

Çanakkale Onsekiz Mart University

Ezine Vocational School

Travel Tourism and Entertainment Services Department Tourism and Travel Services Program SWOT Analysis

Our Strengths

- Tourism and Travel Services Program lesson plans should be updated and dynamic in structure for the tourism sector by taking the opinions of sector stakeholders,
- In addition to theoretical courses, the course plans also include practical courses that will ensure that our students are fully prepared for the tourism industry when they graduate,
- The proximity of the campus where our program provides education to tourist destinations such as Bozcaada, Assos, Kaz Mountains, the Ancient City of Troy and the Troy Museum also allows for sectoral application,
- Sejour Incoming Agency Automation Program, one of the automation programs needed for the travel and tourism sector, is taught in computer environment, can be used effectively, and students who are successful at the end of the applied training are given a training certificate by San Tourism Software Group (Sejour software company),
- Supporting our students in setting and achieving goals through courses such as Career Planning and Entrepreneurship,
- Tourism and Travel Services Program 1 Dr. The presence of a faculty member and 3 lecturers, all of whom continue their doctoral studies in the field of tourism at different universities and have sectoral experience,
- Academic staff must have adequate training in transferring information to students.
- Strong communication between academicians, students and administrative staff in our Tourism and Travel Services Program,
- Our graduate students can continue their undergraduate education in tourism and other related departments with the Vertical Transfer Exam (DGS),
- Like our school, the Tourism and Travel Services Program is based on student-oriented education,
- Extracurricular events and activities are organized in our school and program and supported by the management,
- Students of the Tourism and Travel Services Program will have the opportunity to meet with sector representatives who will provide them with internship and job opportunities in the tourism sector by participating in the 'Career Days' held every year at our university's Faculty of Tourism,
- Our faculty members must have the awareness to deal with and guide our students' personal problems as well as their educational, social and cultural problems, and provide effective consultancy support,
- Maintaining strong communication and cooperation with external stakeholders, especially in the tourism sector and other sectors.
- The classrooms, library, conference hall, computer laboratory, canteen and sports areas of our school are sufficient for the use of our Tourism and Travel Services Program,

Our Weaknesses

- Although the campus where our program is located is close to destinations such as Bozcaada, Assos, Kaz Mountains, the Ancient City of Troy and the Troy Museum, our students cannot gain enough sectoral experience during the education period, except for the summer internship, due to the late start of the tourism season in the Northern Aegean.
- Tourism and Travel Services Program students cannot benefit from the central campus facilities due to their relatively limited physical transportation opportunities to the central campus,
- Due to the low number of businesses in the tourism sector in Çanakkale city center and especially in Ezine district, sector-university/program cooperation cannot be realized at a sufficient level,
- Due to the lack of a KYK dormitory in and near Ezine district center, students who are enrolled in the Tourism and Travel Services Program experience accommodation problems.
- Tourism and Travel Services Program students sometimes experience transportation difficulties due to the location of our school being far from the city center,
- The social, cultural and entertainment opportunities that Ezine district offers to our program students are limited,

Opportunities

- Due to the development of alternative tourism types in our country, the need for intermediate labor in the tourism sector is increasing day by day,
- The successful internships and business processes of our students and graduates from previous years have resulted in our school's Tourism and Travel Services Program students and graduates being preferred in the industry,
- With the opening of the Çanakkale Bosphorus Bridge to transportation, the existing transportation network has improved and transportation to the campus where our program is located has become easier,
- The fact that Çanakkale province is an increasingly attractive region with its geographical location, history and cultural texture increases the demand for the Tourism and Travel Services Program,
- The safe and peaceful nature of the region for our students,
- Our program faculty members have sufficient knowledge and equipment in the field of tourism and support our students in career planning related to the sector,
- Our students' success in the tourism enterprises where they have interned in the past will enable them to be preferred in the tourism sector after graduation,
- Quality accreditation studies carried out at our university.

Threats

- The possibility of our graduating students experiencing employment problems as a result of the problems experienced in the sector, as the sector most affected by the pandemic, which has negatively affected the whole world in the last few years, is the tourism sector,
- Tourism demand is negatively affected by international problems in the region where our country is located,
- Insufficient environment to support the academic and socio-cultural development of Tourism and Travel Services Program students in Ezine district,
- Infrastructure deficiencies in Ezine district and our School in adapting to rapidly changing technology.