievement".





TRAINING OF TRAINERS COURSES



OBJECTIVE

To increase the service standards in tourism establishments by organizing training programs for those who are working as department manager, manager assistant and department chief so that these administrators can instruct their subordinates.

TARGET AUDIENCE

Managers, assistant managers and department heads

DURATION

6 days (5 days training + 1 day exam)

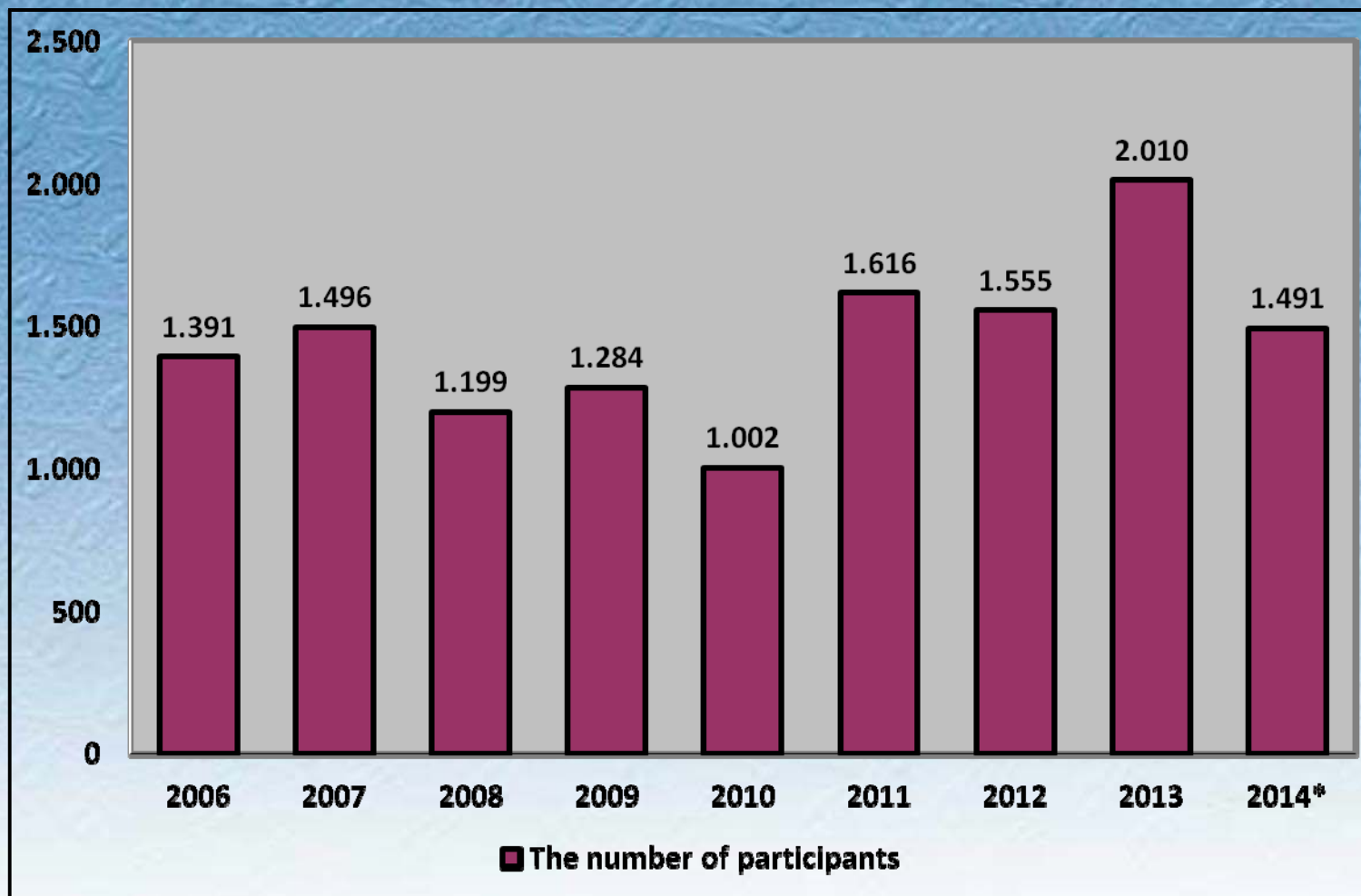
4 hours per day x 6 days = 24 hours of training

DOCUMENT

Participants successful in the examinations are rewarded with a 'Certificate of Achievement'.



ON-THE-JOB TRAINING & TRAINING OF TRAINERS PROGRAMS (2006 – 2014*)





SELF DEVELOPMENT SEMINARS

OBJECTIVE

To inform the staff about the principles and techniques in tourism businesses to develop their social skills.

TARGET AUDIENCE

Every section and level staff

DURATION

2 days

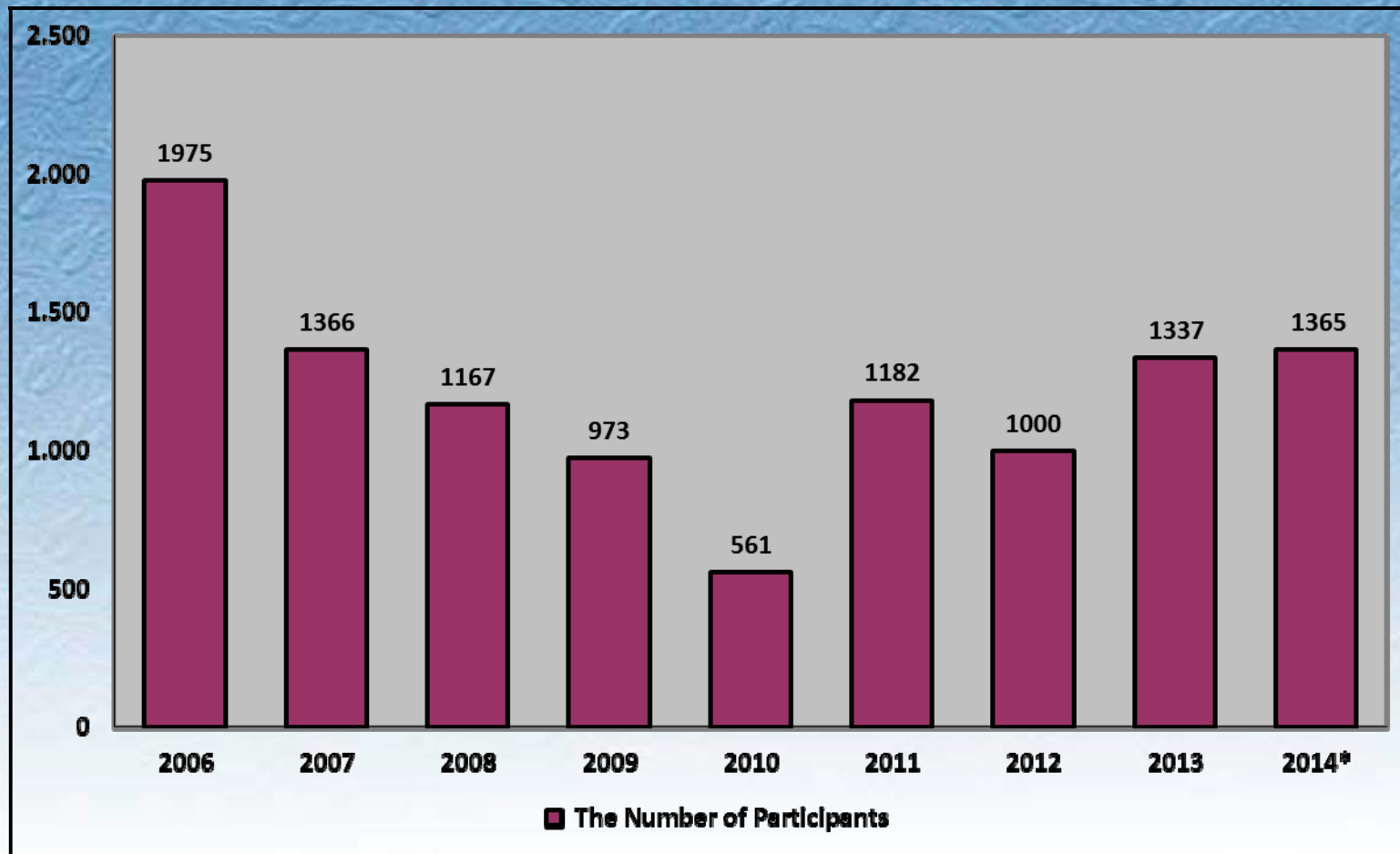
2 hours per day x 3 days = 6 hours of training

DOCUMENT:

"Participation Certificate" is given to the participants.



SELF DEVELOPMENT SEMINARS (2006 – 2014*)





NON FORMAL VOCATIONAL TOURISM TRAINING PROGRAMS Between the years 1967 - 2013



On the Job Training Courses		Total
1967-1980 total (There are no records in the archive for per branch)		12.665
1981-2013 as branches total		36.114
Total (Front Office, Housekeeping, Service, Kitchen)	1.063	48.779
Training of the Trainers Courses		
1992-2013 total	428	6.833
Operating of Home-pension		
1967-2013 total	79	2.340
Self Development Training Courses		
1992-2013 total	1.364	17.439
The home-pension awareness		
2010-2013 total		258
Total Between the years 1967 - 2013		75.649
Total in 2014	2.934	



VOCATIONAL QUALIFICATIONS



- ❖ The Authority of Vocational Qualifications was established in 2006 to generate «National Professional Standards» which show the minimum standards in order to perform a job successfully.
- ❖ With the coordination of involving NGOs, Republic of Turkey Ministry of Culture and Tourism which is authorized by The Authority of Vocational Qualifications (<http://www.myk.gov.tr/>) determined 23 professions for tourism sector. Firstly, House Keeping, Food and Beverage, Front Office, Production of Food separations' and Professional Tourist Guiding have been prepared and published in the official gazette of Republic of Turkey, consequently, they become a national professional standards.



Famulus

For the past few years, the industry has been...
The world of Turkey is an exciting place for...
a lot of people. The country is rich in...
cultural heritage and natural beauty. It...
offers a unique blend of history and...
nature. The country is a treasure trove...
of ancient ruins and world-class...
tourism. It is a beautiful land of...
contrast.

TEŞEKKÜRLER!

THANK YOU!



HOME OF 
WELLNESS