

**YAŞAR UNIVERSITY**  
**FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**  
**DEPARTMENT OF TOURISM GUIDANCE**  
**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Yaşar Credit	ECTS
Tour Planning and Management	TGUI 3031	7	Theory 2	Practice 2	3	5
<b>Course Type</b>						
1. Compulsory Courses						
1.1. Programme Compulsory Courses						
1.2. University Compulsory Courses (UFND)						
1.3. YÖK (Higher Education Council) Compulsory Courses						
2. Elective Courses						
2.1. Program Elective Courses						
2.2. University Elective Courses						
3. Prerequisites Courses						
3.1. Compulsory Prerequisites Courses						
3.2. Elective Prerequisites Courses						

<b>Language of Instruction</b>	English
<b>Level of Course</b>	Undergraduate (First Cycle)
<b>Prerequisites Course(s) (compulsory)</b>	This course is not a prerequisites course.
<b>Special Pre-Conditions of the Course (recommended)</b>	

<b>Course Coordinator</b>	Assoc.Prof. Sabah Balta	Mail: <a href="mailto:sabah.balta@yasar.edu.tr">sabah.balta@yasar.edu.tr</a> Web: <a href="http://sbalta.yasar.edu.tr/">http://sbalta.yasar.edu.tr/</a>
<b>Course Instructor(s)</b>	Assoc.Prof. Sabah Balta	Mail: <a href="mailto:sabah.balta@yasar.edu.tr">sabah.balta@yasar.edu.tr</a> Web: <a href="http://sbalta.yasar.edu.tr/">http://sbalta.yasar.edu.tr/</a>
<b>Course Assistant(s)/Tutor (s)</b>		
<b>Aim(s) of the Course</b>	This course provides an ideal foundation for employment in the tourism industry, from a tour guide or tourism agents shop to tour attractions operator, booking desk operator or tour guide. Start with this course and combine with other modules at your own pace to eventually obtain a full internationally recognized certificate or diploma in tourism.	
<b>Learning Outcomes of the Course</b>	<ul style="list-style-type: none"> <li>• Describe the nature and scope of the tourism industry.</li> <li>• Recommend tourism destinations relevant to client needs.</li> <li>• Advise a client on planning for unforeseen circumstances on a trip, such as financial, legal and insurance issues.</li> <li>• Explain the operation of airlines, including booking procedures.</li> <li>• Explain the operation of car rental services, including booking procedures.</li> <li>• Explain the operation of other transport services, including shipping, bus and rail.</li> <li>• Explain the operation of accommodation options to a client</li> </ul>	

	<ul style="list-style-type: none"> <li>• Advise a client on package tour options, to satisfied their specified requirements.</li> <li>• Determine appropriate operational systems for management of a tourism service.</li> <li>• Consolidate available information and resources to plan a trip.</li> </ul>
<b>Course Content</b>	Travel Industry Overview/Introduction, Destinations, Money, Insurance & Legalities, Transport - Airline reservations, Transport - Car Rental, Transport - Other, boat (ferries, cruising), bus, rail etc., Accommodation Package Tours, Travel Agency Systems, Special Project -planning a trip.

<b>COURSE OUTLINE/SCHEDULE (Weekly)</b>			
<b>Week</b>	<b>Topics</b>	<b>Preliminary Preparation</b>	<b>Methodology and Implementation (theory,practice, assignment etc)</b>
1	Travel Industry Overview/Introduction	Readings from suggested sources	Lectures
2	Holiday travel, Business travel, Resources	Readings from suggested sources	Lectures and case studies
3	Components of travel (Accommodation, Transport, Food, Luggage/what to take, Health, Money, etc.) <b>Special Tour Project - planning a trip</b>	Readings from suggested sources	Lecture/Student presentations
4	Destinations, Local, International; health before departure. <b>Special Tour Project - planning a trip</b>	Readings from suggested sources	Lecture/Student presentations
5	Money, Insurance & Legalities Credit cards, travelers cheques, exchange rates. <b>Special Tour Project - planning a trip</b>	Readings from suggested sources	Lecture/Student presentations
6	International driving, quarantine laws, political concerns, tariffs, duty free, departure taxes etc. <b>Special Tour Project - planning a trip</b>	Readings from suggested sources	Lecture/Student presentations
7	<b>Mid-Term Exam</b>		<b>Exam</b>
8	Transport - Airline reservations International Air Transport Association (IATA), Aircraft types. <b>Special Tour Project - planning a trip</b>	Readings from suggested sources	Lecture/Student presentations
9	Flight information, transfers, time zones, passports, visas, baggage, travelling with animals, making a reservation, etc. <b>Special Tour Project - planning a trip</b>	Readings from suggested sources	Lecture/Student presentations
10	Transport - Car Rental Types of hire cars, reading manuals, different road rules, making reservations, cost structures, etc. <b>Special Tour Project - planning a trip</b>	Readings from suggested sources	Lecture/Student presentations
11	Organizing Transport -Other, boat (ferries, cruising), bus, rail etc. <b>Special Tour Project - planning a trip</b>	Readings from suggested sources	Lecture/Student presentations
12	Organizing Accommodation Camping, Caravans, Tents, B & B's & Guesthouses, Hotels, Youth Hostels, Resorts, etc. <b>Special Tour Project - planning a trip</b>	Readings from suggested sources	Lecture/Student presentations

13	Package Tours <b>Special Tour Project - planning a trip</b>	Readings from suggested sources	Lecture/Student presentations
14	Travel Agency Systems Ethics, Tourist organizations, Client records and accounts procedures, etc. <b>Special Tour Project - planning a trip</b>	Readings from suggested sources	Lecture/Student presentations
15	All Special Tour Projects	Assignment	Lectures and case studies
16	<b>Final Examination</b>		<b>Exam</b>

<b>Required Course Material (s) /Reading(s)/Text Book (s)</b>	<p><b>The Business of Travel Agency &amp; Tour Operations Management</b>, 2012, A. K. Bhatia, Sterling Publishers. ISBN-13: 9788120769212</p> <p><b>Professional Travel Agency Management</b>, 2001, Chuck Y. Gee, Pearson, Prentice Hall Inc.</p> <p><b>Tour Design, Marketing and Management</b>, James M. Poynter. ISBN-13: 978-0132053457</p>
<b>Recommended Course Material (s)/Reading(s)/Other</b>	<p><b>Worldwide Tours, A Travel Agent's Guide to Selling Tours</b>. 2004, Doris Davidoff and Philip Davidoff, Pearson, Prentice Hall Inc.</p> <p><b>Cruises: Selecting, Selling And Booking, 2/E</b> Zvoncheck, 1994   Prentice Hall   Published: 05 Jan 1995 ISBN-10: 0131926918   ISBN-13: 9780131926912 - See more at: <a href="http://catalogue.pearsoned.co.uk/educator/course/Selling-Vacations/91098132">http://catalogue.pearsoned.co.uk/educator/course/Selling-Vacations/91098132</a></p>

ASSESSMENT		
Semester Activities/ Studies	NUMBER	WEIGHT in %
Mid- Term	1	50
Attendance		
Quiz		
Assignment (s)		
Project		
Laboratory		
Field Studies (Technical Visits)		
Presentation/ Seminar	1	50
Practice (Laboratory, Virtual Court, Studio Studies etc.)		
Other (Placement/Internship etc.)		
<b>TOTAL</b>		<b>100</b>
<b>Contribution of Semester Activities/Studies to the Final Grade</b>		50
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	1	50
<b>TOTAL</b>		<b>100</b>

CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME OUTCOMES						
No	Programme Outcomes	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	To explain the terminology and basic definitions about the nature and concepts of tourism and travel industry.					X

2	To identify tourism related laws, regulations and fundamental tourist rights at both international and national level within the role of central government in tourism industry and tourism policies.			x		
3	To use knowledge about full comprehension of the ways, motivations and trends in tourist decision making processes and behavioral patterns of different type of visitors at tourism destinations.			x		
4	To demonstrate a professional knowledge about mythology, archaeology, geography, local cultures, traditions, religions and history including specifically Anatolian Civilizations and Settlements.			x		
5	To operate the basic principles of business management knowledge and skills on tourism businesses and the services sector as a whole including leadership competencies.				x	
6	To communicate effectively with different social and cultural groups and share their knowledge, good manners, customs, traditions and cultural values, social structure and morals by being an observer and researcher about different cultures and traditions.					x
7	To demonstrate basic mathematical, methodological, analytical and statistical knowledge and skills that is necessary for an effective managerial decisions and applications.				x	
8	To have a detailed knowledge and skills about the preparation, pricing, marketing and operation of independent tour packages and components.					x
9	To recognize the latest information technologies, including central reservation, electronic booking and ticketing systems which are widely used in tourism and travel industry					x
10	To employ the basic understandings about the economic dimensions of tourist expenditures and its impacts on regional and national economy.			x		
11	To follow the new trends and challenges in tourism, travel and hospitality industry worldwide.				x	
12	To demonstrate the basic qualifications and skills of Tourism Guides required by Laws and Regulations.					x
13	To recognize the significance of lifelong learning and adopt learning competences developed through this program in other areas of life.		x			
14	To demonstrate necessary skillset in using foreign language abilities to communicate effectively with foreign counterparts			x		

ECTS /STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (14 weeks* total course hours)	14	Week	3	42
Preliminary preparation and finalizing of course notes, further self- study	14	Week	2	28
Assignment (s)		Number		
Presentation/ Seminars	1	Number	25	35
Quiz and Preparation for the Quiz		Number		
Mid- Term(s)	1	Number	10	10
Project (s)		Number		
Field Studies (Technical Visits, Investigate Visit etc.)		Number		
Practice (Laboratory, Virtual Court, Studio Studies etc.)		Number		
Final Examination/ Final Project/ Dissertation and Preparation	1	Number	10	10
Other (Placement/Internship etc.)		Number		
<b>Total Workload</b>				<b>125</b>
<b>Total Workload/ 25</b>				<b>125/25</b>
<b>ECTS</b>				<b>5</b>

<b>ETHICAL RULES WITH REGARD TO THE COURSE (IF AVAILABLE)</b>
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Students are expected to neither to give nor to receive unauthorized aid on examinations and homework papers, in accordance with the regulations of this university
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<b>ASSESSMENT and EVALUATION METHODS:</b>
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Final Grades will be determined according to the Yaşar University Associate Degree, Bachelor Degree and Graduate Degree Education and Examination Regulation
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<b>PREPARED BY</b>	Assoc.Prof.Sabah Balta
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<b>UPDATED</b>	18. 09. 2018
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<b>APPROVED</b>	
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