



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Tour Management							
Course Code		TUR616		Couse Level		Third Cycle (Doctorate Degree)			
ECTS Credit	5	Workload	123 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The basic aim of this course is to give information about tour management art, like new trends, changes and tourism market related to package tours.							
Course Content		Developments in tourism and package tours, tour management concept, operations in a single center tours, operations in a multi center tours.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Assoc. Prof. Hakan ATAY							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	50
Assignment	11	50

Recommended or Required Reading

1	Çolakoğlu, O. E., Epik, F., Efendi, E. (2006). Tur Yönetimi ve Turist Rehberliği, Detay Yayınevi, Ankara.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Understanding the process of tourism development,
2	Theoretical	The development process of package tours
3	Theoretical	Tour management concept and its importance
4	Theoretical	Characteristics of tour management personnel
5	Theoretical	Jobs in the process of operation
6	Theoretical	Complaints management
7	Theoretical	Preparations prior to tour
8	Theoretical	Jobs during tour
9	Theoretical	Works after tour
10	Theoretical	Problems depending on the type of tourists
11	Theoretical	Tourist Guide
12	Theoretical	Types Of Tourist Guide
14	Theoretical	Dynamic Packaging
15	Theoretical	General Review
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Assignment	5	6	3	45
Final Examination	1	12	1	13
Total Workload (Hours)				123
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Understanding the process of tourism development
2	The development process of package tours
3	Tour management concept and its importance
4	Characteristics of tour management personnel



5	To learn inclusive tour concept and its properties
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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 interpret, 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 reaches 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
P1	5	3	4	4
P2	3	2	4	3
P3	3	3	4	3
P4	3	3	3	3
P5	3	2	4	2
P6	3	2	3	2
P7	4	4	4	4
P8	4	3	3	3
P9	4	2	3	3
P10	4	2	3	3
P11	1	1	1	1
P12	1	1	1	1
P13	5	4	5	5
P14	5	3	3	5

