|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **Kongre Seminer Organizasyonu** | |  | 1 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Bu derste öğrencilere toplantı turizmi hakkında genel bilgilendirme ile kongre ve fuar organizasyon teknikleri becerisi kazandırmayı amaçlamaktadır. | | | | | | | Dersin Öğrenme Çıktıları | |  |  | | --- | --- | | |  | | --- | | Bu dersin sonunda öğrenci;   1. Kongre ve fuar ve ilgili tüm kavramları açıklar 2. Turizm işletmeciliği alanındaki esnek talep koşullarına bağlı sürekli dalgalanma ile baş edebilecek düzeyde sektörel şartları tanır. 3. Türkiye´nin kongre turizmi sorunlarını yorumlar. 4. Turizm ve hizmet sektörünün diğer alanlarında kurulacak yeni bir işletmenin yatırım aşamasıyla ilgili öneriler geliştirir. 5. Kongre ve fuar organizasyonlarının önemini kendi cümleleri ile ifade eder. 6. Turizm işletmeciliği ile ilgili konularda gerek konu ile ilgisi olan gerekse olmayan kimseleri bilgilendirerek, onlara düşüncelerini, olası sorunların çözüm yöntemlerini açık bir biçimde yazılı ve sözlü olarak aktarır. 7. Uluslararası kongre pazarında bulunan Türkiye´nin kongre turizmi imkanlarını yorumlar. 8. Turizmin sosyo-ekonomik yapısını ve bu yapı kapsamında ülke açısından önemini kendi cümleleriyle ifade eder. | | | | | | | | | Dersin İçeriği | Kongre Turizmi kavramı, toplantı turizmi geliştirmeye yönelik yaklaşımlar, kongre hizmetleri yönetimi ve ve Fuar Organizasyonları ile İlişkisi | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | Kongre Tanımları Ve Sınıflandırılmaları | | | | | | | 2 | Kongre Turizminin Diğer Bazı Turizm Türleriyle İlişkileri | | | | | | | 3 | Kongre Turizmine İlişkin Nitelik Ve Sınırlamalar | | | | | | | 4 | Kongre Turizminin Gelişme Nedenleri | | | | | | | 5 | Kongre Turizminde Örgütlenmeler | | | | | | | 6 | Kongre Hizmetleri Yönetimi | | | | | | | 7 | Kongre Öncesi Faaliyetler | | | | | | | 8 | Kongre Sonrası Faaliyetler | | | | | | | 9 | Uluslararası Kongre Pazarı Türkiye’nin Kongre Turizmi İmkanları | | | | | | | 10 | Türkiye’nin Kongre Turizmi Sorunları | | | | | | | 11 | Fuar Kavramı Ve Fuar Türleri | | | | | | | 12 | Fuar Organizasyonu ve Stant Yönetimi | | | | | | | 13 | Fuar Organizasyonu ve Stant Yönetimi Turizm ve Fuarcılık İlişkisi | | | | | | | 14 | Türkiye'nin Kongre Turizmi Imkanları ve Sorunları | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** |  |  | | --- | | AYMANKUY, Y., (2013), Kongre Turizmi ve Fuar Organizasyonları, 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 | | 3 | 4 | | 4 | 5 | | 4 | 4 | | 4 | 4 | | 2 | 1 | | **ÖÇ2** | 4 | | 4 | 4 | | 4 | 4 | | 4 | 4 | | 4 | 3 | | 1 | 2 | | **ÖÇ3** | 3 | | 3 | 4 | | 4 | 4 | | 3 | 4 | | 4 | 4 | | 1 | 1 | | **ÖÇ4** | 4 | | 4 | 3 | | 3 | 3 | | 4 | 4 | | 4 | 3 | | 2 | 1 | | **ÖÇ5** | 4 | | 2 | 4 | | 4 | 4 | | 4 | 4 | | 4 | 3 | | 1 | 1 | | **ÖÇ6** | 3 | | 3 | 4 | | 4 | 4 | | 4 | 4 | | 4 | 3 | | 2 | 1 | | **ÖÇ7** | 5 | | 4 | 4 | | 5 | 4 | | 4 | 4 | | 4 | 3 | | 1 | 2 | | **ÖÇ8** | 5 | | 3 | 4 | | 5 | 4 | | 4 | 4 | | 4 | 3 | | 1 | 1 | | **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** | | Kongre, Seminer Organizasyonu | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 1 | 1 | |