

<b>Identification</b>	<b>Subject</b>	<b>THM 441 - Intermediaries in Tourism - 3KU credits (6ECTS)</b>
	<b>Program</b>	Undergraduate
	<b>Department</b>	School of Economics and Management
	<b>Term</b>	Fall, 2024
	<b>Instructor</b>	Polad Orujov
	<b>E-mail</b>	polad.orujov@khazar.org
	<b>Classroom/hours</b>	
<b>Prerequisites</b>	THM 101 Principles of Tourism	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Compulsory	
<b>Textbooks and course materials</b>	Şükrü Yarcın, Gürel Çetin. Tour Operating Business. Istanbul University Publication, 2024; Introduction to Hospitality Management, 1st Edition. Dennis R. Reynolds, Imran Rahman, Clayton W. Barrows. Wiley – 2021	
<b>Course outline</b>	<p>Intermediaries in tourism or 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>	
<b>Course objectives</b>	<p>The objective of this course is to introduce the basic managerial principles of tour operators and travel agencies. The other aim of this course is to provide students with a thorough understanding of the essential functions and strategic significance of intermediaries in the tourism industry, particularly focusing on tour operators and travel agencies. It provides insight into the requirements for documentation, financial transactions, and compliance with regulatory standards in tourism.</p>	
<b>Learning Outcomes</b>	<p>On successful completion of this course, all students will have developed knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>• Categories of tour operators</li> <li>• Understand the increased standardization of tourism packages</li> <li>• Understand the structure and distribution of tour operator products</li> <li>• Explain the need for itinerary planning</li> <li>• Demonstrate an appreciation of the significance of small and medium-sized tour operators.</li> <li>• Understand the importance and role of costing and pricing in achieving the overall objectives of the operating company.</li> <li>• Identify the channels of distribution and assess factors affecting the choice of channel(s).</li> </ul> <p>On successful completion of this course, all students will have developed their skills in:</p> <ul style="list-style-type: none"> <li>• Solving problems</li> <li>• Managing time and tasks and clarifying personal values</li> </ul> <p>On successful completion of this course, all students will have developed competencies in:</p> <ul style="list-style-type: none"> <li>• Collaborative study practice and independent learning.</li> </ul>	
<b>Evaluation Criteria</b>	<b>Case analysis</b>	x

	<b>Group discussion</b>	x	
	<b>Lecture</b>	x	
	<b>Course presentation</b>	x	
<b>Evaluation Criteria</b>	<b>Methods</b>	<b>Date/deadlines</b>	<b>Percentage (%)</b>
	<b>Midterm exam</b>	TBA	30
	<b>Attendance</b>		5
	<b>Class activity</b>		5
	<b>Quiz (2)</b>	4 <sup>th</sup> and 12 <sup>th</sup> week	10
	<b>Project</b>	During semester	10
	<b>Final exam</b>	TBA	40
<b>Policy</b>	<p><b>Attendance and participation:</b>  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. Generally, four (4) unauthorized absence marks will lead to the students' expulsion from the course.  If a student is late to the class for more than five (5) minutes, s/he is NOT allowed to enter and disturb the class. However, this student is able to enter the second double hours without delaying.  The attendance and participation will account for 10 % of the total course grade, which depends on students' good class attendance and active participation in class discussions.</p> <p><b>Preparation for class</b>  The structure of this course makes your individual study and preparation outside the class extremely important. The lecture material will focus on the major points introduced in the text. Reading the assigned chapters and having some familiarity with them before class will greatly assist your understanding of the lecture. After the lecture, you should study your notes and work relevant problems from the end of the chapter and sample exam questions.  Throughout the semester we will also have a large number of review sessions. These review sessions will take place during the regularly scheduled class periods.</p> <p><b>Withdrawal (pass/fail)</b>  This course strictly follows grading policy of the School of Economics and Management. Thus, a student is normally expected to achieve a mark of at least 60% to pass. In case of failure, he/she will be referred or required to repeat the course the following term or year. For referral, the student will be required to take examination scheduled by instructor.</p> <p><b>Quizzes</b>  There will be two quizzes and these quizzes will constitute 10 percent of the total grade. Makeup quizzes will not be given except in the case of dire emergency. Students are required to turn in answers to assignments at the beginning of the classes at which they are due. Late assignments will not be accepted. All quizzes will be consisting of both open-ended.</p> <p><b>Project:</b> There will be a project. A situation will be given to students, a leader will be chosen. They will analyze the situation according to knowledge they learned. The project will not only be graded based on the job they did, but also how they were successful to work as a team. Projects will be divided into weeks according to the number of students and will be delivered in each seminar course.</p>		

		<p><b>Cheating/plagiarism</b> Cheating or other plagiarism during the Quizzes, Mid-term and Final Examination will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p> <p><b>Professional behavior guidelines</b> The students shall behave in the way to create favorable academic and professional environment during the class hours. Unauthorized discussions and unethical behavior are strictly prohibited.</p>	
<b>Tentative Schedule</b>			
	<b>Date/Day</b>	<b>Topics</b>	<b>Textbook/Assignments</b>
1		Role of Tourism Intermediaries in Tourism Business	Chapter 1, 2 Presentation 1
2		Meaning and definition of tour operators	Chapter 3 Presentation 2
3		Forms and types of tour operators	Chapter 4 Presentation 3
4		Operations of travel agency / <b>Quiz 1</b>	Chapter 5 Presentation 4
5		Itinerary planning	Chapter 6 Presentation 5
6		Tour packaging & programming	Chapter 6 Presentation 6
7		Pricing of tours and tour expenses	Chapter 6 Presentation 7
8		Destination Management Companies as tourism intermediaries	Chapter 7 Presentation 8
9		Online Travel Intermediaries	Chapter 7 Presentation 9
10		<b>Mid-term Exam</b>	
11		Cooperation between intermediaries in tourism and accommodation organizations	Chapter 8 Presentation 10
12		Cooperation between intermediaries in tourism and catering organizations and excursion bureaus	Chapter 8 Presentation 11
13		Intermediaries in tourism and transportation	Chapter 8 Presentation 12
14		Activities of intermediaries in tourism in Azerbaijan	Presentation 13
15		Course review / <b>Quiz 2</b>	Chapter 13, 14
		<b>Final Exam</b>	

This syllabus is a guide for the course and any modifications to it will be announced in advance.