

THE NUMBERS OF TOURISTS COMING WITH EARLY BOOKING EXCEEDS 10 MILLIONS

The tourism sector that has been going a substantially hard and difficult period as a result of the pandemic started to experience a period of mobilization together with the lifting of the PCR test obligation. The (travel) agencies facing an intensive early booking reservation demand especially for the summer season beginning from the last October onward were considerably happy with this circumstance. However, the matter indicating that how the uncertainty in markets as a result of the tension between Russia and Ukraine, experience on the recent days will reflect itself into the tourism sector is an issue of concern.

The Academic Member Dr. Fatma Özçelik Heper from the Tourism Guiding Department of the Faculty of Economics, Administrative and Social Sciences of the Istanbul Gelisim University, who made evaluations with relation to the tourism (sector) growing in the shade of the pandemic said: "The safety and hygiene guarantee, given by Turkey, to the tourists increased the confidence of the tourist in our country. The early reservation demand coming from abroad currently exceeded 10 million. As a consequence, we have an expectation towards the fact that we may complete the tourism season in 2022 with the same numbers, achieved in the years of 2018 and 2019. However, since the crisis between Russia and Ukraine turned into a hot conflict, we will witness how it will reflect itself into the sector in the forthcoming periods."

THE TARGET OF THE MINISTRY FOR 2028 IS 100 MILLIONS OF TOURISTS

The tourism sector that is considerably sensitive and fragile, in the meantime, shows changes subject to political tensions as well. Notwithstanding that this change causes some kinds of variations in the numbers of foreign tourists, promising increases are experienced in international tourism demands. The Academic Member Dr. Fatma Özçelik Heper, who indicated that the power of competition at the tourism sector, had to be successful in domestic market before all else, indicated as follows: "the domestic tourists, who saved the sector during the pandemic, will never have to be pushed into the second rank in any period. The tourism professionals have been aware of the fact that the domestic tourism keeping the sector on its feet during the process of the pandemic is considerably important and crucial. This matter causes the diversification of the types of tourism, owned by Turkey, such as gastronomy, culture, mountain-winter tourism as well as health tourism and so on."

The Ministry of Tourism indicated that a brighter tourism sector was expected with the effect of the pandemic weakening after the post-2023. At the same time, the aim of the Ministry for 2028 is to host 100 millions of tourists.

LAW ON TOURISM PROFESSION IS TO BE ENACTED AS SOON AS POSSIBLE!

Notwithstanding that the rising food and energy prices disturb both the domestic tourists and tourism entrepreneurs, promising and encouraging rises are experienced in international tourism demands. In the meantime, it is thought that the people, who could not go abroad as a result of fluctuations in the foreign exchange rates, will create mobility in domestic tourism.

Mrs. Heper, who emphasized that it was necessary to enact the “Law on Tourism Profession” before all else, in order to bring the qualified workforce that was shifted into other sectors during the pandemic period, again back to the tourism sector, further added that it was necessary for the tourism sector to be sustainable rather than development of it on quantitative basis.

THE STUDENTS FROM THE IGU (ISTANBUL GELISIM UNIVERSITY) SAID “WE PAY UTMOST ATTENTION TO KEEP AVCILAR CLEANED” AND MADE A MOVE FOR IT

The students of the Social Volunteers Foundation Club organized an activity, titled as “We Pay Utmost Attention to Keep Avcılar Cleaned”. 120 students took part from 7 different universities in the said activity aiming to clean all neighbourhoods or districts beginning from the shore of Avcılar.

The social awareness project that began with the visit of Avcılar Town (City) Council by (Ms.) Melda Pesen, who is the Coordinator of the Social Volunteers Foundation Club (“TGV”) of the Istanbul Gelisim University and students from the Faculty of Medicine of Cerrahpaşa of the Istanbul University is supported by the Association of Environment of Avcılar.

THEY WILL CLEAN ALL DISTRICTS AT THE TOWN WITHIN A PERIOD OF 3 MONTHS!

Melda Pesen, who is the Coordinator of the Social Volunteers Foundation Club and at the same time, a student of the Department of Psychology and of the Istanbul Gelisim University, visited Avcılar Town (City) Council in recent days together with students of the Faculty of Medicine of Cerrahpaşa of the Istanbul University and made a proposal of collaboration for the social responsibility projects.

(Mr.) Turgay Halisçelik, who is the President of the Avcılar Town (City) Council, has launched a cleaning campaign, titled by them as “We Pay Utmost Attention to Keep Avcılar Cleaned”, which will cover all neighbourhoods or districts beginning from the area of the seaside onward through the support of the municipality of Avcılar. The first leg of the cleaning campaign due to cover all districts began on the seaside of Avcılar. The students mostly complained about the hools that they could not collect by hand in

the cleaning works where a total number of 120 students, mainly consisted of the Istanbul Gelisim University, were participated in.

The emphasis was made having said that the world and environment belong to all of us at the project where it is aimed to clean almost all of the districts at the town within a period of 3 months.

ARTIFICIAL INTELLIGENCE WILL CREATE 97 MILLION NEW EMPLOYMENT FIELDS!

Claims regarding unemployment that will result from the application of artificial intelligence keep the agenda of the business world busy as of late. How the employers will react to these developments that especially concern the lower-ranking employees, is an object of interest.

Dr. Canan Tiftik, a Faculty Member of the Management Information Systems Department, Faculty of Applied Sciences of Istanbul Gelisim University, who made remarks concerning the integration of the artificial intelligence applications in the workplace, explained: "Not every new system can change the principles of existing systems, instead some contribute to them. Therefore, the matter as to how artificial intelligence will influence businesses, their processes and structures, must be highlighted."

BY THE YEAR 2030, 30% OF ALL BUSINESSES AND PROCESSES WILL BE CONDUCTED BY ARTIFICIAL INTELLIGENCE

The artificial intelligence tools and applications that we started to actively use in every aspect of our lives, also influence the future of professions. According to the study conducted by Deloitte, while only 40% of corporations are identified to use at least one type of artificial intelligence application in the field of Human Resources Management (HRM), it is also stated that with the dissemination of the application of artificial intelligence tools, concerns about being unemployed also rise among the employees.

According to the research conducted by the World Economic Forum and Deloitte, it is estimated that a total of 97 million new jobs will be created in 26 countries in the upcoming years. Dr. Fac. Mem. Canan Tiftik who stressed that automation technologies such as improved robotics and artificial intelligence may create over-valuation for the sake of efficiency and economic growth, stated: "It is estimated that automation may increase the productivity of the global economy, the global GDP (Gross Domestic Product) by 0.8 to 1.4 per cent. This condition implies that the human workforce in the workplace is to be replaced by automation. Accordingly, it is estimated that 30% of all businesses and processes will be conducted by automation systems supported with artificial intelligence, by the year 2030."

WILL EMPLOYEE LOYALTY INCREASE OR DECREASE WITH THE DEVELOPMENTS IN THE FIELD OF ARTIFICIAL INTELLIGENCE?

Human Resources which ensure the maintenance of administration and loyalty is also responsible for improving the existing liabilities in parallel with the developments in technology. Not every new system can change the principles of existing systems, instead, some contribute to them. Tiftik who emphasized that it would be wrong to provide a certain definition regarding an increase or decrease in employee loyalty as a result of artificial intelligence, also stated that, according to the conducted research, artificial intelligence and other management technologies may provide major changes in business practices and employment applications when HR is not involved in the administration of an enterprise.

SMOKE OF TOBACCO PRODUCTS CLAIMS LIVES OF 1 MILLION EACH YEAR

Green Crescent Week is celebrated between 1-7 March every year to increase social awareness against addiction. Public Health Specialist Dr. Nurten Elkin, a Faculty Member at Istanbul Gelisim University, stated that addictions are one of the important public health problems that concern all segments of society.

MANY FACTORS ARE IMPORTANT IN ADDICTION

Faculty Member Dr. Nurten Elkin said, "Addiction is a scene formed by many factors coming together; negative parental attitudes exhibited during raising of children, having a history of addiction in any of the family members, wrong friend choices, low academic achievement, and the society's perspective on addiction can be counted as just a few of the factors that may pose a risk. It is our priority to provide preventive health services especially in child and adolescent health; it should be our main goal that young people never drop into such habits. In this context, importance should be attached to family, school and public education, and also necessary counseling should be given to families, especially in Family Health Centers where primary health care services are provided."

APPROXIMATELY 700 MILLION CHILDREN ARE EXPOSED TO CIGARETTE SMOKE WORLDWIDE

According to the latest data from the World Health Organization; more than 7 million people in the world and approximately 100 thousand people in our country die from diseases related to use of tobacco products every year. One of the most important problems in this regard is the effects on people who do not use tobacco products.

Approximately 700 million children in the world are exposed to cigarette smoke, and approximately 1 million people die every year not because of using tobacco products, but because they are exposed to tobacco smoke. Passive exposure to cigarette smoke is dangerous for society; it can lead to serious consequences, especially in children.

WHICH PARENTAL ATTITUDES UNDERLIE ADDICTION?

Parental attitudes that are unable to set boundaries, oppressive, parents who do not know where and with whom their children are and what they do, parents who set too many limits but put too much pressure on them... So both extremes are actually harmful in terms of addiction. The child needs to know the limits, to know what he is doing and why. But in some cases, boundaries need to be stretched.

THE EXHIBITION 'STUDENT WORKS OF ADVERTISING DEPARTMENT' OPENED

In the exhibition, including the works of the students of the Advertising Department, Faculty of Economics, Administrative and Social Sciences, Istanbul Gelisim University (İGÜ), there are many works of different genres.

THERE ARE 49 ARTWORKS!

The consultancy for the exhibition 'Student Works of Advertising Department' unveiled on February 28 has been assumed by Faculty Member Dr. Ipek Sucu, Deputy Head of Advertising Department, Istanbul Gelisim University, and Faculty Member Eda Mezda, and Researcher Aydan Ünlükaya.

In the exhibition 'Student Works of Advertising Department' consisted of student works wholly, there are also photo-manipulation studies designed in digital environment. Stating that there is a social message in the subtext of each work, Faculty Member Dr. Eda Mezda said that the exhibition, which is an important artistic activity in terms of enabling students to express their ideas, exhibit their works and make practice, is planned to be repeated with illustration studies in a different course in the future.

In the exhibition organized jointly by the Advertising Department, Faculty of Economics, Administrative and Social Sciences and the Advertising Club, there are 11 hand-designed and 36 digital collage works.

The exhibition can be visited until Friday, March 4.