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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Tourism Operator and Travel Agency** | |  | II | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Field Elective | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | The aim of this course is to introduce the travel sector businesses to the students, and to remind the students how to carry out the tour planning, preparation, marketing and management process, which are the main duties of tour operators. | | | | | | | Course Learning Outcomes | At the end of this course, the student;   1. Prepares package tour 2. Understands the tour operator-travel agency relationship   **3** Performs ticketing services, one of the basic services related to the travel industry. | | | | | | | Course Content | Tour Operator and Travel Agency planning skills. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Historical Development of Travel and Travel Businesses in the World and in Our Country | | | | | | | 2 | The Place and Importance of Travel Businesses in the Distribution System and Distribution Systems in Tourism | | | | | | | 3 | Organizational Structure and Legal Legislation in Travel Businesses | | | | | | | 4 | Travel Agencies and Functions from Travel Industry Businesses | | | | | | | 5 | Tour Operators and Their Functions from Sector Businesses | | | | | | | 6 | Package Tours, Types of Tours and Staff in Tours | | | | | | | 7 | Tour Planning (Preparation), Destination Selection, Purchasing Transactions, Determination of Supplementary Services and Price | | | | | | | 8 | Performing the Tour, Ground Handling, Managing and Completing the Tour | | | | | | | 9 | Ticketing (Ticketing) (Airline Ticketing) One of the Basic Services of Tour Operator Businesses | | | | | | | 10 | Management in Travel Agencies | | | | | | | 11th | Ticketing at Travel Agencies | | | | | | | 12 | Travel Agencies Services | | | | | | | 13 | Package Tour Production Process | | | | | | | 14 | Tour Production Process | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Egyptian, İ., (2018), Travel Agency and Tour Operator, Ankara, Detay Publishing. |  |  | | --- | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | **PO11** | | **LO1** | 4 | | 4 | 4 | | 4 | 4 | | 4 | 4 | | 4 | 4 | | 2 | 3 | | **LO2** | 5 | | 5 | 5 | | 5 | 5 | | 4 | 5 | | 5 | 4 | | 2 | 3 | | **LO3** | 5 | | 5 | 5 | | 5 | 5 | | 5 | 5 | | 5 | 5 | | one | 2 | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | | **Contribution**  **level** | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | | **Tourism Operator and Travel Agency** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 2 | 3 | |