



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|---|------------|--|---|---------------------------------|---|------------|---|
| Course Title | | Tour Management | | | | | | | |
| Course Code | | REH207 | | Course Level | | First Cycle (Bachelor's Degree) | | | |
| ECTS Credit | 3 | Workload | 75 (Hours) | Theory | 3 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | The aim of this course is to instruct the students in terms of knowledge, skills and other competences that will benefit them while working in operation and sales departments in travel agencies. | | | | | | | |
| Course Content | | In the context of this course, planning, organization, orientation, coordination and supervision which are the five basic functions of management will be evaluated in terms of the processes of tour managing. | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Case Study, Individual Study | | | | | |
| Name of Lecturer(s) | | Res. Assist. Sibel KAÇAR | | | | | | | |

Assessment Methods and Criteria

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

Recommended or Required Reading

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| 1 | Çolakoğlu O.E. ,Epik F. ,Efendi E. ,Tur Yönetimi ve Turist Rehberliği 2. Baskı ,Ankara ,Detay Yayıncılık ,2010 . |
| 2 | Çolakoğlu O.E. ,Çolakoğlu Ü. ,Seyahat Acentaları Yönetimi, Ankara ,Detay Yayıncılık ,2007 . |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|--|
| 1 | Theoretical | The students learn the concept and importance of tour management, and vocational evaluation. |
| 2 | Theoretical | The students get knowledge about the staff that take part in tour management. |
| 3 | Theoretical | The students learn the types of tours on the basis of tour management. |
| 4 | Theoretical | The students learn preparations for season opening in single centered tours. |
| 5 | Theoretical | The students learn the tasks in the operation process. |
| 6 | Theoretical | The students learn package tour contracts. |
| 7 | Theoretical | The students learn complaint management and the rare incidents during the tour season. |
| 8 | Theoretical | Students learn operations for meeting groups. |
| 9 | Intermediate Exam | Mid-Term Exam |
| 10 | Theoretical | The students learn the preparations carried out beforehand in multicentered tours. |
| 11 | Theoretical | The students learn the services and the operations that are carried out during a tour. |
| 12 | Theoretical | The students learn the concept of departure and the operations carried out following the tour. |
| 13 | Theoretical | The students learn the importance of group psychology on tour management. |
| 14 | Theoretical | The students learn problems related to tourist types. |
| 15 | Theoretical | General evaluation of lesson will be carried out. |
| 16 | Final Exam | Final Exam |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 1 | 3 | 56 |
| Term Project | 1 | 6 | 0 | 6 |
| Midterm Examination | 1 | 5 | 1 | 6 |
| Final Examination | 1 | 6 | 1 | 7 |
| Total Workload (Hours) | | | | 75 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 3 |

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

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|---|--|
| 1 | To be able to evaluate the five basic functions of management in terms of processes of tour management, |
| 2 | To be able to record the processes of definite reservation, operations of departure and arrivals, transfer, accommodation, returns, evaluation of the operation, |
| 3 | To be able to identify the documents used in tour management and the points to be taken into consideration while using them, |
| 4 | To be able to recognize the importance of complaint and crisis management during the tour. |
| 5 | Gains knowledge of the historical development of the travel industry. |
| 6 | Gains knowledge about Sejour operations. |
| 7 | Have information about inclusive tour and tour types. |

Programme Outcomes (Tourism Guiding)

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|----|---|
| 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 | L7 |
|-----|----|----|----|----|----|----|----|
| P1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| P7 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| P8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| P9 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| P10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P13 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| P14 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| P15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| P16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |

