



## AYDIN ADNAN MENDERES UNIVERSITY 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		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	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	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

