



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tour Planning and Management							
Course Code		TTS215		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	4	Workload	97 (Hours)	Theory	2	Practice	2	Laboratory	0
Objectives of the Course		With this course, the student; It is aimed to be able to prepare tour programs in various fields and to gain competence in the management of these tours.							
Course Content		Preparation and management of package tour programs in areas such as cultural tourism, health tourism, faith tourism, hunting tourism, youth tourism, third age tourism, mountain tourism, shopping tourism, highland tourism, relations with suppliers within the framework of legal legislation and the general structure of the tour management profession constitutes its scope.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study, Problem Solving					
Name of Lecturer(s)		Ins. Eren GÖNÜL							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Term Assignment	1	60

Recommended or Required Reading

1	Suavi Ahıpaşaoğlu, "Seyahat İşletmelerinde Tur Planlaması", Detay Yayıncılık;
2	Osman E. Çolakoğlu, "Tur Yönetimi ve Turist Rehberliği", Detay Yayıncılık.

Week	Weekly Detailed Course Contents	
1	Theoretical & Practice	Types of tours and staff involved in tours
2	Theoretical & Practice	Tourists and their behavior
3	Theoretical & Practice	Tour planning and elements that make up the touristic product
4	Theoretical & Practice	Destination selection
5	Theoretical & Practice	Service purchases of the tour operator/ travel agency
6	Theoretical & Practice	Combination of tour items and calculation of tour costs
7	Theoretical & Practice	tour planning calendar
8	Intermediate Exam	Midterm Exam
9	Theoretical & Practice	Brochure and catalog preparation, promotion and marketing
10	Theoretical & Practice	Educational trips
11	Theoretical & Practice	Realization of independent tours
12	Theoretical & Practice	Realization of local service (hosted) tours
13	Theoretical & Practice	Realization of accompanied (guided) tours
14	Theoretical & Practice	Tour management / developments and issues
15	Theoretical & Practice	General review
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	0	2	30
Lecture - Practice	15	1	2	45
Term Project	1	10	1	11
Midterm Examination	1	10	1	11
Total Workload (Hours)				97
[Total Workload (Hours) / 25*] = ECTS				4

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Preparing a touristic tour program
2	knowledge about destinations.
3	To calculate tour cost
4	To be able to make the operational management of the prepared tour.
5	Developing a touristic product

Programme Outcomes (*Tourism and Travel Services*)

1	Tourism, natural, cultural, historical and social environment to be aware of the relationship.
2	To be able to use a second foreign language at intermediate level.
3	To have the ability to use information technologies in the field at a good level.
4	To have the knowledge and skills required by the profession.
5	To have knowledge about national and global travel destinations, motivations and movements.
6	To have information about countries and cultures.
7	Mastering the automation systems used in travel management
8	To have the technical knowledge about travel agency and ticketing.

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	5	5	5	5	5
P2	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	5	5	5	5	5
P6	5	5	5	5	5
P7	5	5	5	5	5
P8	5	5	5	5	5

