

TOUR PROGRAMMING

1	Course Title:	TOUR PROGRAMMING
2	Course Code:	TSEZ208
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	4
7	ECTS Credits Allocated:	3.00
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. CELAL UZUN
15	Course Lecturers:	Meslek Yüksekokulları Yönetim Kurullarının görevlendirdiği öğretim elemanları
16	Contact information of the Course Coordinator:	Öğr. Gör. Celal UZUN Tel: 0224 261 55 40/60534 Mail: celaluzun@uludag.edu.tr Sosyal Bilimler Meslek Yüksekokulu
17	Website:	
18	Objective of the Course:	To learn and gain the ability for planning and managing tour planning .
19	Contribution of the Course to Professional Development:	o learn and gain the ability for planning and managing tour planning .
20	Learning Outcomes:	
	1	To be able to explain the principals of travel companies, tour operator, touristic products and touristic supply and demand.
	2	To be able to understand development of touristic travel and package tour. Definition, historical background, spesifications and reasons of choosing package tours.
	3	To be able to explain classification of package tour
	4	To be able to produce a package tour and know the touristic product sources.
	5	To be able to prepare phase of package tour and knowing the sources.
	6	To be able to explain process of preparing a package tour
	7	To be able to prepare Brochure and Catalogs
	8	To be able to know planning of the destination during the process of preparing tour planning
	9	To be able to learn the vacation distribution systems.
	10	To be able to recognize the tour officers and their functions.
21	Course Content:	
	Course Content:	
Week	Theoretical	Practice

1	Specifications of travel companies, your operators, touristic products and touristic supply and demand.	
2	Evolution and definition of touristic vacation and package tours, specifications and reasons of choosing package tours.	
3	Classification of package tour.	
4	Making package tour production and the touristic product sources.	
5	Preparation phase of package tour and the sources.	
6	Package tour process: Investigation	
7	Package tour process: Tour planning	
8	Mid-term and Course review	
9	Brochure and catalog preparation	
10	Destination investigation process during tour planning.	
11	Vacation distribution system.	
12	Tour officers and their functions.	
13	Realization and management of the tour.	
14	Tour guide and the responsibilities of the guide.	
22	Textbooks, References and/or Other	Textbook,
Activites		Number
		Duration (hour)
		Total Work Load (hour)
Theoretical	Planlaması ve Yönetimi, 3.00	42.00
Practicals/Labs	0	0.00
Self study and preperation	Orhan BATMAN, Recep YILDIRGAN, Nihat DEMİRTAŞ. 3.00	42.00
Homeworks	0	0.00
Projects	0	0.00
Field Studies	0	0.00
Midterm exams	1	2.00
Midterm Exam	1	2.00
Others	0	0.00
Final Exams	1	4.00
Home work project	0	0.00
Total Work Load		92.00
Final Exam	1	3.00
Total work load/ 30 hr	2	3.00
Total		3.00
ECTS Credit of the Course		3.00
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		Measurement and evaluation is carried out according to the principles of Bursa uludag University Associate and Undergraduate Education Regulation.
24	ECTS / WORK LOAD TABLE	

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	2	0	0	3	0	0	0	0	0	0	5	0	0	0	0	0
ÖK2	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0
ÖK3	3	3	0	0	0	0	0	0	2	0	0	0	0	0	0	0
ÖK4	0	0	0	0	0	0	3	0	0	0	4	0	0	0	0	0
ÖK5	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0
ÖK6	0	2	0	0	0	0	0	0	0	3	4	0	0	0	0	0
ÖK7	0	2	0	0	0	0	0	0	0	3	4	0	0	0	0	0
ÖK8	0	0	3	3	0	0	0	0	0	0	0	0	0	0	0	0
ÖK9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
ÖK10	0	0	0	0	0	0	0	0	0	0	0	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			