



The University of Jordan
Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Modern Trends in Tourism Industry
2	Course number	5301233
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 Hotel
9	Department	travel and tourism management
10	Level of course	Second year
11	Year of study and semester (s)	First semester 2015
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	None
14	Language of Instruction	English
15	Date of production/revision	19/ 02/2015

16. Course Coordinator:

Office numbers: 318

office hours: Sunday, Tuesday 9-10

Monday 10-11

phone number: 03/2090460 35059

email addresses : d.ranea_student2012@yahoo.com

17. Other instructors:

Office numbers: 318

office hours: Sunday, Tuesday 9-10

Monday 10-11

phone number: 03/2090460 35059

email addresses : d.ranea_student2012@yahoo.com

18. Course Description:

This module summarizes and reviews patterns of tourist services and their importance, characteristics and evolution. It focuses on the patterns of modern tourism and the role of

globalization and its impact on the incoming tourist movements. It also deals with the future trends in e-tourism services.

1. 19. Course aims and outcomes:

A- Aims:

1. Identify and analyze the concept of new tourism.
2. Identify the different terminology and abbreviations for the tourism.
- 3- Describe the importance of new trends in tourism sector and their most important elements.
- 4-Identify the factors that played a role in creating the modern trends in tourism
5. identify the role of global and international organizations in promoting tourism
6. identify the role of airlines in promoting tourism
7. identify many of the modern trends in tourism

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

- 1- Analyze the positive effect of the new trends.
- 2- Understand the relationship between old tourism and new tourism.
- 3- Demonstrate the ability to apply new trends for tourism industry
- 4- **Propose ideas for how to improve the level of tourism performance in light of new trends**
- 5- **Assess and evaluate effectiveness of new trends in tourism**

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
- Definition of the course -Identify the concepts related to new trends. International –trends in tourist traffic	Week 1	Ranea Qaddhat	A/1 A/2	Participation and discussion	Phases of Modern Trends in tourism
-International conferences for tourism -International organizations and its role in promoting tourism movement	Week 2	Ranea Qaddhat	A/5	Participation and discussion	Phases of Modern Trends in tourism
-Global organizations and their role in the modern trends in tourism -World Tourism Organization	Week 3	Ranea Qaddhat	A/5	Participation and discussion	UNWTO, Tourism Highlight
The development of transportation,	Week 4	Ranea Qaddhat	A/6	Participation and	Phases of Modern Trends in tourism

aviation and its role in modern trends				discussion	
Globalization and the movement of international trade and tourism	Week 5	Ranea Qaddhat	A/5	Quiz	Phases of Modern Trends in tourism
The main factors that lead to the trends in international tourism.	Week 6	Ranea Qaddhat	A/4	Participation and discussion	Phases of Modern Trends in tourism
Long-term trends in tourism	Week 7	Ranea Qaddhat	A/3	Quiz	Indicators of Sustainable development for Tourism Destination
Nature and Sustainable Tourism	Week 8, 9	Ranea Qaddhat	A/3	Participation and discussion	Indicators of Sustainable development for Tourism Destination
sport tourism	Week 10	Ranea Qaddhat	A/7	Mid exam	SPORTS TOURISM ROLE IN IRT THEORY.
Modern trend global tourism. - Trends of tourism in Europe	Week 11, 12	Ranea Qaddhat	A/7	Participation and discussion	Tourism trends in Europe Trends and Issues in the Tourism and Hospitality Industry
New trends in the Greek	Week 13	Ranea Qaddhat		Participation and discussion	Tourism trends in Europe Trends and Issues in the Tourism and Hospitality Industry
Research discussion	Week 14	Ranea Qaddhat	B2-B5	Student presentation	-----

21. Teaching Methods and Assignments:

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

Lectures
Discussions
Research
Home work

22. Evaluation Methods and Course Requirements:

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

- 1- mid exam**
- 2-Participation**
- 3- research**
- 4 Quiz**
- 5 -Final Exam**

23. Course Policies:

A- Attendance policies:

Will comply with the law and regulations of the University of Jordan with regard to attendance and absenteeism.

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 .

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, misbehavior:

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.

- 1. fails in this course**
- 2. Cancel his registration in all courses in that semester.**
- 3. Dismissed for a semester following semester who was caught in it.**

E- Grading policy:

1- mid exam	25%
2 -Project(research and presentation)	15%
3-Participation	5%
4 - Quiz	5%
5 -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:

1-Ahmed Algalad (2005) phases of the modern trends in tourism, the world of books, Cairo

2- Ala Al-Hamarnah(2005) New Tourism Trends in the Arab World, Islamic tourism ,
Mainz, Germany.

3-Arcangela Giorgio and Giovanna Spinelli, SPORTS TOURISM ROLE IN IRT THEORY. A CONCEPTUAL FRAME
WORK, 3rd INTERNATIONAL ,SCIENTIFIC CONFERENCE – Vol.1.

4*Haris Kontokolias*, New trends in the Greek tourism market.

5-European Travel Commission (2006), Tourism trends in Europe.

6-S K,Cheung ,Trends and Issues in the Tourism and Hospitality Industry.

7-WTO, (2004), "Indicators of Sustainable development for Tourism Destination", Spain: WTO

8-UNWTO(2014) Tourism Highlight

Recommended books, materials, and media

26. Additional information:

No Additional information.

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: -----

Copy to:
Head of Department
Assistant Dean for Quality Assurance
Course File