

**ESOGU Tourism Faculty Course Information Form**

TERM	Fall
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COURSE CODE		COURSE NAME	
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VII	2	0	0	2	4	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	1	40
	II. Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Other (.....)		
FINAL EXAM		1	60

PREREQUISITE(S) (IF ANY)**COURSE CONTENT**

Historical development of tourism guidance, package tours, professional tourist guidance regulations

COURSE OBJECTIVES

To teach students the tourist guiding profession, its legal level, the way of performing the profession.

CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING

Since the lesson is a direct vocational lesson, it contributes greatly to professional life.

COURSE OUTCOMES

- To comprehend the development of guidance profession in the historical development process of tourism.
- Learning the package tour types and package tour production process.
- Understanding the place and importance of the guide in the tours by learning the staff involved in the tours.
- To be informed about the operations that a guide should follow in the tours and the reports to follow.

TEXTBOOK(S)

Zengin, B. Erkol Bayram, G.ve Batman, O. (2019). Turist Rehberliği Mesleği (Dünü-Bugünü-Yarını), Ankara: Detay Yayıncılık

SUPPORTIVE RESOURCES

Eser, S. Şahin, S. Ve Çakıcı, A.C. (2018). Turist Rehberliği. Ankara: Detay Yayıncılık.

EQUIPMENTS REQUIRED

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Historical Development of Tourist Guidance
2	The Place and Importance of Tourist Guides in the Sector
3	Professional Tourist Guide Regulations
4	Professional Tourist Guide Regulations
5	Staff Working in Tours
6	Tourist Guide Training and Turkey Tourism Guidance Education.
7	Professional Organization Related to Guidance Profession
8	Sociological Approach to Tourist Guidance Profession
9	Tasks Performed by Tourist Guides in Tours
10	Tasks Performed by Tourist Guides in Tours
11	Ordinary Situations Encountered During the Tour and Approach of the Guide
12	Methods to be Followed in Emergency Situations
13	New Trends in Tourist Guidance
14	Current Problems in Tourist Guiding Profession
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 :