



The University of Jordan

Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Tourism Guidance
2	Course number	5301420
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	University of Jordan
8	Faculty	Tourism and Hospitality
9	Department	Tourism Management
10	Level of course	4
11	Year of study and semester (s)	1 st semester/2020
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	None
14	Language of Instruction	English
15	Date of production/revision	1 st semester/2020

16. Course Coordinator:

Ehab Alshatnawi.
Office No. 314
Office hours: Sun, Mon, Tue 11:00 – 12:00
Email: e.shatnawi@ju.edu.jo

17. Other instructors:

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18. Course Description:

This course comprises teaching the basic knowledge in the field of tour guiding such as the communication skills and public relations management. The course will shed some light on the main types of tour guides, the main tools used in tour guiding.

1. 19. Course aims and outcomes:

Aims:

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

1. Describe the historical stages through which the profession of tour guiding emerged and developed.
2. Understand the meaning and significances of tour guides in modern world.
3. Identify the key types of tour guides.
4. Recognise the multifaceted roles of tour guides in contemporary tourism.
5. Understand best strategies for conducting tour and dealing with unexpected challenges.
6. Synthesis the skills that tour guides use to communicate effectively with the tourists.
7. Understand presentation skills and strategies that tour guides use to present accurate information of major tourist attractions in Jordan.

20. Topic Outline and Schedule:

2.			
Topic	Week	Evaluation Methods	Achieved ILOs
Historical Overview	Week 1	Lecture and discussion	1
Key Definitions and Classifications	Week 2	Lecture and discussion	2
Importance of Tour Guides	Week 3	Lecture and discussion	2
Types of Tour Guides	Week 4	Lecture and discussion	3
The Roles of a Tour Guide	Week 5	Lecture and discussion	4
Conducting Tour (Guide's Duties)	Week 6	Lecture/ Midterm Exam	5
Conducting Tour (Guide's Duties)	Week 7	Lecture and discussion	5
Communication Skills	Week 8	Lecture and discussion	6
Communication Skills	Week 9	Lecture and discussion	6
Presentation Skills & Tour Commentaries	Week 10	Lecture and discussion	7
Presentation Skills & Tour Commentaries	Week 11	Lecture and discussion	7
Tour Guiding in Jordan	Week 12	Lecture and discussion	8
Report submission and presentation	Week 13	Presentation	
Final exam	Week 14	Examination	

21. Teaching Methods and Assignments:

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

Lectures
Discussions
Home work

22. Evaluation Methods and Course Requirements:

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

- Take-home assignments.
- In-class quizzes.
- Mid-term and final exams.
- Activities attendance.

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:

- Quizzes : 10%
- Mid-term exam : 30%
- Assignments : 10%
- Final Exam : 50%

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

Data show

White board

24. Required equipment:

Data show

White board

25. References:

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

- Salazar, Noel B.(2005) Tourism and globalization: Local tour guiding . Annals of Tourism Research , 32(3), 628-646.
- Salazar, Noel B.(2006) tourist guiding : Local guiding , global discourse Annals of Tourism Research , 33(3), 833-852.
- Salazar, Noel B.(2008) “enough stories” Asian tourism redefining the roles of Asian tour guides. Civilization : Local guiding , global discourse Annals of Tourism Research , 57(1/2), 207-222.
- Salazar, Noel B.(2010) envisioning Eden: Mobilizing Imaginaries in tourism and beyond. Oxford: Berghahn.
- Commonwealth of Learning (COL)(2006). Tour Guiding, Virtual University for the **Small States of the Commonwealth.**

B- Recommended books, materials, and media:

Commonwealth of Learning (COL)(2006). Tour Guiding, Virtual University for the Small States of the Commonwealth.

26. Additional information:

No Additional information.

Name of Course Coordinator **Ehab Alshatnawi** 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