



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Traineeship							
Course Code		REH310		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	7	Workload	175 (Hours)	Theory	0	Practice	14	Laboratory	0
Objectives of the Course		It is aimed to obtain general information about customer relations, how to do daily operations, tour leadership and tourist guiding as well as marketing by working at a A Class Travel Agent.							
Course Content		Basic procedure of the agency; Departments and their duties; Staff’s duties and responsibilities; Determining costs; Costumer relations management; Doing daily operations							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Demonstration, Discussion, Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Practice	75	100

Recommended or Required Reading

1	Information meeting organized by the instructor.
2	Internship guide prepared by the internship coordinator.

Week	Weekly Detailed Course Contents	
1	Practice	Information will be given about the operation of travel agents.
2	Practice	Information will be given about the departments and their functions.
3	Practice	Information will be given about general duties and responsibilities of employees of travel agents (office staff, tourist guide etc.)
4	Practice	Information will be given about the problems during tours.
5	Practice	Information will be given about duties of tourist guides on daily and package tours of the travel agent.
6	Practice	Information will be given about customer relationship management.
7	Practice	Doing daily tour operations
8	Practice	Doing daily tour operations
9	Practice	Doing daily tour operations
10	Practice	Doing daily tour operations

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Practice	75	0	2	150
Land Work	25	1	0	25
Total Workload (Hours)				175
[Total Workload (Hours) / 25*] = ECTS				7

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Learns the basic principles of tourist guiding.
2	Recognizes the similarities and differences between theory and practice by seeing the things they have learned in the theoretical course practically.
3	Recognizes the advantages and disadvantages of the profession by having the opportunity to work together with tourist guides.
4	Gets information about preparation and implementation of daily tours.
5	Learns how to make transfer organization.
6	Gets information about tour organization and ticket sales.



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

