



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

Course Title	Travel Agency								
Course Code	REH104			Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The aim of the lesson is to acknowledge the students by teaching the basic structural differences in travel industry, especially about travel agencies locations, inclusions, actions and duties.								
Course Content	The content of the lesson includes the basic administrative knowledge about travel agencies.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Discussion, Problem Solving								
Name of Lecturer(s)	Lec. Melek Ece ÖNCÜER ÇİVİCİ								

#### Assessment Methods and Criteria

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

#### Recommended or Required Reading

1	İçöz, O. (2009). Seyahat Acentaları ve Tur Operatörlüğü Yönetimi (6. Basım). Ankara: Turhan Kitabevi.
2	Çolakoğlu, O. E. ve Çolakoğlu Ü. (2007). Seyahat Acentaları Yönetimi. Ankara: Detay Yayıncılık.
3	Öner, Ç. (1997). Seyahat Ticareti. İstanbul: Literatür Yayıncılık.
4	Hacıoğlu, N. (2006). Seyahat Acentacılığı ve Tur Operatörlüğü. Ankara: Nobel Yayın Dağıtım.
5	Ahıpaşaoğlu, H. S. ve Arıkan i. (2003). Seyahat İşletmeleri Yönetimi ve Ulaştırma Sistemleri. Ankara: Detay Yayıncılık.
6	Mısırlı, İ.(2006). Seyahat Acentacılığı ve Tur Operatörlüğü. Ankara: Detay Yayıncılık.
7	MEB, (2011). Konaklama ve Seyahat Hizmetleri-Rezervasyon Sistemleri, Ankara.
8	www.tursab.org.tr

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction: Explanation the aim, content, method, sources and the syllabus of the lesson
2	Theoretical	Basic concepts about tourism and travel industry
3	Theoretical	The history and functions of travel agencies' / the reasons that leads people towards travel agencies
4	Theoretical	Classification of travel agencies and the differences between tour operators
5	Theoretical	Management and organization of travel agencies
6	Theoretical	Travel agency regulations (I)
7	Theoretical	Travel agency regulations (II)
8	Theoretical	Travel agency services – reservation procedures
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Travel agency services –Package tour and tour organization
11	Theoretical	Travel agency services – information procedures (information, customs-visa-passport procedures)
12	Theoretical	Travel agency services –travel insurance procedures and rent a car
13	Theoretical	Travel agency services – ticketing and IATA
14	Theoretical	TURSAB
15	Theoretical	International tourism and travel organizations
16	Final Exam	Final Exam

#### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Practice	14	1	2	42
Midterm Examination	1	14	1	15



Final Examination	1	17	1	18
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = ECTS	3
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	To be able to recognize the importance of travel agencies in travel industry,
2	To be able to explain the regulations and law of travel agencies,
3	To be able to have information about the application and founding procedures of travel agencies,
4	To be able to learn the required information and documents during reservation process,
5	To be able to know the basic knowledge and terminology about air ticketing

### 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
P1	3	4	4	3	3
P2	3	3	3	3	3
P3	3	3	3	3	3
P4	4	4	4	4	4
P5	3	4	3	3	3
P6	3	3	3	3	3
P7	3	3	3	4	4
P8	3	3	3	3	3
P9	2	2	2	3	2
P10	4	4	3	3	3
P11	3	3	3	3	3
P12	4	3	3	3	3
P13	3	4	4	4	3
P14	4	3	4	4	3
P15	1	1	1	1	1
P16	1	1	1	1	1

