



The University of Jordan

Local community and Tourism

COURSE Syllabus

1	Course title	Local community and Tourism
2	Course number	5301220
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	2
11	Year of study and semester (s)	2 nd semester/2015/2016
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/2015/2016

16. Course Coordinator:

Malek Jamaliah, Ph.D.
 Office No. 311
 Office hours: Sun, Tus. thu 10:00 – 12:00
 Email: m.jamaliah@ju.edu.jo

17. Other instructors:

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18. Course Description:

This course reviews the relationships between tourism and local communities and the tourism role at social, cultural, economic, and environmental aspects in the destinations. It also aims to discuss the capacity building of local communities and how it can improve the process of tourism development and enhance its benefits for destinations and residents.

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

This course aims to understand the importance of local community in the tourism industry and the capacity building of local communities as a tool of sustainable tourism development.

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

- Identify the importance of local community in tourism development and sustainability.
- Understand the interaction between local communities and tourists, and theories used to understand the perception of local communities toward tourism development.
- Identify the social, cultural, economic, and environmental impacts of tourism.
- Realize the appropriate methods and mechanisms used to reinforce the participation of local community in sustainable tourism development.
- Determine the challenges and constrains of local community participation in tourism development.
- Understand that importance of local community capacity building for tourism development.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to the course : local communities and tourism	1 st	Malek Jamaliah			
Theories used to understand the host-guest interaction	2 nd				
The Economic impacts of tourism	3 rd				
The environment impacts of tourism	4 th				
The social and cultural impacts of tourism	5 th				
Participation of local community in tourism development	6 th				
Limits to communities participation in tourism development	7 th & 8 th				
Community capacity building for tourism development	9 th & 10 th				
Community based tourism	11 th				
Community based tourism projects	12 th				
Case studies	13 th				

21. Teaching Methods and Assignments:

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

- Lectures.
- In-class discussion.
- Inviting some guest speakers.
- Videos
- Presentation

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.
- Presentation

23. Course Policies:

A- Attendance policies:

- Please arrive ON TIME and do not enter the classroom if the door is closed.
- Please take care of your needs for restrooms, water, etc. before class starts so we will not have the disruption of students moving in and out of the room during class.
- Please turn off all cell phones during class.
- When a classmate or instructor speaking, please do not talk.
- If the instructor is more than 10 minutes late to class, you can leave.
- Disruption of class will not be tolerated. Students disrupting the classroom learning environment will be asked to leave class.

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:

1. Singh, S., Timothy, D. J., & Dowling, R. K. (Eds.). (2003). *Tourism in destination communities*. CABI.
2. Beeton, S. (2006). *Community development through tourism*. Landlinks Press.
3. Lickorish, L. J., & Jenkins, C. L. (2007). *Introduction to tourism*. Routledge.
4. Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism management*, 21(6), 613-633.
5. Moscardo, G. (Ed.). (2008). *Building community capacity for tourism development*. Cabi.
6. Press, M. (2010). Tourism development in local communities: As a community development approach. *Journal of American Science*.

25. References:

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26. Additional information:

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Name of Course Coordinator: Malek Jamaliah Signature: ----- Date: 04/02/2016 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