|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Turizm Operatörlüğü ve Seyahat Acenteciliği** | |  | II | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu dersin amacı seyahat sektörü işletmelerini öğrencilere tanıtmak, tur operatörlerinin temel görevlerinden olan tur planlaması, hazırlanması, pazarlaması ve yönetim sürecinin nasıl gerçekleştirileceğini öğrencilere belletmektir. | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. Paket tur hazırlar 2. Tur operatörü-seyahat acentesi ilişkisini anlar   **3** Seyahat sektörüne ilişkin temel hizmetlerden biletleme hizmetlerini gerçekleştirir | | | | | | | Dersin İçeriği | Tur Operatörlüğü ve Seyehat Acenteciliği planlama becerileri. | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Dünyada ve Ülkemizde Seyahatin ve Seyahat İşletmelerinin Tarihi Gelişimi | | | | | | | 2 | Turizmde Dağıtım Sistemi Ve Dağıtım Sistemleri İçerisinde Seyahat İşletmelerinin Yeri ve Önemi | | | | | | | 3 | Seyahat İşletmelerinde Organizasyonel Yapı ve Hukuki Mevzuat | | | | | | | 4 | Seyahat Sektörü İşletmelerinden Seyahat Acenteleri ve Fonksiyonları | | | | | | | 5 | Sektörü İşletmelerinden Tur Operatörleri ve Fonksiyonları | | | | | | | 6 | Paket Tur, Tur Çeşitleri Ve Turlarda Görev Alan Elemanlar | | | | | | | 7 | Tur Planlaması (Hazırlanması), Destinasyon Seçimi, Satın Alma İşlemleri, Tamamlayıcı Hizmetlerin ve Fiyatın Belirlenmesi | | | | | | | 8 | Turun Gerçekleştirilmesi, Yer Hizmetleri, Turun Yönetilmesi ve Tamamlanması | | | | | | | 9 | Tur Operatörlüğü İşletmelerinin Temel Hizmetlerinden Tıcketıng (Biletleme) (Havayolu Biletçiliği) | | | | | | | 10 | Seyahat Acentelerinde Yönetim | | | | | | | 11 | Seyahat Acentelerinde Biletleme | | | | | | | 12 | Seyahat Acenteleri Hizmetleri | | | | | | | 13 | Paket Tur Üretim Süreci | | | | | | | 14 | Tur Üretim Süreci | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Mısırlı, İ., (2018), Seyahat Acentacılığı ve Tur Operatörlüğü, Ankara, Detay Yayıncılık. |  |  | | --- | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | | **PÇ4** | **PÇ5** | | **PÇ6** | **PÇ7** | | **PÇ8** | **PÇ9** | | **PÇ10** | **PÇ11** | | **ÖÇ1** | 4 | | 4 | 4 | | 4 | 4 | | 4 | 4 | | 4 | 4 | | 2 | 3 | | **ÖÇ2** | 5 | | 5 | 5 | | 5 | 5 | | 4 | 5 | | 5 | 4 | | 2 | 3 | | **ÖÇ3** | 5 | | 5 | 5 | | 5 | 5 | | 5 | 5 | | 5 | 5 | | 1 | 2 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | | **Katkı**  **Düzeyi** | | **1 Çok Düşük** | | | **2 Düşük** | | | **3 Orta** | | | **4 Yüksek** | | | **5 Çok Yüksek** | | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | **PÇ11** | | **Turizm Operatörlüğü ve Seyahat Acenteciliği** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 2 | 3 | |