



ESOGU Tourism Faculty Course Information Form

TERM	Fall
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COURSE CODE	261115016	COURSE NAME	Tour Planning and Management
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
V	2	0	0	2	3	CORE () ELECTIVE (X)	Turkish
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		40				
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
FINAL EXAM			60				
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT	The concept, history and principles of package tour, The production process of package tour						
COURSE OBJECTIVES	Giving knowledge about tour operating and preparing package tour						
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
COURSE OUTCOMES	Acquiring knowledge about preparing package tour and the students can have a chance to use these knowledge in tourism sector						
TEXTBOOK(S)	HACIOĞLU, N. (2006), Seyahat Acentacılığı ve Tur Operatörlüğü, Nobel Yayın Dağıtım, Ankara						
SUPPORTIVE RESOURCES							
EQUIPMENTS REQUIRED							

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	The concept of tour operating
2	International tour operators
3	The differences between travel agency and tour operator
4	The concept, history and principles of package tour
5	Package tour – consumer problems
6	The production process of package tour
7	Mid-Term Exam
8	The relations of tour operators and hotels
9	The principles of management of in travel business
10	The functions of management
11	The staff management
12	The staff and their quality in travel business
13	Staff problems
14	Marketing in travel business
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				

Associate Professor İlker KILIÇ
Instructor