Course Name	: Tourism and Local Community (On–Line Course)	**Instructor**	: Mohammad M. Alazaizeh
Course No.	: 5301220	**Office No.**	: 312
Instructor	: Mohammad M. Alazaizeh	**Office Hours**	: Sun – Tue 11:00 – 12:00
Semester	: 1st Semester 2019/2020	**Email**	: m.alazaizeh@ju.edu.jo

♣ Course Description:

This course reviews the relationships between tourism and local communities and the tourism role at social, cultural, economic, and environmental aspects in the destinations. It examines the development of local communities through the healthy integration of community planning, business planning and tourism planning.

♣ Course Objectives:

This course will help students to:

- Understand the relationship between tourism and destination communities.
- Understand the impacts of tourism on local communities.
- Understand how to use tourism as a tool of community development.

♣ General Intended Learning Outcomes:

After successful completion of this course, students will be able to:

- Identify the importance of local community in tourism development and sustainability.
- Understand the interaction between local communities and tourists, and theories used to understand the perception of local communities toward tourism development.
- Identify the social, cultural, economic, and environmental impacts of tourism.
- Realize the appropriate methods and mechanisms used to reinforce the participation of local community in sustainable tourism development.
- Determine the challenges and constraints of local community participation in tourism development.
- Understand the importance of local community capacity building for tourism development.
- Assess sustainable development of community tourism.

♣ Required Text

Beeton, S. (2006). *Community Development through Tourism*. Landlinks Press.

Mascardo, G. (2008). *Building Community Capacity for Tourism Development*. CABI.

Murphy, P. E. & Murphy, A. E. (2004). *Strategic Management for Tourism Communities: Bridging the Gaps*. Channel View Publications.

Singh, S., Timothy, D. J. & Dowling, R. K. (2003). *Tourism in Destination Communities*. CABI.

Suansri, P. (2003). *Community based tourism handbook*. Responsible Ecological Social Tour-REST. Chicago

✦ Additional Readings:

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.

✦ Course Methodology

The following teaching and learning methods will be used during this course:

- Online lectures by using MS Teams.
- Group discussions.
- Case studies.
- Field visits.

✦ Absence Policy

- It is each student's responsibility to plan carefully to arrive on time, arriving late interferes with other students' learning and is not acceptable.
- 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.
- University attendance policy is in effect and students are expected arrive before the beginning of class and attend all lectures.
- A student should not absent from more than 15% of the total number of meeting prescribed for the course.
- 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.
- In the case of approved excuse, the student are not allowed to absent more than 20% of the total number of meeting prescribed for the course.
- Students are asked to inform the instructor of absences in advance whenever possible.
- In the event of an absence, the student is responsible for all missed material.

✦ Class Policy

- Eating and drinking are not allowed in the classroom.
- Mobiles and other electronic devices that distract students are not allowed in the classroom.
- Recording the classroom or other learning activities without granting a permission from the instructor is not allowed.
- Students creating disturbances that interfere with the conduct of the class or the learning of others will be asked to leave.

✦ Grading

- Mid-term exam 30%
- Assignments and Quizzes 20%
- Final Exam 50%

Notes:
- Attendance at exams is required for all students.
- Unexcused absence will be reported as a failure (F).

- Make-up exams only will be offered with acceptable excuse.

Course Outline

Week	Topic	Readings	ILOs
1	Introduction to the course		
	Concepts and Definitions:		
2	Concepts and Definitions: Community: geographical and socio-anthropological perspectives Constructed community Sense of community Indigenous communities Community empowerment Tourism platforms Community and tourism	Beeton (2006) Ch. 1 Singh, Timothy & Dowling (2003) Ch. 1	- Define, describe and discuss the term of community. - Define, describe and discuss the term of tourism. - Describe and discuss the term of constructed community and 'sense of community'. - Describe and discuss the term of indigenous community. - Understand and examine the meaning of community from geographical and social anthropological perspectives. - Understand the main issues that communities have to face when considering their future in relation to tourism. - Understand the term of community empowerment. - Understand and describe the tourism platforms. - Understand the general relationship between tourism and community.

3	Tourism–Host Community Relationship: Typology of tourism–host community relationships Tourism Theories and their Relevance to Communities: Butler's Tourist Area Life Cycle (TALC) Leiper's industrial tourism system Hall's tourism market system Maslow's hierarchy of human needs Push and pull factors Iso–Ahola's travel motivational model Plog's psychographic segmentation Resident–Visitor relations: Doxey's 'Irridex'	Singh, Timothy & Dowling (2003) Ch. 2 and Ch. 3 Beeton (2006) Ch. 2	- Examine the diverse structural nature of community. - Understand and discuss the typology and characteristics of community. - Understand the typology of tourism–host community relationships. - Understand the basic theories that underpin the study of tourism: TALC, Leiper's tourism system, Hall's tourism market system, Maslow's hierarchy of human needs, push and pull factors, Iso–Ahola's model, Plog's psychographic segmentation, and Doxey's 'Irridex'
4	Impacts of Tourism: Economic impacts of tourism Social and cultural impacts of tourism Environmental impacts of tourism	Lickorish & Jenkins (1997) Ch. 5, Ch. 6, & Ch. 7	- Understand the discuss the positive and negative economic, social and environmental impacts of tourism

5	Heritage, Identity and Place: for Tourists and Host Community	Singh, Timothy & Dowling (2003) Ch. 5	- Understand and discuss the importance of heritage and identity of the place in tourism industry.
6 7	Strategic Tourism Planning for Communities: Strategic planning Strategic community tourism management and planning Measuring community and tourism Triple Bottom Line	Beeton (2006) Ch. 3	- Understand and discuss the concept of strategic planning and management. - Apply the concept of strategic planning and management on tourism and community development. - Outline the strategic tools that have been used in a community tourism development. - Understand and discuss the concept of Triple Bottom Line (TBL) as a strategic approach to indicators of success. -

8	Community–Inclusive Tourism Strategies: Community wellbeing Community development and empowerment Power relations Empowerment Capacity building	Beeton (2006) Ch. 4	- Understand the issues and elements related to applying strategic planning and management to tourism and communities. - Establish community based measures that can be used to indicate the progress of any strategy. - Understand and discuss how to best develop communities through tourism.
10	Mid–term Exam		
11	Community Participation and Development Initiatives: Typology of community participation Factor influencing community participation Tourism and poverty alleviation Barriers to community participation in tourism	TBD	- Define the term community participation. - Discuss the types of community participation. - Understand and discuss the role of tourism in poverty alleviation. - Understand and discuss the barriers to community participation in tourism. - Outline the advantages and disadvantage of community participation.

12	Community Capacity Building for Tourism Development: The concept of community capacity building Community capacity building for tourism development Barriers of community capacity building in tourism development Dimensions of community capacity building	TBD	- Define the concept of community capacity building. - Understand the importance of community capacity building for tourism tourism development. - Understand and discuss the barriers of community capacity building in tourism development. - Understand and discuss the dimensions of community capacity building.
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14	Community–Based Tourism (CBT): Definitions and concepts of CBT Benefits of CBT to community Challenge in CBT development Success factors of CBT development	TBD	- Define the concept of 'Community–based tourism'. - Understand and discuss the benefits of community–based tourism to community. - Discuss the challenges of community–based tourism development. - Discuss the success factors of community–based tourism development.

15	Principles of CBT The process of facilitating the development of CBT	Suansri (2003)	- Understand the principles of community–based tourism development. - Understand the process of facilitating the development of community–based tourism.
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Note: Schedule is subject to change with notification.