



The University of Jordan
Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Resort and Tourism Establishment Management
2	Course number	5301421
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	4
11	Year of study and semester (s)	2 nd semester/2015
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	Hotel Management Food and Beverage Management
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 introduces the concept and importance of tourism villages, resorts, and preserves, including their social, cultural, and economic impacts. Besides, it outlines the modern methods of planning and managing such establishments with consideration of local environment and the integrity of tourism services (accommodation, food and beverage, transportation, entertainment) with focus on studying all related organizational elements and forms, such as human resources, marketing, and finance.

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

This course aims to offer a complete approach to the operation of resort properties. Beginning with the resort concept and the historical development of resorts, the course also covers the planning, development, management, marketing, and financial aspects of the resort business.

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

- Understand the history of resort development
- Be able to describe and explain the various types of resorts, including management implications for each.
- Recognize the factors that add to or detract from resort development in varying geographical areas.
- Expand upon the various components of resort management.
- Learn to recognize and appreciate the different philosophies of resort management.
- Identify success factors and norms for profitable management of resorts.
- Understand the various financial and experiential measurements involved in resort management.
- Evaluate the viability and appropriateness of resort services and amenities.
- Distinguish the unique characteristics of specialty resort management and operations.
- Understand the desirability, opportunities and challenges of mixed use developments.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to the course	1 st	Mohammad Alazaizeh			
Resorts: an introduction					
Constants and changes in resort development	2 nd				
Management definitions and theory applicable to resorts	3 rd				
Changing market and competitive conditions	4 th				
Resort seasonality	5 th				
Governance	6 th				
Planning and financial management	7 th				
Marketing issues for resorts	8 th				
Environment and site management	9 th				
Community and housing relationship	10 th				
Human relation practices	11 th				
Risk management	12 th				
Resort and sustainability	13 th				

21. Teaching Methods and Assignments:

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

- Lectures.
- In-class discussion.
- Field visits to some resorts.

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:**

- Murphy, P. E. (2008) *The Business of Resort Management*. Burlington: Elsevier 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