



## 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	To know the concept of tourism management well and to adapt the areas of economy, accounting, finance, management, marketing, human resources to the tourism sector.
2	To have knowledge of the tourism sector and the accommodation, food and beverage, travel, transportation, entertainment and other businesses that constitute the sub-industry of tourism.
3	To have knowledge about the coordination and integration of sub-industries of the tourism sector. To adsorb the communication and coordination between hotel departments.
4	To follow the developments in the tourism sector and to renew himself/herself.
5	To know the legislation about the structure and operation of the tourism sector. To have knowledge about the legal regulations regarding tourism businesses and tourism types.
6	To have detailed information about accommodation businesses and to learn the basic areas of hotel management (front office, housekeeping, food and beverage services, entertainment services).
7	To be able to communicate with guests in written and verbal and to have the power of persuasion. To have knowledge about sales and marketing and to have the ability to persuade.
8	To have basic computer knowledge and ability to use related programs. To have knowledge about software used in the hospitality industry.
9	To learn about Atatürk's principles and reforms. To have knowledge about history and geography. To have enough knowledge about the geography of Turkey and world tourism.
10	To have sufficient degree knowledge of English (reading, writing, listening and speaking). To be able to communicate with guests in English (written and verbal).
11	To have detailed information about occupational health and safety. To know well the legislation determined within the scope of occupational health and safety and to follow the developments.
12	To be able to produce ideas about the solution of business or guest problems and apply them.
13	To adopt the company she/he works, to fulfill his responsibilities and to be prone to teamwork. To fulfill the requirements of the department she/he works. To act in accordance with the hierarchical order of tourism businesses.

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

	L1
P1	5
P2	5
P3	5
P4	5
P5	5
P6	5
P7	5
P8	5
P9	5
P10	5
P11	5
P12	5
P13	5

