AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Specialization in Travel Agency Business						
Course Code	TUR614		Couse Level	Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	125 *(Hours)*	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	To become conscious about need and importance of specialization in travel agencies, to recognize the fields of expertness, to be able to analyze the process of specialization and to investigate target market needs						
Course Content	Reasons to specialization, subjects to be specialize, feasibility studies on specialization, process of specialization.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Case Study, Project Based Study, Individual Study				
Name of Lecturer(s)	Prof. Osman Eralp ÇOLAKOĞLU						

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	Çavuş, Ş., Z. Ege and O.E. Çolakoğlu, History of Turkish Tourism:-Structural and Sectoral Developments, Detay Publishing, Ankara, 2009.
3	National and international academic journals (Anatolia, Soid, Stad, Journal of Tourism Researches , Tourism Management v.d.)

Week	Weekly Detailed Course Contents	
1	Theoretical	Reasons to specialize in travel agency business
	Preparation Work	Researching
2	Theoretical	Subjects to specialize and niche markets
	Preparation Work	Researching
3	Theoretical	Contents of feasibility reports in specialization
	Preparation Work	Researching
4	Theoretical	Samples to prepare and evaluate special projects for niche markets- I
	Preparation Work	Researching
5	Theoretical	Samples to prepare and evaluate special projects for niche markets- II
	Preparation Work	Researching
6	Theoretical	Samples to prepare and evaluate special projects for niche markets- III
	Preparation Work	Researching
7	Theoretical	Samples to prepare and evaluate special projects for niche markets- IV
	Preparation Work	Researching
8	Theoretical	Samples to prepare and evaluate special projects for niche markets- V
	Preparation Work	Researching
9	Intermediate Exam	Midterm Exam
10	Theoretical	Samples to prepare and evaluate special projects for niche markets- VI
	Preparation Work	Researching
11	Theoretical	Samples to prepare and evaluate special projects for niche markets- VII
	Preparation Work	Researching
12	Theoretical	Samples to prepare and evaluate special projects for niche markets-VIII
	Preparation Work	Researching
13	Theoretical	Samples to prepare and evaluate special projects for niche markets- IX
	Preparation Work	Researching

14	Theoretical	Samples to prepare and evaluate special projects for niche markets- X
	Preparation Work	Researching
15	Theoretical	Samples to prepare and evaluate special projects for niche markets- XI
	Preparation Work	Researching
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Assignment	2	5	1	12
Project	2	10	0	20
Midterm Examination	1	15	1	16
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 history of travel agencies
2	Be aware of niche market and watch for trends in this kind of market
3	To understand advantages of specialization
4	Prepare feasibility report for new projects
5	To know changes in travel business during period of history of travel agencies

Programme Outcomes *(Tourism Management Doctorate)*

1	In the context of interdisciplinary structure of tourism management, s/he has scientific knowledge and knowledge about sectoral structure and truths which are constituted with the glance of various disciplines.
2	At her/his judgements, applications and behaviors; via using her/his knowledge regarding to the field of tourism; s/he is able to interprate, analyse, define the problems and solve them.
3	S/he is able to transfer the knowledge that're regarding to the field of tourism, to employees and team workers.
4	Within the scope of a study at the field of tourism management; s/he reachs scientific knowledge by proceeding with an independent manner at scientific research process.
5	Fulfill her/his duties and responsibilities at the projects that're performing on the field of tourism management.
6	S/he determines vision, aim and targets for tourism establishments or the institutes which're producing knowledge like universities, schools etc.
7	S/he follows the scientific literature at the field of tourism management.
8	Within the scope of learning to learn, s/he reaches the best applications by benefiting scientific data and the samples at her/his field, as well.
9	S/he transfers her/his knowledge, views and suggestions in written and oral forms to the business managers, relevant sections of the society by academic channels, professional and non-governmental organizations and public opinion.
10	S/he contacts with academicians and research centers operating in the field of tourism management, take part in research projects, and by sharing her/his experiences, transform them to output.
11	S/he is able to use at least a foreign language at academic level.
12	S/he uses computer software, informatics and communication technologies at least in the level of data entering and analyses regarding to her/his working areas.
13	S/he makes original recommendations for the issues arising from the unique nature of tourism.
14	S/he has sufficient awareness about universalities of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety; besides behaving accordingly to organizational/corporate, business and social ethical values. S/he contributes to the sector at producing solutions on these issues.

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	4
P2	5	5	4	5	5
P3	3	4	4	5	4
P4	4	4	3	5	5
P5	3	4	4	5	3

P6	4	4	4	4	4
P7	5	5	4	5	5
P8	3	3	3	5	5
P9	3	3	3	5	4
P10	3	4	4	5	4
P11	3	4	2	3	5
P12	2	2	2	4	5
P13	3	3	4	4	4
P14	3	4	3	5	4