



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE		COURSE NAME	Event Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
V	2	0	0	2	4	CORE () ELECTIVE (x)	English
COURSE CATEGORY							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
	X						
ASSESSMENT CRITERIAS							
DURING TERM	Activity		Number	Percentage (%)			
	I. Mid-Term						
	II. Mid-Term						
	Quiz						
	Homework		1	40			
	Project						
	Report						
Other (.....)							
FINAL EXAM			1	60			
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT		Course content: Congress and Exhibition Organization and Management, Preparation Techniques and Processes Organisation of the Congress Stages					
COURSE OBJECTIVES		The aim of this course, students are informed about tourism, special events and convention tourism					
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
COURSE OUTCOMES		<ul style="list-style-type: none">To understand the basic concepts of tourism, convention tourism and special events,To improve the ability of the students activities,Economic impacts of special events and congress tourism,Social and political effects of special events and congress tourism,Special events and conventions for the project to develop tourism,To have information about special events and convention tourism in Turkey,Special events and convention tourism centers in the world, the basic features and tourist attractions					
TEXTBOOK(S)		Babacan, E. ve Göztaş, A. (2011). Etkinlik Yönetimi, Ankara: Detay Yayıncılık					

SUPPORTIVE RESOURCES	<ul style="list-style-type: none">• AÖF Kongre ve Etkinlik Yönetimi, Anadolu Üniversitesi Yayınları.• Yusuf Aymankuy (2013). Kongre Turizmi ve Fuar Organizasyonları, Detay Yayıncılık.
EQUIPMENTS REQUIRED	

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Concept of Event, Types of Events, Meetings According to the Style of Conduct
2	Meeting Definition and Types
3	Definition of Congress, History of Congressism, Relationship between Congress and Tourism
4	Classification of Congresses and Meetings, Reasons for the Development of Congress Tourism
5	Organizations in Congress Tourism, National Organizations
6	Organizations Marketing and Guiding Congress Centers
7	Congress Tourism Organization at International Level, Congress Organization Planning
8	Congress Tourism in the World, Turkey's Congress Tourism Potential,
9	Supply Analysis in Congress Tourism and Examination of Turkey's Opportunities
10	Turkey's Problems Related to Congress Tourism
11	Fair Organization, Fair Definition, Fair Types, Fairs According to Physical Design, Fair Organization
12	Homework presentations and discussions
13	Homework presentations and discussions
14	Homework presentations and discussions
15,16	Final exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.	X		
2	To be able to plan the process of investment of a new established tourism company.			X
3	To be able to manage companies to be established in the areas of tourism.			X
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To have the knowledge of using and evaluating the tools that can analyze a tourism company with its internal and external environment		X	
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.			X
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.			X
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.) and hotel management		X	
9	To be able to research scientific knowledge about tourism and hotel management.			X
10	To be able to understand and comment the new trends about tourism industry.			X
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.			X
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.		X	

1: Few 2: Partially 3: Many

Instructor Name :