



## **TOURISM SECTOR at OzU SECTORAL ORIENTEERING**

**Wednesday April 18, 2012**

### **OPPORTUNITY GALORE FOR EVERYONE!**

**PREP** students,

**EXPLORE**

the tourism sector.

**FRESHMEN and SOPHOMORES,**

**DISCOVER**

the non-mandatory internship opportunities in the tourism sector.

**JUNIORS,**

**INQUIRE**

about the mandatory internships possibilities in the tourism sector.

**SENIORS,**

**PURSUE**

interview prospects for full-time jobs in the tourism sector.

Throughout the day, you can visit the company booths and attend the company specific presentations at the designated times and places provided in the program below.

Look forward to seeing you at the Tourism Sectoral Orienteering day at Çekmeköy Campus tomorrow.

Professional Development Unit



**Topic:** Hotel Management from PR & Marketing Perspective  
**Place:** Engineering Faculty Building, Room: 407  
**Time:** 11:00-11:30  
**Speaker:** Yeşim Doğukan  
Director of PR & Marketing Communications, Swissotel

Yeşim Doğukan graduated from Istanbul University, Department of French Teaching and Literature. She has over 15 years of experience in Public Relations and Marketing Communications at various companies, including Vepa, Crowne Plaza and Mynet. She has been working at Swissotel as the Director of PR & Marketing Communication since 2005.



**Topic:** Life Style Experience: A Different Approach to Customer Experience  
**Place:** Engineering Faculty Building, Room: 407  
**Time:** 11:40-12:30  
**Speaker:** Marcus Loevenforst  
General Manger, The Istanbul Edition

Marcus Loevenforst started his professional career in Front Office. He worked in various departments, from being Chief Steward to gradually being promoted to F&B Manager in InterContinentials in Stuttgart, Miami, San Francisco, Cleveland and Toronto. He joined the Marriott International under the British Ritz-Carlton brand, and worked as F&B Manager in Berlin, Assistant General Manager responsible for F&B in Bahrain and General Manager in Moscow. He has been working as the General Manager of The Istanbul Edition, the only hotel under the Edition brand, since September 2011.



**Topic:** Career Pathways within Ceylan Intercontinental Istanbul  
**Place:** Engineering Faculty Building, Room: 407  
**Time:** 12:40-13:10  
**Speaker:** Meltem Karamenderes  
Quality and Training Manager, Ceylan Intercontinental

Meltem Karamenderes graduated from METU, Department of Food Engineering. She has an extensive work experience in banking and tourism sectors specializing in training, quality and human resources. She joined Ceylan Intercontinental Istanbul as Quality and Training Resources Manager in 2012.



**Topic:** A Geographical Approach to Tourism: Hotel Management in Antalya  
**Place:** Engineering Faculty Building, Room: 407  
**Time:** 13:20-14:10  
**Speaker:** Zafer Birişik  
General Manager, Crystal Hotels

Zafer Birişik graduated from Istanbul University, Department of Chemistry. He has a 30 year experience in tourism sector and hotel management in different hotels throughout Turkey. He has been working as the General Manager of Crystal Admiral Hotel since 2009.



**Topic:** Winery: History and Culture  
**Place:** Engineering Faculty Building, Room: 225  
**Time:** 14:10-15:00  
**Speaker:** Levon Bağış  
Training Manager, Kavaklıdere

**Topic:** Career Pathways within the Marmara Collection Group  
**Place:** Engineering Faculty Building, Room: 225  
**Time:** 15:10-16:00  
**Speaker:** Faruk Erdurcan  
HR Manager, The Marmara Collection



Faruk Erdurcan graduated from Istanbul University, Department of Business Administration. He has an extensive work experience in telecom, retail and tourism specializing in human resources management. He joined the Marmara Collection Group as Human Resources Manager in 2011.

