



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Travel Agency Management							
Course Code		TUR511		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To know how to apply management functions in travel agencies, to understand what professional associations do in travel sector, to be able to improve new strategies to adapt travel agencies in changing conditions.							
Course Content		Application of planning, organization, directing, coordination, controlling functions in travel agencies. Legal background of professional organizations and functions of these organizations. Effects of new trends in travel business.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Çolakoğlu, O.E., and Ü. Çolakoğlu., Management of Travel Agencies, Detay Publishing, Ankara, 2007.
2	Çolakoğlu, Ü. and O.E. Çolakoğlu, Strategic Management and Applications in Tourism, Detay Publishing, Ankara, 2010.
3	Çavuş, Ş., Z. Ege and O.E. Çolakoğlu, History of Turkish Tourism:-Structural and Sektoral Developments, Detay Publishing, Ankara, 2009.
4	National and international academic journals (Anatolia, Soid, Stad, Journal of Tourism Researches , Tourism Management v.d.)

Week	Weekly Detailed Course Contents	
1	Theoretical	Planning, types of planning and samples from travel agencies.
	Preparation Work	Researching
2	Theoretical	Principles of planning and samples from travel agencies.
	Preparation Work	Researching
3	Theoretical	Organization, types of organizations and samples from travel agencies
	Preparation Work	Researching
4	Theoretical	Principle of organization and samples from travel agencies
	Preparation Work	Researching
5	Theoretical	Application of directing function in travel agencies
	Preparation Work	Researching
6	Theoretical	Effects of different kinds of leadership on travel agencies' staff
	Preparation Work	Researching
7	Theoretical	Importance of coordination in travel agencies and sample applications in coordination in travel business
	Preparation Work	Researching
8	Theoretical	Control function in travel agencies by departments
	Preparation Work	Researching
9	Intermediate Exam	Midterm Exam
10	Theoretical	Application of different control systems in travel agencies
	Preparation Work	Researching
11	Theoretical	Effects of new trends on travel agencies management
	Preparation Work	Researching
12	Theoretical	Learning organizations and travel agencies
	Preparation Work	Researching
13	Theoretical	Adapting different kind of management strategies to travel agencies



13	Preparation Work	Researching
14	Theoretical	National professional organizations of travel agencies
	Preparation Work	Researching
15	Preparation Work	Researching
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	1	3	60
Assignment	4	2	2	16
Term Project	1	15	0	15
Midterm Examination	1	12	1	13
Final Examination	1	20	1	21
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	To know how to apply management functions in travel agencies
2	Better understanding the importance of professional organization in travel sector
3	To know managers' role in learning organizations formation
4	To know how to be an effective leader
5	Better understanding the functions of professional organization in travel sector

Programme Outcomes (Tourism Management Master)

1	To be able to train specialists who develops knowledge and skills based on the Bachelor's Degree in Tourism field and who can evaluate the sector in the point of view interdisciplinary structure of tourism management.
2	To be able to analyze the socio-economic and the managerial problems both interactionally and separately
3	To be able to produce knowledge about the studies, which have not been presented before towards the primary data sources.
4	To be able to convey recent developments in the field of tourism management to the stakeholders by using verbal, written and visual means systematically.
5	To be able to develop a solving method independently for a problem faced in tourism management, evaluate the outcomes of the problem and take roles in projects related to the field as a coordinator or a participant.
6	To be able to make strategic and implementation plans for particular issues in tourism administration and evaluate the outcomes of the plans and to determine the vision, goals and aims of the company.
7	To be able to evaluate knowledge and skills acquired in tourism management by having a sceptic standpoint and investigate the problems by implying analytical approaches with miscellaneous methods.
8	To be able to regenerate and develop constantly concerning the field participated in tourism businesses.
9	To be able to teach and inspect the scientific, social and ethical values at the degree of collecting, interpreting and announcing the data.
10	To be able to use at least one foreign language to follow the international tourism literature.
11	To be able to share the developments related to departments of tourism establishment.
12	To be able to learn about information technologies used in tourism enterprises and mastering in these technologies.
13	To be able to use the current data in the field of tourism management, develop the knowledge by using scientific methods with scientific, social and ethical responsibilities.
14	To be able to Implement the knowledge and the abilities at problem solving that absorbed in the field of tourism at interdisciplinary studies.

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	5	3	4	5	5
P2	5	5	4	4	4
P3	3	3	5	4	4
P4	3	4	5	4	4
P5	5	4	5	5	4
P6	5	5	5	5	4
P7	3	4	5	4	5



P8	5	4	5		5
P9	3	5	5	5	5
P10	3	4	4	5	4
P11	5	5	5	5	4
P12	3	3	5	3	4
P13	3	4	5	4	5
P14	3	3	4	4	5

