

## GUIDANCE SERVICES AND COMMUNICATION

1	Course Title:	GUIDANCE SERVICES AND COMMUNICATION	
2	Course Code:	TSEZ211	
3	Type of Course:	Compulsory	
4	Level of Course:	Short Cycle	
5	Year of Study:	2	
6	Semester:	3	
7	ECTS Credits Allocated:	3.00	
8	Theoretical (hour/week):	1.00	
9	Practice (hour/week):	2.00	
10	Laboratory (hour/week):	0	
11	Prerequisites:		
12	Language:	Turkish	
13	Mode of Delivery:	Face to face	
14	Course Coordinator:	Öğr. Gör. CELAL UZUN	
15	Course Lecturers:	Öğr. Gör. Celal UZUN	
16	Contact information of the Course Coordinator:	Öğr. Gör. Celal UZUN E-mail: celaluzun@uludag.edu.tr Tel:2615540/60516	
17	Website:		
18	Objective of the Course:	Understanding the GUIDANCE SERVICES concept and these related applications do. Understanding the CONTACT concept and these related applications do.	
19	Contribution of the Course to Professional Development:		
20	Learning Outcomes:		
		1	To know the concepts related to guidance.
		2	Knowing the tasks of the guide.
		3	Knowing the features that a good guide should carry.
		4	Knowing the conditions of being a guide.
		5	Knowing the place and importance of the guide in tourism.
		6	Do not know the ethics rules of the guide.
		7	Do not know the guide to work at a travel agency.
		8	To know the concepts related to communication and use skills in everyday life.
		9	To be able to know communication lectures and analyze in everyday life.
		10	To know the place and importance of communication in business life.
21	Course Content:		
		<b>Course Content:</b>	
Week	Theoretical	Practice	
1	Who is the guide? What are the conditions for being a guide?	None	
2	What are the features that a good guide should carry.	None	
3	The guide should know which information.	None	

4	Leadership and Guide.	None
5	What are the features that the guide should carry?	None
6	Guide and tourism relation. The guide is the premiere in country tourism.	None
7	Guide and agency relationship	None
8	Actions the guide will take before going on tour.	None
9	The procedures that the guide will take during the tour,	None
10	The tour operator will do at the end of the tour.	None
11	Definition and items of communication.	None
12	The characteristics of communication elements that need to be analyzed and conveyed.	None
13	Types of communication.	None
14	Place and importance of communication in travel agency.	None

22	Textbooks, References and/or Other Materials:	Nazife KÜÇÜKASLAN "Büro Yönetimi ve İletişim Teknikleri" Ekin Kitapevi Bursa.  Nazife KÜÇÜKASLAN "Etkili İletişim Teknikleri" Ekin Kitapevi Bursa.
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Activites		Number	Duration (hour)	Total Work Load (hour)
<b>TERM LEARNING ACTIVITIES</b>	<b>NUMBER</b>	<b>WEIGHT</b>	1.00	14.00
Practicals/Labs	14		2.00	28.00
Self study and preparation	0	1	40.00	40.00
Quiz	0	0.00		
Homeworks	0		0.00	0.00
Projects	0		0.00	0.00
Final Exam	1	60.00		
Field Studies	0		0.00	0.00
Midterm exams	1		1.00	1.00
Contribution of Term (Year) Learning Activities to	40.00			
Others	0		0.00	0.00
Final Exams	1		1.00	1.00
Contribution of Final Exam to Success Grade	60.00			
Total Work Load				84.00
Total work load/ 30 hr				2.80
Measurement and Evaluation Techniques Used in the				
ECTS Credit of the Course				3.00

## 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	5	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
ÖK2	3	3	3	0	3	0	4	1	3	0	0	0	0	0	0	0
ÖK3	5	4	3	4	4	3	4	3	4	4	4	4	0	0	0	0
ÖK4	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0

ÖK5	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0
ÖK6	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0
ÖK7	5	5	3	4	0	3	0	3	0	3	5	0	0	0	0	0
ÖK8	3	0	3	0	0	0	0	0	0	0	0	4	0	0	0	0
ÖK9	3	0	3	0	0	0	0	0	0	0	0	4	0	0	0	0
ÖK10	3	0	4	0	0	0	0	0	2	0	0	3	0	0	0	0
LO: Learning Objectives    PQ: Program Qualifications																
Contribution Level:	1 very low			2 low			3 Medium			4 High			5 Very High			