



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tourism Information Technology							
Course Code		TRZM254		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		It is aimed to gain qualifications related to information technologies in tourism industry.							
Course Content		Online sales in tourism, social networks and tourism							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Bilişim Teknolojileri Işığında Turizm İşletmelerinde Yönetim - Enformatik Bir Bakış - Adem ÖĞÜT - Hasan Kürşat GÜLEÇ - Ali Şükrü ÇETİNKAYA
2	Turizm İşletmelerinde Bilgi Teknolojileri Kullanımı ve Otel Otomasyon Programları - Aykut PAJO

Week	Weekly Detailed Course Contents	
1	Theoretical	Internet and internet browser
2	Theoretical	Managing electronic mail
3	Theoretical	News groups / forums
4	Theoretical	Web based learning
5	Theoretical	Preparing personel web site
6	Theoretical	Electronic commerce
7	Theoretical	Electronic marketing
8	Intermediate Exam	Mid term exam
9	Theoretical	Internet and career
10	Theoretical	Social Networks
11	Theoretical	Web 1.0 and web 2.0 in tourism
12	Theoretical	Mobile applications in tourism
13	Theoretical	GPRS applications in tourism
14	Theoretical	Marketing on social media
15	Theoretical	Marketing on social media

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Communicating on internet platform
2	Making sales on internet platform
3	Organizing statistical datas
4	Preparing publicity materials with template



5	To recognize the technological products used in tourism
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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

