

İndirilme Tarihi

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Tİ213 - INTERPERSONAL COMMUNICATION - Turizm Fakültesi - Turizm İşletmeciliği Bölümü

General Info

Objectives of the Course

To inform students about interpersonal communication subjects such as listening, speaking, non-verbal communication, and help them improve their interpersonal communication skills.

Course Contents

Definition and importance of communication, The process of communication, Communication types, Verbal Communication, Non-verbal communication and body language, Written communication, Communication failures, Effective Speaking, Effective Listening, Issues to be considered for a successful communication, Benefits of a successful communication, empathy.

Recommended or Required Reading

Coşkun Değirmen, G. (2022).Turizm Sektöründe İletişim-Kavram, Uygulama ve Öneriler, Nobel Yayıncılık. Aytekin, H. (2022). İnsan İlişkileri ve İletişim, Pegem Akademi.
Gürüz, D. ve Temel Eğinli, A. (2021). Kişilerarası İletişim, Nobel Yayıncılık.
Öztürk, S. (2011). Bireylerarası İletişim, Anadolu Üniversitesi Yayınları.
Orhan, E.N. ve Eriş, U. (Eds.) (2012). İletişim Bilgisi, Anadolu Üniversitesi Yayınları.
Mısırlı, İ. (2003). Genel İletişim, Detay Yayıncılık.

Planned Learning Activities and Teaching Methods

Narrative Method, Question-Answer Technique.

Recommended Optional Programme Components

There is no issue.

Instructor's Assistants

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Presentation Of Course

Face-to-face

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Burcu Gülsevil Belber

Program Outcomes

1. Can define the basic concepts about interpersonal communication.
2. Can explain the interpersonal communication tools.
3. Can explain how to build a more effective interpersonal communication.
4. Can explain communication process.

Weekly Contents

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Providing information about the content and process of the course by the instructor.	Lecture, discussion.	Definition and importance of communication	
2	Conducting research on the definition and importance of the concept of communication. Gürüz, D. ve Temel Eğinli, A. (2021). Kişilerarası İletişim, Nobel Yayıncılık. sf.1-7	Lecture, discussion.	Definition and importance of the concept of communication	
3	Researching the importance and benefits of communication. Orhan, E.N. ve Eriş, U. (Eds.) (2012). İletişim Bilgisi, Anadolu Üniversitesi Yayınları. Sf. 3-5	Lecture, discussion.	The importance and benefits of communication.	
4	Investigation of the communication process. Aytekin, H. (2022). İnsan İlişkileri ve İletişim, Pegem Akademi Sf. 5-12	Lecture, discussion.	The communication process.	
5	Research on communication networks. Mısırlı, İ. (2003). Genel İletişim, Detay Yayıncılık. Sf. 12-16	Lecture, discussion.	Communication networks	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
6	Researching the characteristics that tourism sector employees should have for effective communication. Ünüvar, Ş. (2009). Kişilerarası İletişimin Konaklama İşletmelerindeki Önemi ve Beş Yıldızlı Otellerde Bir Uygulama. Sosyal Ekonomik Araştırmalar Dergisi, 9(18), 375-394. Kavak, B., & Vatansever, N. (2007). Hizmet sektöründe örgüt içi iletişim bileşenleri ve işgören verimliliği üzerindeki etkileri: Ankara'daki beş yıldızlı otel işgörenlerinin düşünceleri. Gazi Üniversitesi Ticaret ve Turizm Eğitim Fakültesi Dergisi, (2), 120-140.	Lecture, discussion.	The characteristics that tourism sector employees must have for effective communication.	
7	Research on the issues that tourism sector employees should pay attention to in order to establish healthy communication with tourists. Investigating the issues that prevent tourism employees from establishing healthy communication with tourists. Coşkun Değirmen, G. (2022).Turizm Sektöründe İletişim-Kavram, Uygulama ve Öneriler, Nobel Yayıncılık. Sf.12-19	Lecture, discussion.	Issues that tourism sector employees should pay attention to in order to communicate effectively with tourists. Issues that prevent tourism employees from establishing healthy communication with tourists.	
8	Preparation for the midterm exam.		Midterm exam	
9	Researching the issues that public institutions should pay attention to in order to establish healthy relationships with tourists. Belber, B.G ve Kale, E. (2019). Turizm Sektöründe Yer Alan İşletme Ve Kurumların Müşterilerle İletişim Becerilerine Yönelik Eğitim Modülü. Sf. 15-17	Lecture, discussion.	Issues that public institutions should pay attention to in order to establish healthy relationships with tourists.	
10	Researching the expectations of different types of tourists and the issues that need to be taken into consideration to meet them. Pazarlama ve Perakende-Müşteri ile İletişim, Milli Eğitim Bakanlığı, Sf. 2-5	Lecture, discussion.	Expectations of different types of tourists and the points that need to be taken into consideration to meet them.	
11	Investigating intercultural communication differences. Aytekin, H. (2022). İnsan İlişkileri ve İletişim, Pegem Akademi Sf. 259-292	Lecture, discussion.	Intercultural communication differences	
12	Investigating intercultural communication differences. Aytekin, H. (2022). İnsan İlişkileri ve İletişim, Pegem Akademi Sf. 259-292	Lecture, discussion.	Intercultural communication differences	
13	Investigating intercultural communication differences. Aytekin, H. (2022). İnsan İlişkileri ve İletişim, Pegem Akademi Sf. 259-292	Lecture, discussion.	Intercultural communication differences Intercultural communication differences	
14	Research on communication between employees within the organization. Aytekin, H. (2022). İnsan İlişkileri ve İletişim, Pegem Akademi Sf. 243-258	Lecture, discussion.	Communication between employees within the organization	

Order PreparationInfo**Laboratory TeachingMethods Theoretical Practise**

15	Research on communication between employees within the organization. Aytekin, H. (2022). İnsan İlişkileri ve İletişim, Pegem Akademi Sf. 243-258	Lecture, discussion.	Communication between employees within the organization
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Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	1	1,00
Ara Sınav Hazırlık	3	3,00
Final	1	1,00
Final Sınavı Hazırlık	4	3,00
Derse Katılım	14	2,00
Ders Öncesi Bireysel Çalışma	14	1,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

Turizm İşletmeciliği Bölümü / Turizm İşletmeciliği X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20	P.O. 21	P.O. 22
L.O. 1					4												4					
L.O. 2					4												4					
L.O. 3					4												4					
L.O. 4					4												4					

Table :

- P.O. 1 :** Have an understanding of structure of tourism industry and how it functions and its significance for development of the country.
- P.O. 2 :** Have a comprehensive and systematic understanding of concepts, principles, theories and facts related to tourism management and similar disciplines.
- P.O. 3 :** Demonstrate reading, listening, speaking and writing skills in English at least at the level of B2 of European Language Portfolio.
- P.O. 4 :** Demonstrate reading, listening, speaking and writing skills in a second language at least at the level of B1 of European Language Portfolio.
- P.O. 5 :** Communicate effectively verbal, non-verbal and in written way and demonstrate effective presentation skills.
- P.O. 6 :** Describe, synthesize, interpret, analyze and evaluate information and data relevant to a professional context.
- P.O. 7 :** Apply knowledge to the solution of familiar and unfamiliar problems.
- P.O. 8 :** Understand both professional and social ethical values, evaluate them critically and behave in an appropriate manner.
- P.O. 9 :** Demonstrate effective use of both basic and professional information and communication technologies and software.

- P.O. 10 :** Have an understanding of concepts, principles, theories and facts within the contexts of business, economics, management, and marketing.
- P.O. 11 :** Understand and apply management theories and practices in order to effectively run a hospitality and tourism operation.
- P.O. 12 :** Understand and apply national and international laws, regulations and professional standards related to tourism industry and tourism management.
- P.O. 13 :** Work effectively both independently and with others.
- P.O. 14 :** Improve themselves gradually both professionally and personally, take responsibility for learning independently and demonstrate that.
- P.O. 15 :** Demonstrate professionalism in dress, grooming, personal hygiene, and appearance that reflect standards expected of hospitality and tourism industry professionals.
- P.O. 16 :** Identify, use and care the physical environment, tools, equipments and technologies related to the field of tourism management.
- P.O. 17 :** Recognize and understand different cultures and communicate with them.
- P.O. 18 :** Understand the principles and revolutions of Atatürk and adopt fundamental principles of the Republic.
- P.O. 19 :** Have detailed knowledge of geography and culture of both Turkey and the world, and evaluate this knowledge in terms of tourism supply and demand.
- P.O. 20 :** Understand the service delivery process in tourism enterprises and apply that in a way to ensure guest satisfaction.
- P.O. 21 :** Improves himself/herself in interdisciplinary fields that add value to personal change and development within the framework of interest, ability, social sensitivity and volunteering.
- P.O. 22 :** Explain at least one of the United Nations Sustainable Development Goals (UN SDGs). UN SDGs are: 1) poverty, 2) hunger, 3) healthy and quality life, 4) quality education, 5) gender equality, 6) clean water and sanitation, 7) accessible clean energy, 8) decent work and economic growth, 9) industry, innovation and infrastructure, 10) reduction of inequalities, 11) sustainable cities and communities, 12) responsible consumption and production, 13) climate action, 14) life below water, 15) life on land, 16) peace, justice and strong institutions, 17) joint efforts for the goals
- L.O. 1 :** Can define the basic concepts about interpersonal communication.
- L.O. 2 :** Can explain the interpersonal communication tools.
- L.O. 3 :** Can explain how to build a more effective interpersonal communication.
- L.O. 4 :** Can explain communication process.