



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

Course Title	Hospitality Businesses								
Course Code	HOM104			Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	3	Workload	78 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	The purpose of this course is to learn the basic concepts of accommodation establishments, classification of accommodation establishments and know their basic distinctive features and understand the main form of management form to the accommodation establishments								
Course Content	Definition and historical development of the accommodation sector; The definition and properties of accommodation establishments; classification of accommodation establishments; factors which affect the success of accommodation establishment; Place of accommodation establishments; management style of accommodation establishments; main sections of accommodation establishments and use of outsourcing in the accommodation establishment.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Demonstration, Discussion, Individual Study								
Name of Lecturer(s)	Lec. Tuğrul AYYILDIZ								

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Kozak M. A vd.(2012) Otel İşletmeciliği, Ed: Kozak M. A. Detay Yayıncılık, Ankara
2	Okumuş F. Ve Avcı U. Vd. (2008) Turizm İşletmelerinde Çağdaş Yönetim Teknikleri, Detay Yayıncılık, Ankara
3	Akıncı Z. (2011), Otel İşletmeciliği, Nobel Akademik Yayıncılık Eğitim Danışmanlık Tic. LTD. ŞTİ. Ankara,
4	Olalı H. ve Korzay M. (1993), Otel İşletmeciliği, Beta Basım Yayın, İstanbul

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic concepts related to accommodation establishments
	Preparation Work	Research
2	Theoretical	Historical development of accommodation establishments
	Preparation Work	Research
3	Theoretical	Factors affecting the success of accommodation establishments
	Preparation Work	Research
4	Theoretical	Classification of accommodation establishments
	Preparation Work	Research
5	Theoretical	Classification of accommodation establishments
	Preparation Work	Research
6	Theoretical	Location of accommodation establishments
	Preparation Work	Research
7	Theoretical	Management of accommodation establishments
	Preparation Work	Research
8	Theoretical	The main sections in accommodation establishments
	Preparation Work	Research
9	Intermediate Exam	Midterm exam
10	Theoretical	Use of outsourcing in accommodation establishments
	Preparation Work	Research
11	Theoretical	customer relationship management in accommodation establishments
	Preparation Work	Research
12	Theoretical	Total Quality Management in accommodation establishments



12	Preparation Work	Research
13	Theoretical	change management in accommodation establishments
	Preparation Work	Research
14	Theoretical	Comparison technique in accommodation establishments
	Preparation Work	Research
15	Theoretical	General Review
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				78
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to know basic concepts about accommodation establishment
2	To be able to classification of accommodation establishments
3	To be able to learn the basic parts of the accommodation establishment
4	To be able to learn styles of business and management about accommodation establishment .
5	To be able to learn how the hospitality enterprises evolved from past to present.

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	4	4	4	4	4
P2	4	4	4	4	4
P3	3	3	3	3	3
P4	3	3	3	3	3
P5	2	2	2	2	2
P6	1	1	1	1	1
P7	3	3	3	3	3
P8	4	4	4	4	4
P9	1	1	1	1	1
P10	4	4	4	4	4



P11	2	2	2	2	2
P12	2	2	2	2	2
P13	3	3	3	3	3
P14	5	5	5	5	5
P15	2	2	2	2	2
P16	5	5	5	5	5

