



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

**COURSE Syllabus**

1	Course title	<b>Economics of Tourism and Hotels</b>
2	Course number	<b>(5301260)</b>
3	Credit hours (theory, practical)	<b>3</b>
	Contact hours (theory, practical)	<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*  
*Office hours: Sun, Tue, Thu 12:00 – 13:00, Mon, Wed 11-12*  
*Email: e.shatnawi@ju.edu.jo*

**17. Other instructors:**

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**18. Course Description:**

*As stated in the approved study plan.*

This course examines the concept of economics of tourism and hotels. It analyzes the information regarding tourism/hotel income and expenditure and examines various factors affecting the size of tourism/hotel enterprises. It analyzes the historical evolution of the tourism system for the period from 1950 until the present time and covers distribution tourism economies regionally and globally. It also focuses on the impact of tourism/hotel revenues on the gross domestic product GDP, the income balance of tourism and its importance

relative to the trade balance, and the ability of tourism and hotel sectors to employ large numbers of the workforce. It explains the concept of the multiplier effect of tourism, and tourism impacts on natural and human environment in both its positive and negative effects as it focuses on the new dimensions in the feasibility studies, such as social and cultural feasibility as related to the economy.

## 1. 19. Course aims and outcomes:

2.

### A- Aims:

This course aim to:

- 1- Explain the concept of economics of tourism and hotels.
- 2- analyzing the information regarding tourism/hotel income and expenditure.
- 3- Explain various factors affecting the size of tourism/hotel enterprises.
- 4- The impact of tourism/hotel revenues on the gross domestic product (GDP), income, employment.
- 5- Explain the multiplier effect of tourism.
- 6- Explain the tourism satellite accounts.
- 7- Explain the Role of Tourism in Jordanian Economy.

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

### B. Intellectual Analytical and Cognitive Skills:

- 1- To understand the terminology relating to the tourism economy.
- 2- To Understand Benchmarking of Travel & Tourism to Other Sectors in terms of GDP, Income, Employment.
- 3- To Understanding The Role of Travel & Tourism as a Force for Economic Development.
- 4- To Understanding The Widespread Impacts of Travel & Tourism .
- 5- Be able to Understanding Economic Returns on Destination Marketing.
- 6- To understand multipliers effect and how the tourism does multiplier work.
- 7- To know about tourism satellite accounts.
- 8- To Understanding the role of tourism in Jordanian economy.

## 20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to tourism economic: concepts and principles	1	<b>Ehab sh.</b>	<b>A1+B1</b>	Lectures and Discussions	<b>Textbook</b>
Benchmarking of Travel & Tourism to Other Sectors	2+3		<b>A2+A3+B2</b>	Lectures and Discussions	

Travel & Tourism as a Force for Economic Development	4+5		A3+B3	Lectures and Discussions+ Quiz.
The Widespread Impacts of Travel & Tourism	6+7		A4+B4	Lectures and Discussions
The Economic Returns on Destination Marketing	8+9		A4+B5	Mid Exam
ECONOMIC MULTIPLIERS	10		A5+B6	Lectures and Discussions
Tourism Satellite Account	11		A6+B7	Lectures and Discussions+ Quiz
Travel & Tourism Economic Impact 2014 Jordan	12+13		A7+B8	Lectures and Discussions
Discuss reports	14+15			Lectures and Discussions

### 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>

### 23. Course Policies:

#### A- Attendance policies:

- 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.

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

- 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.

#### 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:

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

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

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**24. Required equipment:**

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**25. References:**

<p>A- Required book (s), assigned reading and audio-visuals:</p> <p>The Economics of Recreation, Leisure and Tourism, John Tribe, 2011, 2005, 1999, 1995, Published by Elsevier Ltd.USA</p> <p>Tourism: principles, practices, philosophies / Charles R. Goeldner, J. R. Brent Ritchie.—Eleventh ed. p. cm. Includes index ISBN 978-0-470-08459-5 (cloth) I. Tourism. I. Ritchie, J. R. Brent II. Title G155.AIM386 2009 338.4'79—dc22</p> <p>B- Recommended books, materials, and media: <b>THE WORLD TRAVEL &amp; TOURISM COUNCIL(WTTC) :</b> <a href="http://www.wttc.org">www.wttc.org</a> <b>Oxford Economics :</b> <a href="http://www.oxfordeconomics.com">www.oxfordeconomics.com</a></p>
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**26. Additional information:**

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Name of Course Coordinator: *Ehab Alshatnawi* Signature: ----- Date: 05/04/2015

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

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

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

Dean: *D. Ziad Al Rawadieh* Signature: -----

Copy to:

Head of Department  
Assistant Dean for Quality Assurance  
Course File