



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title	Communication With the Guest								
Course Code	TRZM108	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 communications with guests.								
Course Content	Types of communication, types of guests, requests and complaints of guests								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation)								
Name of Lecturer(s)	Ins. Betül YEŞİLTEPE ERKAYIRAN								

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Konaklama İşletmelerinde Konukla İletişim - İrfan MISIRLI
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Week	Weekly Detailed Course Contents	
1	Theoretical	Communication on the phone
2	Theoretical	Communication with fax
3	Theoretical	Communication with e-mail
4	Theoretical	Visual communication online
5	Theoretical	Oral communication
6	Theoretical	Written communication
7	Theoretical	Body Language
8	Intermediate Exam	Mid term exam
9	Theoretical	Extra ordinary circumstances at hotel and their solutions
10	Theoretical	Extra ordinary circumstances at hotel and their solutions
11	Theoretical	Circumstances which are not be interfered
12	Theoretical	Types and Behaviours of guests
13	Theoretical	Complaints of guests
14	Theoretical	Dealing with requests and complaints of guests
15	Theoretical	Creating statistical data from requests and complaints of guests

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	Using communication tools
2	Building efficient communication
3	Behaving according to extra ordinary circumstances
4	Providing communication with guests



5	To learn to solve problems arising from communication
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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

