

Identification	Subject (code, title, credits)	THM 440 Tour Operators and Travel Agencies 3KU credits (6ECTS)	
	Department	School of Economics and Management	
	Program (undergraduate, graduate)	Undergraduate	
	Term	Spring, 2023	
	Instructor	Murad Alili	
	E-mail:	murad.alili@khazar.org	
	Classroom/hours	Wednesday 15:40-18:30	
	Prerequisites	THM 101 Principles of Tourism	
Language	English		
Compulsory/Elective	Compulsory		
Required textbooks and course materials	Travel Agency and Tour Operator, Anadolu university AOF, (2018) Tour Operators and Operations. Development, Management and Responsibility- Jacqueline Holland (2017)		
Course website	www.UNWTO.org , www.asta.org , www.amadeus.com , www.historyofpackagetours.co.uk		
Course outline	<p>Tour operators and travel agencies are one of the most important drivers of tourism industry which provide specific advice about the travel destinations, create travel itineraries and accelerate the travels.</p> <p>This course examines the development of tour operating, planning and organizing new tour packages, arranging transport, accommodation, leisure activities, advising on required documentation, such as visa, financial issues, making presentations to tourist groups, negotiating and contracting with other suppliers and etc.</p>		
Course objectives	The aim of this course is to introduce the basic managerial principles of tour operators and travel agencies.		
Learning outcomes	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ol style="list-style-type: none">1. Categories of tour operators2. Understand the increased standardization of tourism packages3. Understand the structure and distribution of tour operator products4. Explain the need for itinerary planning5. Demonstrate an appreciation of the significance of small and medium-sized tour operators.6. Understand the importance and role of costing and pricing in achieving the overall objectives of the operating company.7. Identify the channels of distribution and assess factors affecting the choice of channel(s). <p>On successful completion of this course, all students will have developed their skills in:</p> <ol style="list-style-type: none">1. Solving problems2. Managing time and tasks and clarifying personal values <p>On successful completion of this course, all students will have developed competencies in:</p> <ol style="list-style-type: none">1. Collaborative study practice and independent learning,		
Teaching methods	Lecture		x
	Group discussion		x
	Case analysis		x
	Course presentation		x
Evaluation	Methods	Description and deadline	Percentage (%)
	Midterm Exam		30
	Class Attendance		5

	Activity		5
	Project		10
	Presentation		10
	Final Exam		40
	Total		100
Policy	<p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc) are required to inform the instructor.</p> <p>Activity shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion</p> <p>Presentation &; Project: There will be presentations and a project. A situation will be given to students, a leader will be chosen. They will analyze the situation according to knowledge they learned. If it is a presentation the work of the group will not only graded based on the job they did, but also how they were successful to work as a team. The project it will be graded individually. Projects will be divided into weeks according to the number of students and will be delivered in each seminar course.</p>		
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Industrial Tourism and Travel	Chapter I Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 1
2		Production and Distribution System in Tourism	Chapter II Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 2
3		Travel Businesses and Travel Agents in Tourism	Chapter III Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 3
4		Travel Management and Legal Regulation	Chapter IV Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 4
5		Working Order of Tour Operators and Tour Operators (I)	Chapter V Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 5
6		Working Order of Tour Operators and Tour Operators (II)	Chapter VI Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 6
7		Working Areas and Services of Travel Agencies	Chapter VII Travel Agency and Tour Operator, Anadolu university AOF, (2018)

			Presentation 7
8		M i d - t e r m E x a m / Class continues	
9		Tour Planning And Tour Management In Travel Agencies	Chapter VIII Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 8
10		Pricing of tours and tour expenses	Chapter IX Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 9
11		Travel Businesses and Information Systems	Chapter X Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 10
12		Internet - Intranet And Travel Enterprises	Chapter XI Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 11
13		New Era and New Travel Agents	Chapter XII Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 12
14		New Intermediations In The Online Tourism Market	Chapter XIII Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 13
15		Differences between tour operators and travel agents/ Presentation,project	Chapter XIV Travel Agency and Tour Operator, Anadolu university AOF, (2018) Presentation 14
16		Final Exam	