



AYDIN ADNAN MENDERES UNIVERSITY
DAVUTLAR VOCATIONAL SCHOOL
HOTEL RESTAURANT AND CATERING SERVICES
TOURISM AND HOTEL MANAGEMENT
COURSE INFORMATION FORM

Course Title	Congress and Seminar Organisation								
Course Code	TRZM158	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 make congress and seminar organisations.								
Course Content	Research and development, making content, planning operation, planning budget for congress and seminar organisations								
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	60

Recommended or Required Reading	
1	Kongre Turizmi ve Fuar Organizasyonu – Yusuf AYMANKUY
2	Toplantı Yönetimi – Celil ÇAKICI

Week	Weekly Detailed Course Contents	
1	Theoretical	Types of meeting
2	Theoretical	Definition and historical development of congress tourism
3	Theoretical	Relations between congress tourism and other types of tourism
4	Theoretical	Compulsory Activities before congresses and seminars
5	Theoretical	Compulsory activities during congresses and seminars
6	Theoretical	Compulsory activities after congresses and seminars
7	Theoretical	Investigating congress tourism potential of Turkey
8	Intermediate Exam	Mid term exam
9	Theoretical	Local, national and international fairs
10	Theoretical	Planning budget for congress and seminar
11	Theoretical	Local, national and international fairs
12	Theoretical	Congress and fair centers in Turkey
13	Theoretical	Congress and fair centers in the world
14	Theoretical	Congress tourism in the world
15	Theoretical	General review before 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 congress and seminars
2	Operating congress and seminars
3	To be able to comprehend the difference of congress tourism from other tourism types



4	Organizing the necessary activities before the congress and seminar
5	To understand the potential of congress tourism in Turkey

Programme Outcomes (Tourism and Hotel Management)

1	...
2	...
3	...
4	...
5	...

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

	L1	L2	L3	L4	L5
P1	5	5	5	5	5
P2	5	5	5	5	5
P3	5	5	5	5	5
P4	5	5	5	5	5
P5	5	5	5	5	5

