



## ESOGU Tourism Faculty Course Information Form

**TERM** Spring

**COURSE CODE** **COURSE NAME** Tour Operators and Travel Agencies

SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
IV	2	0	0	2	3	CORE ( X ) ELECTIVE ( )	Turkish
<b>COURSE CATEGORY</b>							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
	X						
<b>ASSESSMENT CRITERIAS</b>							
<b>DURING TERM</b>	<b>Activity</b>		<b>Number</b>	<b>Percentage (%)</b>			
	I. Mid-Term		1	30			
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (Presentation)		1	40				
<b>FINAL EXAM</b>			1	30			
<b>PREREQUISITE(S) (IF ANY)</b>							
<b>COURSE CONTENT</b>		Travel agencies, tour operators, tour wholesalers, destination management companies, international and national organizations in the travel industry, tour and package tours, tour planning and management, relevant local legislation					
<b>COURSE OBJECTIVES</b>		The aim of this course is to provide information about the modern travel industry, important actors and stakeholders of the industry, tour types, tour planning and management, information and communication technology in the industry, and relevant local legislation					
<b>CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING</b>		The student will be able to provide services to consumers at the expected standards, will develop some skills in product development and will be more effective in producing solutions to important problems encountered in tourism by gaining knowledge about the dynamics of the travel industry.					
<b>COURSE OUTCOMES</b>		Learning about tourism and travel industry, distribution channels in tourism, actors in the travel industry, Gaining knowledge about the relevant local legislation, Gaining knowledge about preparing, planning, marketing and managing a tour and package tour as the main products of tour operators, Learning about operational activities Learning about some technologies used in the industry					
<b>TEXTBOOK(S)</b>							
<b>SUPPORTIVE RESOURCES</b>		Holland, J. & Leslie D. (2017). Tour Operators and Operations, CABI. İçöz, O. (2014). Seyahat Acentaları ve Tur Operatörlüğü Yönetimi, Turhan Kitabevi.					
<b>EQUIPMENTS REQUIRED</b>							

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Historical background of travel and the first travel companies
2	Tourism system, reasons for travel, structure of the travel industry, travel formalities, distribution channels in tourism
3	Definition of travel agency, its services, features, benefits, some international and national organizations in the industry, global distribution and central reservation systems, and travel automation systems
4	Local procedures to start a travel agency, issues they must comply with and take into consideration, some local obligations, types of travel agencies, sample organizational structures, and job titles in travel companies
5	Definition of the tour operator, its classification, responsibilities, contributions to the industry, some important tour operator brands in the industry, tour wholesalers, and destination management companies
6	Tour and package tour/holiday package concepts, tour types, travel markets, and reasons for choosing professional tours
7	Tour design and programming, operational procedures
8	Tour pricing and marketing
9	Homework presentation
10	Homework presentation
11	Homework presentation
12	Homework presentation
13	Homework presentation
14	Homework presentation
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: