AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Congress and Fair Organization								
Course Code	TTS123		Couse Level		Short Cycle (Associate's Degree)				
ECTS Credit	2	Workload	54 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	With this course; It is aimed to teach the importance of the rapidly developing congress seminar organizations in domestic and foreign tourism market and the services provided.								
Course Content	Understanding the world of supply and demand analysis and the Congress in Turkey, from start to finish planning the organization of a congress organized to gain the ability to check whether this information are the content you also								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Case Study								
Name of Lecturer(s)	Ins. Baha TÜRKÖZ								

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading	
1	Aymankuy, Y. (2003) Kongre Turizmi ve Fuar Organizasyonu, Detay Yayıncılık, Ankara
2	2. Çakıcı, A.C. (2013) Kongre, Konferans, Seminer ve Fuar Organizasyonları, Detay Yayıncılık, Ankara

Week	Weekly Detailed Course Contents	
1	Theoretical	History of Congress
2	Theoretical	Congress Tourism Relations
3	Theoretical	Classification of Congresses and Meetings
4	Theoretical	Development of Congress Tourism
5	Theoretical	Organizations in Congress Tourism
6	Theoretical	Congress Organization planning
7	Theoretical	Management of congress services
8	Intermediate Exam	midterm Exam
9	Theoretical	Congress Market
10	Theoretical	Development of the World Congress Market
11	Theoretical	Supply Analysis of Congress Tourism
12	Theoretical	Demand Analysis of Congress Tourism
13	Theoretical	Problems of Congress Tourism
14	Theoretical	Solutions to the problems of Congress Tourism
15	Final Exam	Final Exam

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
			Total Workload (Hours)	54
			[Total Workload (Hours) / 25*] = **ECTS**	2
**25 hour workload is accepted as 1 ECTS*				

Learning Outcomes	
1	Planning the Congress
2	Organizing the Congress
3	To be able to supervise the Organization of the Congress
4	To know the basic features of international and national congress tourism
5	To organize financial planning and tables in congress and fair organizations

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
P2	3	3	3	3	
P3	2	2	2	2	3
P4	5	5	5	5	5
P5	4	4	4	4	
P6	3	3	3	4	
P7	2	2	2		3
P8	2	2	2		3