



**The University of Jordan**  
**Accreditation & Quality Assurance Center**

**COURSE Syllabus**

1	Course title	<b>International Tourism and Travel</b>
2	Course number	<b>(5301210)</b>
3	<b>Credit hours (theory, practical)</b>	<b>3</b>
	<b>Contact hours (theory, practical)</b>	<b>3</b>
4	Prerequisites/corequisites	<b>None</b>
5	Program title	<b>B.A Program</b>
6	Program code	<b>01</b>
7	Awarding institution	<b>University of Jordan</b>
8	Faculty	<b>Tourism &amp; Hospitality</b>
9	Department	<b>Tourism &amp; Travel Management</b>
10	Level of course	<b>2</b>
11	Year of study and semester (s)	<b>Second Semester 2014/2015</b>
12	Final Qualification	<b>B.A Program</b>
13	Other department (s) involved in teaching the course	<b>None</b>
14	Language of Instruction	<b>English Language</b>
15	Date of production/revision	<b>Second Semester 2014/2015</b>

**16. Course Coordinator:**

*Ehab Alshatnawi*  
*Office No. 314*  
*Phon:35060*  
*Office hours: Sun, Tue, Thu 12:00 – 13:00, Mon, Wed 11-12*  
*Email: e.shatnawi@ju.edu.jo*

**17. Other instructors:****18. Course Description:**

*As stated in the approved study plan.*

This module explains the concept of international tourism, their development, and the positive and negative factors resulting from this development. It reviews the regions of international tourism by referring to the experience of each region, such as the European Region, the Region of East Asia, South East Asia, the Americas, Africa and the Arab World. It then demonstrates the importance of international tourism as a source of foreign currency and employment of the labor force. It covers the role of international tourism in improving and protecting the environment.

**1. 19. Course aims and outcomes:****2.****A- Aims:**

This course aim to:

- 1- the concept of international tourism, their development.
- 2-reviews the regions of international tourism by referring to the experience of each region.
- 3- To know the global tourism markets, patterns and trends of each market.
- 4- the importance of international tourism as a source of foreign currency and employment of the labor force.
- 5- To know the divided of tourist regions across world.
- 6- to know the Constraints which facing international tourism.
- 7- Highlight International Tourism to Jordan.

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

- 1- To understand the size and significance of international travel.
- 2- To understand the patterns and trends of domestic, regional, and international travel.
- 3- To describe the factors that affect the development of tourism.
- 4- To review top tourism trends which will have a significant impact on the industry's growth worldwide.
- 5- To review and Understand The Top Ten Destination, and -International Tourist Arrivals, Receipts across world and Jordan.
- 6- To Understanding Sustainable Tourism and the Environment.
- 7- To Understanding Tourism Market Trends.
- 8- To Understanding International Tourism to Jordan.

**20. Topic Outline and Schedule:**

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Definitions and Concepts and Categories about International Tourism	1+2	<b>Ehab sh.</b>	<b>A1+B1</b>	Lectures and Discussions	<b>1 boo Text</b>
Regional Travel	3		<b>A2</b>	Lectures and Discussions	
Travel Patterns and Trends	4+5		<b>A3+B2</b>	Lectures and Discussions+ Quiz.	
Tourism Generators	6+7		<b>A4+B3</b>	Lectures and Discussions	

and Related Expenditures			<b>+B4</b>		
Regional Travel Patterns and Trends	<b>8+9</b>		<b>A5+B5</b>	Mid Exam	
External Factors that Affect Tourism	<b>10</b>		<b>A6</b>	Lectures and Discussions	
Sustainable Tourism and the Environment	<b>11</b>		<b>B6</b>	Lectures and Discussions+ Quiz	
Tourism Market Trends	<b>12+13</b>		<b>B7</b>	Lectures and Discussions	
International tourism To Jordan	<b>14</b>		<b>A7+B8</b>	Lectures and Discussions	
Discuss reports	<b>15</b>				

### 21. Teaching Methods and Assignments:

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

- Lectures, which cover the duration the semester.
- Students' active participation in purposeful class discussion.
- The availability of a supportive web site, which provides rich examples, cases, as well as exercises and questions, which add to the learning experience.
- Individual questions regarding course contents/subjects.

### 22. Evaluation Methods and Course Requirements:

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

Element	Weight
Class Participation & report	10%
Quizzes	10%
Mid Test	30%
Final Test	50%
<b>Total</b>	<b>100%</b>

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### 23. Course Policies:

#### A- Attendance policies:

No student is allowed to be absent more than 15% of the scheduled hours of material without satisfactory excuse or compulsive accepted by the dean of the college as it follows the student considered having withdrawn from the material in the case of acceptance of the Dean of the excuse, while preventing the progress of the final exam and be a mark in the article is zero in the case of non-acceptance of the Dean of excuse pathological or compulsive.

#### B- Absences from exams and handing in assignments on time:

The student will be given a test in the case of an acceptable excuse, according to the instructions, but is expected to be more difficult than the first level exam given to students level, While the delay in the submission of duties and reports on time, will not be accepted after the deadline.

#### C- Health and safety procedures:

#### D- Honesty policy regarding cheating, plagiarism, misbehavior:

Procedures that taken against those individuals who commit the cheating and plagiarism, forgery and breach of classroom system, or constitute obstacle the normal functioning of the process of learning and teaching, will be transferred to commissions of inquiry and the denial of the material in some cases.

#### E- Grading policy:

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

### 24. Required equipment:

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### 25. References:

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

Tourism: principles, practices, philosophies / Charles R. Goeldner, J. R. Brent Ritchie.—Eleventh ed.  
p. cm.  
Includes index  
ISBN 978-0-470-08459-5 (cloth)  
1. Tourism. I. Ritchie, J. R. Brent II. Title  
G155.A1M386 2009  
338.4'79—dc22

International Tourism: A Global Perspective, CHUCK Y. GEE & Others, School of Travel Industry Management, University of Hawaii at Manoa

**UNWTO** Tourism Highlights, 2014 Edition: <http://publications.unwto.org/>

## B- Recommended books, materials, and media:

**International Tourism Management, 2001, A.K. Bhatia.**

## 26. Additional information:

Name of Course Coordinator: *Ehab Alshatnawi* Signature: ----- Date: -----

Head of curriculum committee/Department: ----- Signature: -----

Head of Department: *D. Mohammed Azaizeh* Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----

Dean: *D.ziad rawadieh* Signature: -----

Copy to:

Head of Department  
Assistant Dean for Quality Assurance  
Course File