AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Congress and Seminar Organisation								
Course Code	TRZM158		Couse Level	Short Cycle (Associate's Degree)					
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The aim of this course is to teach congress and seminar organization skills.								
Course Content	Research and development, content creation, operation plans, and bugdeting for congress and seminar organizations.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
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	Kongre Fuar Yönetimi – Derman Küçükaltan
2	Kongre ve Fuar Organizasyonları – Yusuf Aymankuy
3	Toplantı Yönetimi – Celil Çakıcı

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of Congress, Congress Tourism and Its Features
2	Theoretical	History of Congress Tourism
3	Theoretical	The Significance of Location in Congress Tourism and Major Examples
4	Theoretical	Congress Tourism Organizations
5	Theoretical	Congress Management (Pre-event Activities)
6	Theoretical	Congress Management (On-site Activities and Closing Procedures)
7	Theoretical	Congress Tourism Organizations
8	Theoretical	Kongre Turizmi
9	Theoretical	The Place and Significance of Congress Market in World Tourism
10	Theoretical	The Place of Congress Tourism in Turkish Tourism
11	Theoretical	The Relationship between Congress Tourism and Major Tourism Sectors
12	Theoretical	Fairs, Definition Fairs, Features and Management
13	Theoretical	Fair Organizations in Turkey and in the World
14	Theoretical	Banquet Management in Congress and Fair Organizations
15	Theoretical	The Dimensions of Technology and Innovation in Congress and Fair Tourism
16	Final Exam	Final Exam

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	Making preparation for congresses and seminars
2	Operating on-site activities during congresses and seminars

3	Recognizing the difference between congress tourism and other tourism sectors
4	Organizing the necessary activities before congresses and seminars
5	Understanding the potential of congress tourism in Turkey

Programme Outcomes *(Tourism and Hotel Management)*	
1	
2	
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4	
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11	

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

	L1
P1	5