



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|------------|---|---|----------------------------------|---|------------|---|
| Course Title | | Tour Operation and Travel Agency | | | | | | | |
| Course Code | | TTS110 | | Course Level | | Short Cycle (Associate's Degree) | | | |
| ECTS Credit | 2 | Workload | 52 (Hours) | Theory | 2 | Practice | 0 | Laboratory | 0 |
| Objectives of the Course | | With this course; The purpose of this course is to give information about the functioning of travel agencies, their activities and their place in the tourism industry, differences between travel agencies and tour operators | | | | | | | |
| Course Content | | Organizational structures and classification of travel agencies, activities of travel agencies, tour operators, package tours are the content of this course. | | | | | | | |
| Work Placement | | N/A | | | | | | | |
| Planned Learning Activities and Teaching Methods | | | | Explanation (Presentation), Discussion, Case Study, Individual Study, Problem Solving | | | | | |
| Name of Lecturer(s) | | Ins. Eren GÖNÜL | | | | | | | |

Assessment Methods and Criteria

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

Recommended or Required Reading

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| 1 | İçöz, O. (2003) Seyahat Acentaları ve Tur Operatörlüğü Yönetimi, Turhan Kitabevi: Ankara |
| 2 | Mısırlı, İ. (2006) Seyahat Acentacılığı ve Tur Operatörlüğü, Detay Yayıncılık: Ankara |
| 3 | Seyahat Acentaları Yönetimi, Osman Eralp Çolakoğlu, Ülker Çolakoğlu, Detay Yayıncılık, Ankara |
| 4 | TURSAB,Kültür ve Turizm Bakanlığı yayınları ve İnternet siteleri |

| Week | Weekly Detailed Course Contents | |
|------|---------------------------------|---|
| 1 | Theoretical | Tourism and travel concept |
| 2 | Theoretical | Travel distribution systems |
| 3 | Theoretical | Classification of travel agencies |
| 4 | Theoretical | Organizational structure of travel agency |
| 5 | Theoretical | Tourism and travel agencies |
| 6 | Theoretical | Travel agency transactions |
| 7 | Theoretical | Contracts related to travel agencies |
| 8 | Theoretical | Tour planning in travel agencies |
| 9 | Intermediate Exam | Midterm Exam |
| 10 | Theoretical | Tour management in travel agencies |
| 11 | Theoretical | Tour operator operations |
| 12 | Theoretical | Production of package tours |
| 13 | Theoretical | Transfer Operations |
| 14 | Theoretical | Sample tour practices |
| 15 | Final Exam | Final Exam |

Workload Calculation

| Activity | Quantity | Preparation | Duration | Total Workload |
|---------------------|----------|-------------|----------|----------------|
| Lecture - Theory | 14 | 1 | 2 | 42 |
| Midterm Examination | 1 | 4 | 1 | 5 |



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|--|---|---|---|----|
| Final Examination | 1 | 4 | 1 | 5 |
| Total Workload (Hours) | | | | 52 |
| [Total Workload (Hours) / 25*] = ECTS | | | | 2 |
| *25 hour workload is accepted as 1 ECTS | | | | |

Learning Outcomes

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|---|--|
| 1 | To have information about the activities of travel agencies |
| 2 | To know the differences between travel agencies and tour operators |
| 3 | To have information about tour operators |
| 4 | To have information about travel agency staff. |
| 5 | The relationship between the travel agency and other tourism businesses examine. |

