



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Guiding Operations							
Course Code		TTS212		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 aim of the tour is to comprehend the role and importance of the tourist guide.							
Course Content		Tourist guidance, types of guidance, guidance training and organization, hotel guidance and legal regulations about guidance constitute 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)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Ahipaşaoğlu, S. (2000) Turizmde Rehberlik, Gazi Kitabevi: Ankara
2	Profesyonel Turist Rehberinin El Kitabı, (2007) Tureb Yayını: İstanbul

Week	Weekly Detailed Course Contents	
1	Theoretical	Meeting, resource suggestions of course content
2	Theoretical	The significance of guidance at tourism
3	Theoretical	The history and the development of guidance
4	Theoretical	The history and the development of guidance
5	Theoretical	Types of guides and the features that the tourist guides must have
6	Theoretical	The Professional tourist guidance education in Turkey
7	Theoretical	The organization of the Professional tourist guidance in Turkey
8	Intermediate Exam	Mid-term exam
9	Theoretical	The duties carried out by the tourist guides in tours
10	Theoretical	When meeting the customer, problems and solutions that the guide may encounter in medical and emergency situations
11	Theoretical	Guest problems and solutions
12	Theoretical	The process of preparing the tour guide
13	Theoretical	The hotel guide
14	Theoretical	Legal legislation on guidance
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*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Introducing the Professional tourist guidance service
2	Introducing the hotel guidance service
3	To know the features of the tourist guide
4	To have information about tour management staff.
5	To have information about hotel-agency relations.

### 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	
P2	5	4	4	4	4
P3	1	1	1	3	4
P4	4	4	4	4	5
P5	2	2	2	3	2
P6	5	5	4	5	2
P7	1	1	1		3
P8	1	1	1		3

