



The University of Jordan

Accreditation & Quality Assurance Centre

COURSE Syllabus

1	Course title	Introduction to Tourism industry
2	Course number	(5301101)
3	Credit hours (theory, practical)	3 hours
	Contact hours (theory, practical)	3 hours
4	Prerequisites/corequisites	None
5	Program title	Bachelor program
6	Program code	01
7	Awarding institution	Jordan university / Aqaba branch
8	Faculty	Tourism and Hospitality
9	Department	Tourism management
10	Level of course	First year
11	Year of study and semester (s)	First semester
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	None
14	Language of Instruction	English
15	Teaching methodology	<input type="checkbox"/> Online
16	Electronic platform(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Others (Messenger)
15	Date of production/revision	29/9/2020

16. Course Coordinator:

Instructor:	Ranea M.Qaddhat, Ph.D.
Office numbers:	315
Office hours:	Wednesday, Thursday 5-7
Email addresses:	d.ranea_student2012@yahoo.com
Class Room:	Online

17. Course Description:

This course aims to provide students with a comprehensive overview of the tourism industry in terms of components; travel motivations; attractions, demand; operating sectors, development and planning-related factors and elements; social, environmental, and economic impacts of tourism; tourism organizations, career opportunities in tourism, and sustainable tourism.

1. 18. Course aims and outcomes:

A. Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to

After completing this class, students should be able to:

1. Identify the History of Tourism
2. Identify concepts related to travel and tourism industry.
3. Identify the components of the tourism industry.
4. Identify the Travel Motivations and Tourist Flows and Tourism Products .
5. Assess the conditions and keys associated with development of tourism industry.
6. Understand the social, environmental, and economic benefits and costs of tourism.
7. Identify the Different Sectors of the Tourism Industry.
8. Understand the importance and principles of sustainable tourism development
9. Recognize the Core of Marketing Concepts, marketing mix and marketing process.
10. Explain the term of tourism demand and distinguish between effective and suppressed demand.
11. Understand the Tourism policy, planning and development and the future of tourism.

20. Topic Outline and Schedule:

Week	Topic	Achieved ILOs	Evaluation Methods	References
1	Introduction to Tourism	A1	Participation	Introduction to Tourism (Manual on Module I)
2	The Meaning of 'Travel', 'Tourism' and 'Tourist'	A2	Participation & quiz	Introduction to Tourism (Manual on Module I)
3/4	Travel Motivations and Tourist Flows	A4	Participation	Introduction to Tourism (Manual on Module I)
5/6	Tourism Products – Attractions and Destination	A4	Participation & quiz	Introduction to Tourism (Manual on Module I)
7	Tourism demand, Factors influencing demand for tourism	A11	assignment	An Introduction to Tourism

8/9	Different Sectors of the Tourism Industry and Their Roles	A8	Participation & quiz	Introduction to Tourism (Manual on Module I)
Mid exam 23 December (25/ 11/ 2020)				
10/11	The Impacts of Tourism	A 6/10	assignment	Introduction to Tourism (Manual on Module I)
11	Tourism, policy, planning and development	A11	assignment	An Introduction to Tourism
12	Tourism marketing	A9	Participation	Marketing for Hospitality and Tourism
13	Sustainable tourism	A8	Participation & quiz	Sustainable Tourism Management
14	The future of tourism	A11	Participation	Worldwide Destinations The geography of travel and tourism
15/16	Final projects	-----	Presentation	15/12/2020

21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

Lectures
Discussions
Assignments
Quizzes
Projects

22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

1. Midterm exam
2. Assignments
3. Final projects
4. Final Exam

23. Course Policies:**A- Attendance policies:**

1. It is expected that each student will be present on each class day having completed the reading or other assignments. If you do not come or are not prepared, you will not be able to Participate effectively and your grade will suffer accordingly.
2. The university attendance policy is in effect and students are expected arrive before the beginning of class and attend all lectures.

B- Absences from exams and handing in assignments on time:

Will comply with the law and regulations of the University of Jordan with regard to absence from the exam, either in the case of late delivery of duty will not be accepted .

1. A student should not absent from more than 15% of the total number of meeting prescribed for the course.
2. If the student absented more than 15% of the total number of meeting prescribed for the course without medical or compelling excuse acceptable by the dean, s/he will not be allowed to take the final exam, and her/his grade shall be zero (F). Accordingly, the student must re-take the course if it obligatory.
3. In the case of approved excuse, the students are not allowed to absent more than 20% of the total number of meeting prescribed for the course.

C- Health and safety procedures:

Will comply with all health and safety procedures in the classroom and in the scientific trips.

D- Honesty policy regarding cheating, plagiarism, misbehaviour:

Will comply with the law and regulations of the University of Jordan in such a situation so if the student tried to cheat or initiated it applies to the following sanctions.

Other policies

Please arrive on time and do not enter the classroom if the door is closed.

2. Please take care of your needs for restrooms, water, etc. before class starts so we will not have the disruption of students moving in and out of the room during class.
3. Please turn off all cell phones during class.
4. When a classmate or instructor speaking, please do not talk.
5. If the instructor is more than 10 minutes late to class, you can leave.
6. Disruption of class will not be tolerated. Students disrupting the classroom learning environment will be asked to leave class.

E- Grading policy:

- | | |
|----------------------------|-----|
| 1. Midterm exam | 30% |
| 2. Assignments and quizzes | 10% |
| 3. Final projects | 10% |

4. Final Exam 50%

F- Available university services that support achievement in the course:

Data show

White board

24. Required equipment:

Data show

White board

Smart board

25. References:

Required book (s), assigned reading and audio-visuals:

1. Hong Kong Curriculum Development Institute. Personal, Social and Humanities Education Section(2009) Manual on Module I: Introduction to Tourism. Education Bureau,
2. Kotler, Philip(2010) Marketing for Hospitality and Tourism. Prentice Hall, 2010.
3. Leonard J. Lickorish(1997) An Introduction to Tourism.
4. Brian G. Boniface and Chris Cooper(2005) Worldwide Destinations The geography of travel and tourism.Fourth edition AMSTERDAM.
5. Swarbrooke, John (1999) Sustainable Tourism Management. CABI publishing.

Recommended books, materials, and media:

Supplementary readings may be distributed in class or otherwise made available to you. Students will be responsible for reading all assigned materials prior to class.

Name of Course Coordinator **Ranea Qaddhat** Signature: ----- Date: -----

----- Head of curriculum committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: ----- -Signature: -----

Assurance

Copy to:
Head of Department
Assistant Dean for Quality

Course File