**COURSE OUTLINE**

**COURSE CODE** THRM115 **COURSE LEVEL** 1st Semester, 1st year **COURSE TITLE** TOUR OPERATORS AND TRAVEL AGENCIES **COURSE TYPE** Faculty Core

**LECTURER(S)** Necati A.ÖZKAN

**CREDIT VALUE** 3 **ECTS VALUE 5**

**PREREQUISITES** None **COREQUISITES** - **DURATION OF COURSE** 14 weeks

**CATALOGUE DESCRIPTION**

Tour operators and travel agencies are one of the most important factors which have contribution to the expanding of the tourism movements. This course examine the development of tour operating , setting-up tour packages, preparing the

brochures , reservations and administration , marketing the tour operations on the basis of managerial field. Also multidimensional facts of travel agency managements such as negotiations and the provisions of

services and travel products.

**AIMS & OBJECTIVES**

The aim of this course is to introduce the basic managerial principles of tour operators and travel agencies.

**GENERAL LEARNING OUTCOMES (COMPETENCES)**

On successful completion of this course, all students will have developed **knowledge** and **understanding** of:

1. Categories of tour operators

2. Preparation of holiday packages and Brochure

3. Types of holiday packages

On successful completion of this course, all students will have developed **their skills in**:

4. Solving problems

5. Managing time and tasks and clarifying personal values

On successful completion of this course, all students will have developed **Competencies** in:

6. Collaborative study practice and independent learning,

7. Demonstrate the use of learning resources mainly electronic devices and library.

**OVERALL GRADING CRITERIA**

The following grading criteria is used university wide:

|  |  |  |
| --- | --- | --- |
| Grade | Marks | Value |
| A | 85-100 | 4.0 |
| A- | 80-84 | 3.7 |
| B+ | 75-79 | 3.3 |
| B | 70-74 | 3.0 |
| B- | 66-69 | 2.7 |
| C+ | 63-65 | 2.3 |
| C | 60-62 | 2.0 |
| C- | 57-59 | 1.7 |
| D+ | 54-56 | 1.3 |
| D | 50-53 | 1.0 |
| D- | 45-49 | 0.7 |
| F | 0-44 | 0.0 |
| NG |  | 0.0 |

**Details about the Grading Criteria will be explained during the lecture/class contact hours.**

**RELATIONSHIP WITH OTHER COURSES**

This course helps to understand the basics of managing the tour operations. This course is in relation with the travel and tourism courses, especially with travel agency operations and event management.

**LEARNING / TEACHING METHOD**

Class lectures will be delivered to explain the topics. With a brochure preparation project, a real life application will be practised.

**ASSIGNMENTS**

Term project of a real brochure preparation will be assigned to each student through out the term .

**METHOD OF ASSESSMENT**

The assessment will be conducted in the following way:

|  |  |
| --- | --- |
| **Assessment technique** | **Weight** |
| Final Examination | 35% |
| Reflections | 25% |
| Home works, case studies, exercises | 35% |
| Attendance | 5% |

**ATTENDANCE**

Attendance is compulsory and absenteeism more than 20% of classes will be graded as “F”. Students with poor

interest, poor attendance and lack of data are graded NG.

**TEXTBOOK/S**

Pat Yale(1998- 4 th Edition) “ The Business of Tour Operations “

**References**:

Holloway, C.J ( 2002-Sixth Edition) “ The business of Tourism” Prentice Hall ( available at the bookstore )

**SEMESTER OFFERED**

Fall/Spring Semester

**CONTENT & SCHEDULE**

The lecture topics within the semester are as in the following schedule:

|  |  |  |
| --- | --- | --- |
| **DATE** | **TOPICS** | **READING** |
| WEEK 1 | Introduction to Tour Operation. | Chapter 1 |
| WEEK 2 | Main Categories of Tour Operators. | Chapter 1 |
| WEEK 3 | The Development of Tour Operating as a Business. | Chapter 2 |
| WEEK 4 | Putting The Package together. | Chapter 3 |
| WEEK 5 | Contracting of Bed Spaces and Flight Seats | Chapter 3 |
| WEEK 6 | The Tour Operator’s Products. | Chapter 4 |
|  | Reflections |  |
| WEEK 7 | Preparing the Tour Brochure | Chapter 5 |
| WEEK 8 | Preparing the Tour Brochure | Chapter 5 |
| WEEK 9 | Introduction to travel agency |  |
| WEEK 10 | Package & Group Tours |  |
| WEEK 11 | Holiday Centers and Special  Interest Holidays |  |
| WEEK 12 | Hotel Accommodations |  |
| WEEK 13 | Coaching and Incoming Tourism |  |
|  | FINAL EXAMS |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Code: THRM 115**  **Number of ECTS credits: 5 ECTS (student work load: 150)** | | | **Course Name: TOUR OPERATORS AND TRAVEL**  **AGENCIES** | **Instructor Name: Necati A.ÖZKAN** | | | **Date: 20/02/17** |
|  | Student Work Load | | | **Assessment**  **(%)** |
| Week | Course  LOS | Program LOS | Educational Activities | Lectures | Independent Work | Assessment Hours |
| 1 |  |  | Introduction | 3 |  |  |  |
| 2 | 1 | 1, 2 | Introduction to Tour Operation. | 3 | 2 |  |  |
| 3 | 1, 2 | 1, 2, 4 | Main Categories of Tour Operators. | 3 | 2 |  |  |
| 4 | 1, 2 | 1, 2, 3, 4, 10,  11, 12 | The Development of Tour Operating as a Business. | 3 | 2 | **Excercise – 15 hrs.** | 10 |
| 5 | 2, | 1, 2, 3, 4, 10,  11, 12 | Putting The Package together. | 3 | 2 |  |  |
| 6 | 2, | 1, 2, 3, 4, 10,  11, 12 | Contracting of Bed Spaces and Flight Seats |  | 2 | **HW-30 hrs.** | **15** |
| 7 | 3, 4, 5, 6 | 1, 2, 3, 4, 10,  11, 12 | The Tour Operator’s Products. | 3 | 2 |  |  |
| 8 |  |  | Reflections | 1 | - | **Reflections-20** | **25** |
| 9 | 4, 5, 6 | 1, 2, 3, 4, 10,  11, 12 | Preparing the Tour Brochure | 3 | 2 |  |  |
| 10 | 4, 5, 6 | 1, 2, 3, 4, 10,  11, 12 | Introduction to travel agency | 3 | 2 |  |  |
| 11 | 4, 5, 6 | 1, 2, 3, 4, 10,  11, 12 | Package & Group Tours | 3 | 2 |  |  |
| 12 | 4, 5, 6 | 1, 2, 3, 4, 10,  11, 12 | Holiday Centers and Special  Interest Holidays | 3 | 2 |  |  |
| 13 | 4, 5, 6 | 1, 2, 3, 4, 10,  11, 12 | Hotel Accommodations | 3 | 2 |  |  |
| 14 | 4, 5, 6 | 1, 2, 3, 4, 10,  11, 12 | Coaching and Incoming Tourism | 3 | 2 | **Case studies- 17**  **hrs.** | **10** |
| 15 |  |  | **FINAL EXAMS** | 2 | 30 | **Exam** | **35** |
|  |  |  | **Attendance** |  |  |  | **5** |
| **Subtotal** |  |  |  | **36** | **82** | **32** |  |
| **Total** |  |  |  |  |  | **150 hrs** | **100** |

**1.** 1 ECTS is taken as 30 hrs/wl for a successful student.

**2.** One semester is 80 working days, which is the equalance of 14 weeks. 2 weeks are allocated for the midterm and final exam periods. The course has 3 hrs. of face to face educational activities.

***NOTE***: According to the university by-laws the weight of the final exam should not be more than 50%, and the decision of the Faculty Executive Board, the total weight of written exams (final, mid-term and excersises) should not be more than 60%.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **THRM 115**  **TOUR OPERATORS**  **AND TRAVEL**  **AGENCIES** | **Program outcomes in terms of Knowledge** | | **Program outcomes in terms of Skills** | | | | | **Program outcomes**  **in terms of Competencies** | | | | | |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 1 | P | F |  |  |  |  |  |  |  |  |  |  |  |
| 2 | P | F |  | P |  |  |  |  |  |  |  |  |  |
| 3 |  | P |  | P |  |  |  |  |  | P | P | P |  |
| 4 |  | P |  | P |  |  |  |  |  | P | P | P |  |
| 5 |  | P |  | P |  |  |  |  |  | P | P | P |  |
| 6 |  | P |  | P |  |  |  |  |  | P | P | P |  |
| 7 |  | P |  | P |  |  |  |  |  | P | P | P |  |