



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tour Operatorship							
Course Code		REH235		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 course is to comprehend tour operators in the tourism by teaching terminology about tourism/travel industry, in addition to this, it is also aimed at teaching what phases to be gone through while preparing package tours.							
Course Content		Information required for both at international and management level in the field of tour operations will be given.							
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	70

Recommended or Required Reading

1	Çiğdem Öner, (1997), Seyahat Ticareti, Literatür Yayıncılık, İstanbul.
2	Necdet Hacıoğlu, (2006), Seyahat Acentacılığı ve Tur Operatörlüğü, Nobel Yayın Dağıtım, Ankara
3	İrfan Mısırlı, (2006), Seyahat Acentacılığı ve Tur Operatörlüğü, Detay Yayıncılık, Ankara.
4	İçöz, Orhan., (2009), Seyahat Acentaları ve Tur Operatörlüğü Yönetimi, Turhan Kitabevi, Ankara.
5	Ahipaşaoğlu, H. Suavi ve İrfan Arıkan, (2003), Seyahat İşletmeleri Yönetimi ve Ulaştırma Sistemleri, Detay Yayıncılık, Ankara

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction: (Explanation of the aim, content, method, sources and weekly schedule of the course)
2	Theoretical	Sectoral evaluation, definition of tour operators, qualities, functions and differences with the travel agencies and Integrations in the Tourism Industry
3	Theoretical	Classification of tour operators, group types and components
4	Theoretical	Terminology I
5	Theoretical	Terminology II, package tour preparation / production stages
6	Theoretical	Methods of calculation of tour cost or sales price (I)
7	Theoretical	Methods of calculation of tour cost or sales price (II)
8	Theoretical	Package Tour Preparation (marketing, sales, management)
9	Intermediate Exam	Mid-Term Exam
10	Theoretical	Promotion and coefficient calculations I
11	Theoretical	Promotion and coefficient calculations II
12	Theoretical	Promotion and coefficient calculations III
13	Theoretical	Relationship between tour operations and the hotels I
14	Theoretical	Contracts I
15	Theoretical	Contracts II
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	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	Recognizes the position of tour operators at travel industry.
2	Knows the definition, characteristics and classification of tour operators.
3	Recognizes the distribution channel chain at tourism industry.
4	Recognizes description and content of package tour.
5	Recognizes the tourism and travel terms used in tour operation.
6	Recognizes how to calculate the cost of package tour.
7	Recognizes the agreements and the relationship between tour operators and hotels.

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	L7
P1	3	3	3	3	3	4	4
P2	3	3	3	3	3	4	3
P3	3	3	3	3	3	3	3
P4	4	4	4	5	5	3	4
P5	3	3	3	3	3	3	3
P6	3	3	3	4	4	3	3
P7	4	4	4	4	4	3	3
P8	3	3	3	3	3	3	3
P9	2	2	2	3	3	3	2
P10	3	4	4	3	4	2	4
P11	3	3	3	3	3	3	3
P12	4	4	4	4	3	3	3
P13	3	4	3	4	5	3	4
P14	4	4	3	4	4	4	4
P15	1	1	1	1	1	4	1
P16	1	1	1	1	1	1	1

