



The University of Jordan
Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Values and Ethics of Tourism and Hospitality Services
2	Course number	5301320
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	Jordan university / Aqaba branch
8	Faculty	Tourism and Hotel
9	Department	travel and tourism management
10	Level of course	Third year
11	Year of study and semester (s)	First semester 2015
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	None
14	Language of Instruction	English
15	Date of production/revision	19/ 02/2015

16. Course Coordinator:

Office numbers: **318**

office hours: Sunday, Tuesday 9-10

Monday 10-11

phone number: 03/2090460 **35059**

email addresses : d.ranea_student2012@yahoo.com

17. Other instructors:

Office numbers: **318**

office hours: Sunday, Tuesday 9-10

Monday 10-11

phone number: 03/2090460 **35059**

email addresses : d.ranea_student2012@yahoo.com

18. Course Description:

As stated in the approved study plan.

This course deals with the importance of ethical practices in the institutions of tourism and hospitality through the study of Jordan's heritage and the Arab World traditions, customs and values of hospitality

and accommodation. It shows how ethical practices in all the constituent parts of hospitality and tourism enterprises can create loyalty of customers and yield a big size of profit for both tourism & hotel. It also reveals how the modern ethical practices in human resources, the relationship between technology and ethics, and ethical review of some of the programs adopted in many institutions of modern tourism can improve the competitiveness of the sector

1. 19. Course aims and outcomes:

2.

Aims:

A

1-Knowing the concepts, which related to tourism and hospitality.
and the sources and basic pillars that summarize the perspective of the work ethics

2- Studying the World Heritage, which related to hospitality and accommodation services.

3- to identify the values and ethics related to sustainable tourism and hospitality

Formulated by international organizations such as World Tourism Organization and Canadian organization.

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

1- Conclude the hospitality Ethics in many work sites related to tourism

2. Apply Tourism and Hospitality ethics in the field work related to the tourism industry

3- Attract the visitor through the experience and focus on Etiquette and ethics of hospitality.

20. Topic Outline and Schedule:

Topic	Weeks	Instructor	Achieved ILOs	Evaluation Methods	Reference
- Introduction -The concept of tourism hospitality, ethics and values -Sources of ethics and the factors that effect on t the work ethic	Week 1	Ranea Qaddhat	A/1	Participation	labor and management ethics
-The basic criteria that lead to sustainable tourism. -The manifestations of the sustainability of tourism	Week 2	Ranea Qaddhat	A/4	Participation	How effective management makes the difference
The basic pillars for the study of work ethics	Week 2,3	Ranea Qaddhat	A/1	Quiz	labor and management ethics
World heritage of hospitality and accommodation services. visit Britain Commission	Week 3	Ranea Qaddhat	A/3	Participation	-International Etiquette - Visit Britain

World Tourism Organization. Global Codes of Ethics For Tourism	Week 4	Ranea Qaddhat	A/4	First exam	GLOBAL CODE OF ETHICS FOR TOURISM
Code of Ethics and Guidelines for Sustainable Tourism.	Week 5, 6	Ranea Qaddhat	A/4	Participation	Code of Ethics and Guidelines for Sustainable Tourism.
Tour manager and Tourism Guiding	Week 7	Ranea Qaddhat	B/1	Quiz	Tour Guiding
Characteristics of the tourist guide profession - Code Ethics of Tour Guiding	Week 8	Ranea Qaddhat	B/1	Participation	Tour Guiding
Code ethics of tourist Code ethics of tourism industry Code ethics of tourist of host community.	Week 9		A/4	Participation	Code of Ethics and Guidelines for Sustainable Tourism.
Code ethics for employers in marketing , housekeeping , front offices ,food and beverage	Week 10	Ranea Qaddhat	B/1	Second exam	-International Etiquette -Protocol and customer service
International Etiquette	Week 11		B/3	Participation	International Etiquette
ETHICAL IDEALS AND EXPECTATIONS REGARDING VISITOR, STAFF, AND MANAGEMENT AMONG POTENTIAL TOURIST INDUSTRY EMPLOYEES	Week 12	Ranea Qaddhat	B/1	Participation	THE TOURISM INDUSTRY OF ETHICS AND TOURISM
Hospitality and marketing ethics	Week 13	Ranea Qaddhat	B/1 B/2	Quiz	The Ethics of Tourism
Research discussion	Week 14	Ranea Qaddhat		By providing research on time and discussion	-----

21. Teaching Methods and Assignments:

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

Lectures
Discussions
Research and Home work

22. Evaluation Methods and Course Requirements:

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

- 1- first Exam
- 2- second exam
- 3-Participation
- 4- research
- 5 -Final Exam

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:

1-first Exam	15%
2- second exam	15%
3-Project(research and presentation)	5%
4- quizzes	5%
5-Participation	10%
6-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

25. References:

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

- 1-Roger Doswell, How effective management makes the difference, Butterworth.
- 2 -THE TOURISM INDUSTRY OF ETHICS AND TOURISM(2007)
Constanța ENEA, *Constantin Brancuși University Tg-Jiu*,
- 3 -Tourism Industry Association of Canada(1999)Code of Ethics and Guidelines for Sustainable Tourism.
- 4-United Nations and the World Tourism Organization (2001),
GLOBAL CODE OF ETHICS FOR TOURISM
- 5- Commonwealth of Learning (COL)(2006). Tour Guiding, Virtual University for the Small States of the Commonwealth.
- 6 - International Etiquette Htt:\\www.wording.com\\definition\\Etiquette
- 7-Tour Guide http://www.kiwicareers.govt.nz/jobs/tou_/j80176d.htm
- 8- Omar Jawabreh (2001), Protocol and customer service, tourism department, Balqa Applied University.
- 9- Moued Fakhouri (2009), labor and management ethics, King Saud University, Riyadh
- 10- Visit Britain (2011), to the list of Etiquette (evidence) to deal with visitors to Britain
- 11- The tourism industry is one of the most important means of spreading peace (November 2010)
- 12-<http://www.aawsat.com/details.asp?section=54&article=582166&issueno=1158-1>
- 13- Brent Lovelock & Kirsten M. Lovelock(2013), The Ethics of Tourism, London and New Yourk, Routledge.

Recommended books, materials, and media:

Brent Lovelock & Kirsten M. Lovelock(2013), The Ethics of Tourism, London and New Yourk,Routledge.

26. Additional information:

No Additional information.

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: -----

Copy to:

Head of Department
Assistant Dean for Quality Assurance
Course File