



**The University of Jordan**  
**Accreditation & Quality Assurance Center**

**COURSE Syllabus**

1	Course title	<i>History of Tourism in Jordan</i>
2	Course number	<i>(5301102)</i>
3	<i>Credit hours (theory, practical)</i>	<i>3</i>
	<i>Contact hours (theory, practical)</i>	<i>3</i>
4	Prerequisites/corequisites	<i>None</i>
5	Program title	<i>B.A Program :Tourism &amp;Travel Management</i>
6	Program code	<i>01</i>
7	Awarding institution	<i>University of Jordan</i>
8	Faculty	<i>Tourism &amp; Hospitality</i>
9	Department	<i>Tourism &amp;Travel Management</i>
10	Level of course	<i>1</i>
11	Year of study and semester (s)	<i>Second Semester 2014/2015</i>
12	Final Qualification	<i>B.A Program</i>
13	Other department (s) involved in teaching the course	<i>None</i>
14	Language of Instruction	<i>Arabic</i>
15	Date of production/revision	<i>Second Semester 2014/2015</i>

**16. Course Coordinator:**

*Office numbers, office hours, phone numbers, and email addresses should be listed.*

*Ehab Shatnawi, 11-12, 314, 35060, [eshatnawi@ju.edu.jo](mailto:eshatnawi@ju.edu.jo)*

**17. Other instructors:**

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**18. Course Description:**

*As stated in the approved study plan.*

This module describes the importance of Jordan and its tourism resources. It assesses the requirements of the tourism industry development. It analyzes international tourism (incoming "inbound") to Jordan and its markets. It identifies the main objectives of tourists in visiting Jordan, and also includes the study of the most important types of Jordanian tourism, traditional and non-conventional types. This focuses on medical tourism, environmental and educational activities, historical and archaeological sites that constitute the

basis of future tourism development in Jordan. It analyzes the positive effects of tourism on the Jordanian economy and estimates the relative importance of tourism income in the trade balance, the GDP and labor force. In addition, it studies the cons of un-well planned tourism development, especially the problem of seasonality. The course studies domestic tourism and the problems facing its development and how Jordanian tourism policy could overcome them. The course explores successful strategies to ensure competitiveness in the sector compared to other countries, such as Egypt, Lebanon and Syria.

1. 19. Course aims and outcomes:
- 2.

**A- Aims:**

*Introduce students to the historical stages development of the tourism industry, both global or local level, in addition to identification historical development of the organizational structure of the Ministry of Tourism and Antiquities, as the article aims to introduce students kinds of tourism in Jordan and patterns and trends in inbound tourism to Jordan, the economic importance of the tourism sector in the Jordanian economy .*

**B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to ...****A. Knowledge and Understanding:**

- 1. The student knows the chronology of tourism through the ages down to the so-called modern tourism industry*
- 2. The student knows the chronology of tourism in Jordan since its inception until the issuance of the Royal Decree established the Ministry of Tourism.*
- 3. The student recognizes the types of Jordanian tourism and the most important tourist sites in Jordan.*
- 4. The student recognizes the international tourists arrival (foreign) for Jordan, and target markets ,purpose of tourists whom visiting Jordan.*
- 5. The student recognizes the economic importance of tourism in Jordan*
- 6. The student recognizes the nature and characteristics of domestic tourism in Jordan.*
- 7. The student recognizes the disadvantages of tourism development when the planning marginalizes.*

**B. Intellectual Analytical and Cognitive Skills:**

- 1. understand the concepts related to tourism*
- 2. Understanding the evolution of tourism through the ages and linked to the causes of this development.*
- 3. understand the circumstances and events that have passed on Jordan and the region, and how affected on tourism industry*
- 4. skill linking between the historical evolution organizational of the Ministry of Tourism and its relationship to the development of Jordan's tourism product.*
- 5. understand the patterns and trends in international, regional and local tourism, and the importance of this for the strategies Ministry of Tourism.*
- 6. The ability to infer the most important determinants of the problems related to tourism and Jordan, and to draw appropriate solutions to these problems.*

**20. Topic Outline and Schedule:**

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
<i>Concept of tourism industry and historical development</i>	<b>1</b>	<i>Ehab shatnawi</i>	<i>(A):1</i>	<b>Lectures and Discussions</b>	<i>Principles of tourism in Jordan, Naim Aldaher</i>
<i>Concepts of tourism</i>	<b>2</b>		<i>(B):1</i>	<b>Lectures and Discussions</b>	<i>Principles of tourism in Jordan, Naim Aldaher</i>
<i>Dimensions of tourism industry</i>	<b>3</b>		<i>(B):2</i>	<b>Lectures and Discussions</b>	<i>Introduction to Tourism in Jordan, Abdulla h Aboayash</i>

<i>Tourism Development in Jordan</i>	4+5		(B):3	Lectures and Discussions + Quiz	<i>The tourism industry in Jordan, Khaled Makableh</i>
<i>Types of Tourism in Jordan, patterns and challengers</i>	6		(A):3	Lectures and Discussions	<i>The tourism industry in Jordan, Khaled Makableh</i>
<i>Development of organizational for Ministry of Jordan</i>	7		(B):4	Mid-term Exam	<i>The tourism industry in Jordan, Khaled Makableh</i>
<i>Domestic Tourism</i>	8		(B):5	Lectures and Discussions	<i>Introduction to Tourism in Jordan, Abdulla h Aboayash</i>
<i>Intra-regional tourism to Jordan</i>	9		(B):5+(A):4	Lectures and Discussions	<i>Principles of tourism in Jordan, Naim Aldaher</i>
<i>International tourism to Jordan</i>	10		(B):5+(A):4	Lectures and Discussions	<i>Principles of tourism in Jordan, Naim Aldaher</i>
<i>Tourism Economic Impact in Jordan</i>	11		(A):5	Lectures and Discussions+ Quiz	<i>The tourism industry in Jordan, Khaled Makableh</i>
<i>Tourism Attractions</i>	12		(A):3	Lectures and Discussions	<i>Principles of tourism in Jordan, Naim Aldaher</i>
<i>Jordan's tourism sector challenges and recommendati ons</i>	13		(B):6+(A):7	Lectures and Discussions	<i>The tourism industry in Jordan, Khaled Makableh</i>
<i>Discuss reports</i>	14			<i>Open Discuss</i>	
<i>Discuss reports</i>	15			<i>Open Discuss</i>	

## 21. Teaching Methods and Assignments:

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

- Lectures, which cover the duration the semester.
- Students' active participation in purposeful class discussion.
- The availability of a supportive web site, which provides rich examples, cases, as well as exercises and questions, which add to the learning experience.
- Individual questions regarding course contents/subjects.

**22. Evaluation Methods and Course Requirements:**

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

Element	Weight
Class Participation & Report	10%
Quizzes	10%
Mid Test	30%
Final Test	50%
<b>Total</b>	<b>100%</b>

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

No student is allowed to be absent more than 15% of the scheduled hours of material without satisfactory excuse or compulsive accepted by the dean of the college as it follows the student considered having withdrawn from the material in the case of acceptance of the Dean of the excuse, while preventing the progress of the final exam and be a mark in the article is zero in the case of non-acceptance of the Dean of excuse pathological or compulsive.

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

The student will be given a test in the case of an acceptable excuse, according to the instructions, but is expected to be more difficult than the first level exam given to students level

While the delay in the submission of duties and reports on time, will not be accepted after the deadline.

**C- Health and safety procedures:****D- Honesty policy regarding cheating, plagiarism, misbehavior:**

Procedures that taken against those individuals who commit the cheating and plagiarism, forgery and breach of classroom system, or constitute obstacle the normal functioning of the process of learning and teaching, will be transferred to commissions of inquiry and the denial of the material in some cases.

**E- Grading policy:****F- Available university services that support achievement in the course:**

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**24. Required equipment:**

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**25. References:**

<p>A- Required book (s), assigned reading and audio-visuals:</p> <ol style="list-style-type: none"><li>1. Tourism industry in Jordan, Khaled Makableh, Faisal Al-Haj Theeb, Amman, Jordan 0.2002.</li><li>2. Principles of tourism in Jordan, Naim Aldaher, Sarab Elias, Amman, Jordan .2001.</li><li>3. Introduction to Tourism in Jordan between theory and practice, Abdul Ilah Abu Ayyash, Hamid Abdul Nabi al-Tai, Jamal Harami, Amman, Jordan .2007.</li></ol> <p>B- Recommended books, materials, and media:</p> <p><a href="http://www.mota.gov.jo">www.mota.gov.jo</a></p>
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**26. Additional information:**

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Name of Course Coordinator: *Ehab Alshatnawi* Signature: ----- Date: -----

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

Head of Department *D. Mohammed Azaizeh* Signature: -----

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

Dean: *D. Ziad Rwadieh* -Signature: -----

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Head of Department  
Assistant Dean for Quality Assurance  
Course File