



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Guest Relations							
Course Code		TTS251		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	99 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course; The aim of this course is to gain competencies related to the communication with the guest.							
Course Content		To use communication tools, to communicate effectively, to behave according to unusual situations and provide communication with the guests, cultural differences and general information about the culture of the guests constitute the content of this course.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Mısırlı, İ. (2013) Konaklama İşletmelerinde Konukla İletişim, Detay Yayıncılık, Ankara.
2	Demir, Ş. (2013) Turizm İşletmelerinde Halkla İlişkiler ve İletişim, Detay, Ankara.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction: Discussion of guest concept and importance of communication with guest.
2	Theoretical	Effective use of guest relations and communication tools (telephone, e-mail, etc.).
3	Theoretical	Guest types and behaviors
4	Theoretical	Guest types and behaviors
5	Theoretical	Elements to be considered in face to face communication in guest relations.
6	Theoretical	Elements to be considered in face to face communication in guest relations.
7	Theoretical	unusual situations and solutions
8	Intermediate Exam	Midterm Exam
9	Theoretical	Receiving and resolving guest requests and complaints
10	Theoretical	Communication problems that may arise from cultural difference
11	Theoretical	Communication problems that may arise from cultural difference
12	Theoretical	Communication problems that may arise from cultural difference
13	Theoretical	Communication problems that may arise from cultural difference
14	Theoretical	Use of body language in communication
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	2	56
Individual Work	1	15	1	16
Midterm Examination	1	10	1	11



Final Examination	1	15	1	16
Total Workload (Hours)				99
[Total Workload (Hours) / 25*] = ECTS				4
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Using communication tools
2	Using communication techniques effectively and efficiently
3	Correct communication with guest
4	use interpersonal communication techniques.
5	Recognize the culture of guests from different countries and use it to communicate effectively.

Programme Outcomes (Tourism and Hotel Management)

1	To be able to use a second foreign language at intermediate level
2	To have the ability to use information technologies in the field at a good level.
3	Competence in human relations and behaviors required by tourism industry.
4	To be able to dominate the issues of entrepreneurship and business establishment procedures in the field of accommodation management
5	To have the knowledge and skills required by the profession
6	To have information about equipment and equipment used in accommodation establishments

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	4	5	5	4	4
P2	4	4	3		
P3	4	5	5	5	5
P4	2	2	1	1	
P5	3	4	4	3	3
P6	4	3	2	1	2

