Course Syllabus

Code - Course Title	**TSH201U - Travel Agencies and Tour Operators**
Course Type	VII. SEMESTER
Laboratory + Practice	0+0
ECTS	**7.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	PROF. DR. ERKAN SEZGİN

Mode of Delivery	Distance Education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	TSH101U TUR PLANLAMASI VE YÖNETİMİ
Recommended Resources	Seyahat Acentacılıgı ve Tur Operatörlügü, Bölüm adı:(Seyahat Isletmeleri ve Bilisim Sistemleri)(2016)., SEZGIN ERKAN, Anadolu Üniversitesi Yayınları, Editör:Erkan Sezgin, Basım sayısı:1,Sayfa Sayısı 211, ISBN:978-975-06-1878-9, Türkçe(Ders Kitabı), (Yayın No: 2874435)Cook Roy, A., Yale Laura, J., & Marqua Joseph, J. (1999). Tourism–The Business of Travel. New Jersey: Prantice-Hall Inc, 286.Gee, C. Y., Choy, D. J., & Makens, J. C. (1984). The travel industry. AVI Publishing Company, Inc.Hacıoğlu, N. (2006). Seyahat Acentacılığı ve Tur Operatörlüğü. Ankara:Nobel Yayın Dağtım Holloway, J. C. & N. Taylor. (2009). The Business of Tourism, (8th edition), London:Pearson.İçöz, O. (2000). Seyahat Acentaları ve Tur Operatleri Yönetimi. Ankara: Turhan KitabeviMiddleton, V. T., & Clarke, J. R. (2012). Marketing in travel and tourism. Routledge.Syratt G.. (1995), Manuel of Travel Agency Practice, Oxford Butterworth Heinnemann Ltd. Witt, S. F., & Moutinho, L. (1989). Tourism marketing and management handbook. Prentice Hall.Yale, P. (1995). The business of tour operations , Mlaysia: Longman Group Ltd.Yarcan, Ş, (1994). Turizm Endüstrisinin Yapısı, İstanbul: Boğaziçi Üniversitesi Yayını.Yarcan, Ş. ve Peköz (1997). M. Seyahat İşletmeleri, İstanbul: Boğaziçi Üniversitesi Yayını.
Work Placement	No internsheep is needed for the course.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Industrial Tourism and Travel	
Week - 2		Production and Distrubition System of Tourism	
Week - 3		Other Supplying Sector Services in Tourism	
Week - 4		Travel Companies and Intermediaries in Tourism	
Week - 5		Travel Companies in Turkiye and Legislations	
Week - 6		The Law and Regulations of Tour Guides	
Week - 7		Mid Tem Exams	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 8		Tour Operators and Operations of Tour Operators	
Week - 9		The Operations of Travel Agents	
Week - 10		Tour Programming and Management of Travel Agents	
Week - 11		Travel Companies and Infocommunication Systems	
Week - 12		Global Distrubition Systems	
Week - 13		New Age and New Travel Intermediaries	
Week - 14		Final Exam	

Learning Outcomes

#	Learning Outcome
1	.
2	.
3	.
4	.
5	defines the structure of travel industry.
6	identifies the effects of travel and tourism on destination countries.
7	defines the characteristics and activities of travel agencies.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**