



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tour Operation and Travel Agency							
Course Code		TRZM211		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		It is aimed to gain qualifaicons related to relations between tour operators & travel agencies and hotels							
Course Content		Tour operator and package tour, travel agencies, agency operation preparation							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Ins. Yeter ÇAN DOMRUK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Seyahat Acentacılığı ve Tur Operatörlüğü - Doç. Dr. Mahmut DEMİR
2	Seyahat Acentaları Yönetimi - Doç. Dr. Osman Eralp ÇOLAKOĞLU - Yard. Doç. Dr. Ülker ÇOLAKOĞLU
3	Seyahat Acentacılığı ve Tur Operatörlüğü - Prof. Dr. Necdet HACIOĞLU

Week	Weekly Detailed Course Contents	
1	Theoretical	Tour Operator
2	Theoretical	Package Tour
3	Theoretical	Package tour perapARATION phases and aggrements between tour operation, incoming agency and hotel
4	Theoretical	Concepts and terms about travel agencies
5	Theoretical	Travel agencies and their development in Turkey
6	Theoretical	Classification of travel agencies
7	Theoretical	Relationship between travel agencies and other establishments in tourism industry
8	Intermediate Exam	Mid term exam
9	Theoretical	Factors effecting development of travel agencies
10	Theoretical	Travel agency activities
11	Theoretical	Management in travel companies
12	Theoretical	Marketing in travel companies
13	Theoretical	Preparing package tour
14	Theoretical	Types of visa and passport
15	Theoretical	General review before final exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Lecture - Practice	14	0	2	28
Assignment	3	5	2	21
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Preparing package tour
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2	Recognizin tour operator and travel agency
3	To learn the types of travel agencies
4	To comprehend the management of travel agencies
5	To learn the activities of travel agencies

Programme Outcomes (*Tourism and Hotel Management*)

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

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

	L1
P1	5

