



The University of Jordan
Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Management of Tourism Offices and Travel agencies
2	Course number	5301321
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	None
5	Program title	Travel and Tourism Management
6	Program code	01
7	Awarding institution	University of Jordan
8	Faculty	Tourism and Hospitality
9	Department	Travel and Tourism Management
10	Level of course	3
11	Year of study and semester (s)	2 nd 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	2 nd semester/2015

16. Course Coordinator:

Mohammad M. Alazaizeh, Ph.D.
Office No. 213
Office hours: Sun, Tue, Thu 11:00 – 13:00
Email: m.alazaizeh@ju.edu.jo

17. Other instructors:

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18. Course Description:

This course explains the importance of tourism offices and travel agencies in the tourist activity as a mediator between tourism activities and the tourist where they paly many of the roles in the process of ticketing and organizing tours. It shows their role in promoting and marketing of tourism through introducing knowledge to tourist and tour operators. It deals with the importance of the administrative dimension in planning, organization, direction, marketing and control of the work of the tourist offices.

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

This course aims to understand the importance of travel agencies and their operations in tourism industry. It aims specifically to familiarize the operations of travel agency and tour operations. The management and planning are also included for a better understanding and setting of travel agency in future.

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

- Understand the conceptual meaning and differentiation between travel agency and tour operation.
- Learn the operation of travel agencies and tour operation.
- Recognize and understand the importance of travel intermediaries in the management policy of the tourism industry.
- Prepare tour packages.
- Tour pricing and costing.
- Promote and market tours.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to the course	1 st	Mohammad Alazaizeh			
Travel agency management: an introduction					
Functions and operations of a travel agency	2 nd				
Itinerary planning	3 rd				
Setting up a travel agency	4 th				
Tour operations	5 th				
Inbound tour management	6 th				
Outbound tour management	7 th				
Agency-Supplier relationship	8 th				
Travel trade associations	9 th				
Travel agency and transportation	10 th				
Customer service and communication	11 th				
Technology and travel agency	12 th				
The role of travel agent in MICE tourism	13 th				
Sustainability and travel agency	14 th				

21. Teaching Methods and Assignments:

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

- Lectures.
- In-class discussion.

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.

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:

Plagiarism is the unacknowledged use of another person's labor, another person's ideas, another person's words, and another person's assistance. Normally, all work done for courses -- papers, examinations, homework exercises, laboratory reports, oral presentations -- is expected to be the individual effort of the student presenting the work.

Any assistance must be reported to the instructor. If the work has entailed consulting other resources – journals, books or other media – these resources must be cited in a manner appropriate for this course. It is the instructor's responsibility to indicate the appropriate manner of citation. Everything used from other sources – suggestions for organization of ideas, ideas themselves, or actual language – must be cited. Failure to cite borrowed material constitutes plagiarism.

E- Grading policy:

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

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

24. Required equipment:

None

25. References:

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

- Chand, M. (2010) *Travel Agency Management: An Introduction*. New Delhi: Anmol Publications PVT. LTD.

B- Recommended books, materials, and media:

- 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.

26. Additional information:

Name of Course Coordinator: Mohammad M. Alazaizeh Signature: ----- Date: 02/04/2015

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

Head of Department: Mohammad M. Alazaizeh Signature: -----

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

Dean: Ziad Al Rawadieh Signature: -----

Copy to:
Head of Department
Assistant Dean for Quality Assurance
Course File