

TOUR OPERATORS AND TRAVEL AGENCIES

1	Course Title:	TOUR OPERATORS AND TRAVEL AGENCIES	
2	Course Code:	TSEZ011	
3	Type of Course:	Compulsory	
4	Level of Course:	Short Cycle	
5	Year of Study:	1	
6	Semester:	2	
7	ECTS Credits Allocated:	5.00	
8	Theoretical (hour/week):	3.00	
9	Practice (hour/week):	0.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:	None	
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr.Gör. NAZIFE KÜÇÜKASLAN	
15	Course Lecturers:	U.Ü.SBMYO MÜDÜRLÜĞÜNÜN ATADIĞI ÖĞRETİM ELEMANLARI	
16	Contact information of the Course Coordinator:	E-mail: nazife@uludag.edu.tr Tel:2615540/60541	
17	Website:		
18	Objective of the Course:	Introduction to get the ability to learn what the tour operator and travel companies are.	
19	Contribution of the Course to Professional Development:	Introduction to get the ability to learn what the tour operator and travel companies are.	
20	Learning Outcomes:		
		1	The establishment purpose of travel companies and positive gain of the companies to the tourism sector.
		2	Classification of the travel companies according to the services they give and the internal differences.
		3	Understanding the components and the relations of the tourism sector.
		4	Defining and understanding the stages of the tourism product while introducing to the consumer.
		5	Understanding the tourism marketing network.
		6	Understanding the tourism marketing components
		7	Preparation of and knowledge about package tour
		8	Planning the touristic product and analyzing the supply and demand. Ability to dominate the sector.
		9	Having the knowledge about the touristic values of the country and planning new components.
		10	Understanding the relation between your operator and travel company (incoming agency)
21	Course Content:		
		Course Content:	
Week	Theoretical	Practice	
1	Definition, history and establishment of travel company.		

2	Kinds, functions and working fields of the travel companies.	
3	Relations of the travel companies in tourism sector with other companies and benefits of the travel companies.	
4	Preparation of the operational organizations of the agencies.	
5	Preparation of the operational organizations of the agencies.	
6	Definition, history and establishment of tour operator.	
7	Kinds, functions and working fields of the tour operator	
8	Mid-term and Course review	
9	Relations of the tour operators in tourism sector with other companies and their benefits.	
10	Tour operator and package tour	
11	Production process of package tour. Investigation-planning-marketing and supervising.	
12	Production process of package tour. Investigation-planning-marketing and supervising.	
13	Production process of package tour. Investigation-planning-marketing and supervising.	
14	Preparation of a sample package tour.	
22	Textbooks, References and/or Other Materials:	Textbook, 1- İÇÖZ, Orhan: Seyahat Acenteleri ve Tur Operatörlüğü Yönetimi Genişletilmiş 6. Baskı Turhan Kitabevi, Ankara Reference books 2- AHİPAŞAOĞLU, H.Suavi : Seyahat İşletmelerinde Tur Planlaması ve Yönetimi 2. Baskı Detay Yayıncılık, Ankara, 2001 3- MISIRLI, İrfan: Seyahat Acenteleri ve Tur Operatörlüğü, Detay Yayınları, Ankara-2002 4- HACIOĞLU, Necdet, Seyahat Acenteleri ve Tur Operatörlüğü, Nobel Yayınevi, 6. Baskı, Ankara-2006
23	Assesment	
TERM LEARNING ACTIVITIES		NUMBE R
Midterm Exam		1
Quiz		0
Home work-project		0
Final Exam		1
Total		2
Contribution of Term (Year) Learning Activities to Success Grade		40.00
Contribution of Final Exam to Success Grade		60.00
Total		100.00
Measurement and Evaluation Techniques Used in the Course		TEST OR CLASSIC EXAM
24	ECTS / WORK LOAD TABLE	

Activites	Number	Duration (hour)	Total Work Load (hour)
Theoretical	14	3.00	42.00
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	4.00	56.00
Homeworks	0	0.00	0.00
Projects	2	14.00	28.00
Field Studies	0	0.00	0.00
Midterm exams	1	10.00	10.00
Others	0	0.00	0.00
Final Exams	1	14.00	14.00
Total Work Load			150.00
Total work load/ 30 hr			5.00
ECTS Credit of the Course			5.00

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK2	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK3	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK4	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
ÖK5	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0
ÖK6	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0
ÖK7	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0
ÖK8	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0
ÖK10	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			