



University of Jordan

The Faculty of Tourism and Hospitality

Course Specifications

Programme(s) on which the course is given: Tourism Management and Travel Dept.

Major or Minor element of programmes: Major

Department offering the programme: Tourism Management and Travel Dept.

Department offering the course: Tourism Management and Travel Dept.

Academic year / Level: Third Year

A - Basic Information

Title: Tourism Planning and development.

Code: Second Term 5301330

Credit Hours: 3 hours

Lecture: 3 hours

Practical: -----

B - Professional Information

1- Overall Aim of Course:

The course aims to provide society with qualified graduates in tourism planning and development consultations.

2- Intended Learning Outcomes of Course (ILOs)

Upon completion of the course, the students will be able to:

A. Knowledge and Understanding:

- A.1. Remember the concepts of tourism planning.
- A.2. Remember the concepts of tourism development.
- A.3 Recount reasons for tourism development.
- A.4 Enumerate steps of tourism development.
- A.5 List language and structure criteria of a scientific research.

B. Intellectual Skills:

- B.1. Compare between steps and approaches of tourism development.
- B. 2 Analyze the circle of poverty in developing countries.
- B.3 Compare among case studies of tourism planning and development.

C. Professional and Practical Skills:

- C.1. Predict impacts of tourism development in an area.
- C.2. Develop tourism planning and development master plan in an area.
- C.3. Criticize tourism planning and development plans conducted by others.

D. General and Transferable Skills:

- D.1. Compose and communicate ideas effectively about tourism planning and development.
- D.2. Take part in group discussions about tourism planning and development master plan.
- D.3. Work individually and in teams while creating tourism planning and development master plan.



3 - Contents:

Time	Topic	Lectures
Week 1	General introduction, concepts of tourism planning and development.	2 Lectures
Week 2	Steps of tourism planning and development.	2 Lectures
Week 3	Levels and problems of tourism planning and development.	2 Lectures
Week 4	Reasons for tourism planning and development	2 Lectures
Week 5	The cycle of tourism development I destinations.	2 Lectures
Weeks 6-14	Case studies in tourism planning and development.	18 Lectures
Weeks 15	Final Exam	1 Lecture

4 - Teaching and Learning Methods:

- 4.1. Lectures.
- 4.2. Assignments and discussions.

5 - Student Assessment Methods:

5.1. Assignments and discussions	(20%)
5.2. Mid-term exams	(30%)
5.3. Final exam	(50%)
Total	100%

6 - List of References:

- 1- Eman Helmy (1999): "Towards Sustainable Planning for Tourism Development: Case Study on Egypt", Ph.D Thesis, Faculty of Tourism and Hotels Management , 1999 , Helwan University, Egypt .
- 2- Gartner, William C. (1996): "Tourism Development: Principles, Processes, Policies", Van Nostrand Reinhold, New York.
- 3- Gunn , Clare A , and Var, Target (2000): Tourism Planning: Basics, Concepts and Cases, Rout ledge Taylor and Francis Books, INC., London, 4th Edition.
- 4- Holden, A., (2000): "Environment and Tourism", First edition, Routledge, London, UK.
- 5- Mason, Peter (2003): Tourism Impacts, Planning and Management, Butter Worth-Heinemann, Oxford, UK.
- 6- Pearce, Douglas (1994): "Tourist Development", Second edition, Jhon Wiley & Sons Inc., New York.
- 7- Samir Radwan (1995): "Sustainable Development Concept and Issues", in Environmental Protection for Sustainable Development, Proceeding of the Second Annual Research Conference.
- 8- Smith, L.V.; Eadington, W.R., (1992): "Tourism Alternatives: Potentials and Problems in Development of Tourism", First edition, Jhon Wiley and Sons Inc., University of Pennsylvania Press, USA.
- 9- Stynes, Daniel J. and O' Halloran, Cynthia (2002): "Tourism Planning", Michigan State, University Extension, USA.
- 10- www.kenanaonline.com, accessed in February 2011.
- 11- www.almasalla.travel, accessed in February 2011.

Course Coordinator

Head of Department

Dean

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Dr. Marwa Abdelwareth

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