



**The University of Jordan**

**Accreditation & Quality Assurance Centre**

**COURSE Syllabus**

1	<b>Course title</b>	Travel Agency Management
2	<b>Course number</b>	5301301
3	Credit hours (theory, practical)	3 hours
	Contact hours (theory, practical)	3 hours
4	<b>Prerequisites/corequisites</b>	None
5	<b>Program title</b>	Bachelor program
6	<b>Program code</b>	01
7	<b>Awarding institution</b>	Jordan university / Aqaba branch
8	<b>Faculty</b>	Tourism and Hospitality
9	<b>Department</b>	Tourism management
10	<b>Level of course</b>	Third year
11	<b>Year of study and semester (s)</b>	First Semester
12	<b>Final Qualification</b>	Bachelor
13	<b>Other department (s) involved in teaching the course</b>	None
14	<b>Language of Instruction</b>	English
15	<b>Teaching methodology</b>	<input type="checkbox"/> Online
16	<b>Electronic platform(s)</b>	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Others (Messenger)
17	<b>Date of production/revision</b>	29/9/2020

**16. Course Coordinator:**

Instructor:	Ranea M. Qaddhat, Ph.D.
Office numbers:	315
Meeting time	: Sun, Mon, Tue, 9.00- 10.00
Office hours:	Sunday, Monday, Tuesday 1.00- 2.00 5.00- 6.00
Email addresses	<a href="mailto:r.qaddahat@ju.edu.jo">r.qaddahat@ju.edu.jo</a>
Class Room:	

**17. Course Description:**

As stated in the approved study plan.

This course explains the importance of tourism offices and travel agencies in the tourist activity as a mediator between tourism activities and the tourist where they play many of the roles in the process of ticketing and organizing tours. It shows their role in promoting and marketing of tourism through introducing knowledge to tourist and tour operators. It deals with the importance of the administrative dimension in planning, organization, direction, marketing and control of the work of the tourist offices.

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

Aims:

### **Course Aims**

1. To Identify the concepts related to travel agencies and tour operation business
2. To understand the importance of travel agencies and their operations in tourism industry.
3. To familiarize the operations of travel agency and tour operations.
4. The management and planning are also included for a better understanding and setting of travel agency in future.
4. To manage and price the package tour.

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

1. Identify the concepts related to travel agencies and tour operation business, tour cost , tour package, travel agency marketing, public sector tourism organization, communication skills .
2. Identify the types, role and contribution of travel agencies and tour operators.
3. Recognize how to start travel agency business and how to get approval from GOT and IATA
4. Recognize how to design the organization structure of the large-scale travel company
5. Understanding the basic of itinerary planning and the basic guideline of making an itinerary.
6. Identify various resources for planning travel itinerary.
7. Understanding the history, origin, development and the significance of package tour.
8. Identify the component of slandered package tour and tour cost.
9. Recognize how to formulate package tour.
10. Identify the factors that influence the tour cost
11. Explain why to demand total cost management
12. Describe how travel company manages cost
13. Understanding the significance of the international travel and trade organization
14. Discuss the role and contribution of IATA, UFTAA, WATA, ASTA, TAAI, IATO AND TAFI IN the healthy growth of travel agency and tour operation business – worldwide.
15. Identify the feature of travel agency marketing and the tour market segmentation.
16. Identify the types of the public sector tourism organization.
17. Recognize the contribution of the public sector tourism organization.
18. Understanding the important of agency – supplier relationship and the challenges in this relationship.
19. Discuss the relationship of agent with airline, accommodation, suppliers, tour operator and tourist transport operator.
20. Understand the needs and importance of customer service in travel industry and the nature of client complaints and tips for handling complaints.
21. Understand the importance of technology in travel and various area where technology is being used

## **20. Topic Outline and Schedule:**

Week	Topic	Achieved ILOs	Reference
١	Introduction to the course		
	Introduction to Travel and Tourism: Travel Trade	B 1/B 2	Travel Agency Management: An Introductory Text
٢/٣	Organizational structure and function of travel agency business	B 3/B 4	Travel Agency Management: An Introductory Text
٤	Itinerary planning	B5- B6	The Business of Travel Agency and Tour Operations Management
٥	Tour packaging management	B1/B7- B9	Travel Agency Management: An Introductory Text
٦	Tour costing and pricing	B1/B 8- B12	Travel Agency Management: An Introductory Text
٧	Agency-Supplier relationship	B18- B19	The Business of Travel Agency and Tour Operations Management
٨	Travel trade organization/ associations	B1/ B13- B14	Travel Agency Management: An Introductory Text
٩	Recognition of Travel Agencies and Tour Operators	B3	Tourism and Travel Techniques
<b>Mid-Term Exam</b>			
١٠	Travel agency marketing	B1/ B15	Travel Agency Management: An Introductory Text
١٢/١١	Public Sector Tourism Enterprises and Tour Packaging Business	B1/ B16/ B17	Travel Agency Management: An Introductory Text
١٣	Customer service and communication	B1/B20	The Business of Travel Agency and Tour Operations Management
١٤	Technology and travel agency	B21	The Business of Travel Agency and Tour Operations Management
١٥/١٦	Final projects	presentation	-----

## 21. Teaching Methods and Assignments:

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

Lectures  
Discussions  
Assignments and 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. Mid-term 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, 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.

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**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. Mid-term exam	30%
2. Assignments, quizzes and research	20 %
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

#### **2°. References:**

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

1. Chand, M. (2010) Travel Agency Management: An Introductory Text. New Delhi: Anmol Publications PVT.LTD.
2. Bhatia, A. K. (2012) The Business of Travel Agency and Tour Operations Management. New Delhi: Sterling Publishers Private Limited.
- 3.

##### **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