



**AYDIN ADNAN MENDERES UNIVERSITY**  
**FACULTY OF TOURISM**  
**TOURISM GUIDING**  
**TOURISM GUIDING**  
**COURSE INFORMATION FORM**

Course Title	Communication								
Course Code	REH109			Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	80 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	The aim of the course is to emphasize the differences between verbal, nonverbal and written communication types; to examine empathy in communication; to evaluate individual and organizational importance of communication.								
Course Content	The subjects of interpersonal communication, the issue of organizational communication and verbal-nonverbal communication will be given in the lesson.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Individual Study								
Name of Lecturer(s)	Lec. Gülnur KARAKAŞ TANDOĞAN								

#### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

#### Recommended or Required Reading

1	Mısırlı, İrfan (2008), Genel ve Teknik İletişim, Detay Yayıncılık, Ankara.
2	McKay, Matthew vd. (2010), İletişim Becerileri. Çev: Özgür Gelbal, HYB Basım Yayım, Ankara.
3	Navarro, Joe ve Marvin Karlins (2010), Beden Dili. Çev: Taylan Taftaf. Alfa Basım Yayım, İstanbul.
4	Gürgen, Haluk (1997), Örgütlerde İletişim Kalitesi. Der Yayınları, İstanbul.
5	Bahar, Emel (2011), Mesleki Yazışmalar. Detay Yayıncılık, Ankara.

Week	Weekly Detailed Course Contents	
1	Theoretical	Meeting the students, giving information about the lesson and its objectives
2	Theoretical	The concept of communication and communication model
3	Theoretical	Signs used in communication, types of signs and meanings
4	Theoretical	Communication barrier
5	Theoretical	Communication types and organizational communication
6	Theoretical	Verbal communication, speaking and listening
7	Theoretical	Non verbal communication, body language
8	Theoretical	Written communication
9	Intermediate Exam	Midterm Exam
10	Theoretical	Interview and meeting
11	Theoretical	Social communication; impressing people,, speaking in front of society
12	Theoretical	Persuasive communication
13	Theoretical	Emphatic communication and individuality-I
14	Theoretical	Emphatic communication and individuality-II
15	Theoretical	General evaluation of the lesson
16	Final Exam	Final Exam

#### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	1	10	1	11
Midterm Examination	1	6	1	7



Final Examination	1	5	1	6
	Total Workload (Hours)			80
	[Total Workload (Hours) / 25*] = ECTS			3
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to identify the various features of the factors in communication such as the source, the receiver, the message,
2	To be able to recognize the communication model and the elements within the model.
3	To be able to recognize the features that must be obtained by the source and receiver for a proper communication
4	To be able to employ the skills of rhetoric and listening through the introduction of verbal communication.
5	To have knowledge about communication types and organizational communication.
6	To have knowledge about the skills to speak in front of people.

### Programme Outcomes (Tourism Guiding)

1	To have scientific and professional ethical values
2	To gain the ability of analytical and critical thinking
3	To have an awareness of requirement of gaining lifelong new knowledge and skills
4	To know the basic concepts about tourism sector
5	To comprehend relationship between tourism and natural, cultural and social environment
6	To have enough foreign language knowledge to follow trends and studies in his/her field and to be able to communicate
7	to be able to use the second foreign language at medium level.
8	to have the ability of doing team work.
9	To gain the ability to use information technologies in his/her field at a good level.
10	To gain administrative knowledge and ability in his/her field.
11	To be competent on the subject of human relations and behaviours which are required in tourism industry
12	To be able to track the trends in his/her field.
13	To have knowledge and ability on the subjects required for his/her profession.
14	To have comprehensive knowledge required for his/ her profession about other tourism services
15	To have enough knowledge about culture and customs of his/her own country.
16	To have enough knowledge about different cultures and customs.

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

	L1	L2	L3	L4	L5	L6
P1	2	2	2	2	2	2
P2	5	5	5	5	5	5
P3	5	5	5	5	5	5
P4	3	3	3	3	3	3
P5	4	4	4	4	2	2
P6	3	3	3	3	1	1
P7	1	1	1	1	1	1
P8	2	2	2	2	4	4
P9	1	1	1	1	1	1
P10	5	5	5	5	5	5
P11	5	5	5	5	5	5
P12	5	5	5	5	4	4
P13	4	4	4	4	4	4
P14	3	3	3	3	3	3
P15	4	4	4	4	4	4
P16	4	4	4	4	4	4

