



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tour Operation and Travel Agency							
Course Code		TTS110		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	52 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		With this course; The purpose of this course is to give information about the functioning of travel agencies, their activities and their place in the tourism industry, differences between travel agencies and tour operators							
Course Content		Organizational structures and classification of travel agencies, activities of travel agencies, tour operators, package tours are the content of this course.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving					
Name of Lecturer(s)		Ins. Eren GÖNÜL							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	İçöz, O. (2003) Seyahat Acentaları ve Tur Operatörlüğü Yönetimi, Turhan Kitabevi: Ankara
2	Mısırlı, İ. (2006) Seyahat Acentacılığı ve Tur Operatörlüğü, Detay Yayıncılık: Ankara
3	Seyahat Acentaları Yönetimi, Osman Eralp Çolakoğlu, Ülker Çolakoğlu, Detay Yayıncılık, Ankara
4	TURSAB,Kültür ve Turizm Bakanlığı yayınları ve İnternet siteleri

Week	Weekly Detailed Course Contents	
1	Theoretical	Tourism and travel concept
2	Theoretical	Travel distribution systems
3	Theoretical	Classification of travel agencies
4	Theoretical	Organizational structure of travel agency
5	Theoretical	Tourism and travel agencies
6	Theoretical	Travel agency transactions
7	Theoretical	Contracts related to travel agencies
8	Theoretical	Tour planning in travel agencies
9	Intermediate Exam	Midterm Exam
10	Theoretical	Tour management in travel agencies
11	Theoretical	Tour operator operations
12	Theoretical	Production of package tours
13	Theoretical	Transfer Operations
14	Theoretical	Sample tour practices
15	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	4	1	5



Final Examination	1	4	1	5
Total Workload (Hours)				52
[Total Workload (Hours) / 25*] = <b>ECTS</b>				2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To have information about the activities of travel agencies
2	To know the differences between travel agencies and tour operators
3	To have information about tour operators
4	To have information about travel agency staff.
5	The relationship between the travel agency and other tourism businesses examine.

### 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	2	2	2	2	1
P2	1	1	1	2	3
P3	1	1	1	1	1
P4	5	5	5	5	5
P5	2	2	2	2	2
P6	2	2	2	2	2
P7	2	2	2	2	2
P8	1	1	1	1	1

