AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Tourism Information Technology						
Course Code	TRZM254		Couse 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	Interner and carreer
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

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	4
P2	5
P3	4
P4	5
P5	3
P6	5
P7	2
P8	4
P9	3
P10	5
P11	5
P12	4
P13	5