



The University of Jordan
Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Special Tourism Tours
2	Course number	5301222
3	Credit hours (theory, practical)	3 theoretical hours
	Contact hours (theory, practical)	3 theoretical hours
4	Prerequisites/corequisites	Null
5	Program title	Travel and Tourism Management
6	Program code	01
7	Awarding institution	University of Jordan
8	Faculty	Faculty of Tourism and Hospitality
9	Department	Travel and Tourism Management
10	Level of course	02
11	Year of study and semester (s)	2015 / Second Semester
12	Final Qualification	Bachelor of Travel and Tourism Management
13	Other department (s) involved in teaching the course	Null
14	Language of Instruction	English
15	Date of production/revision	Production 1/4/ 2015

16. Course Coordinator:

Dr. Farouk Abdelnabi Hassanein Attaalla
 Office Number: 35068
 Office Hours: 3 Hours (Sunday – Tuesday – Wednesday 11.00-12.00)
 Phone Number: 0799245117
 Email Address: faroukfaa01@yahoo.com or f.attaallah@ju.edu.jo

17. Other instructors:

Dr. Farouk Abdelnabi Hassanein Attaalla
 Office Number: 35068
 Office Hours: 3 Hours (Sunday – Tuesday – Wednesday 11.00-12.00)
 Phone Number: 0799245117
 Email Address: faroukfaa01@yahoo.com or f.attaallah@ju.edu.jo

18. Course Description:

This course focuses on the study of the various components of the tourism program elements and methods for pricing tourism programs and the preparation of accounts cost commensurate with the nature of the special programs such as religious tourism, eco-tourism, people with special needs and others.

A- Aims:

- a-1 Staff development that are eligible to work in the tourism sector with awareness of the special tourism programs
- a-2 Community supply of graduates able to contribute effectively to the development and application of special tourism programs

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

– Intended Learning Outcomes of Course (ILOs)

Upon completion of the course, the students will be able to:

- Knowledge and Understanding:
 - List the components of special tourism programs.
 - Determine the types of special tourism programs.
 - Recount skills needed for special tourism programs.
 - Enumerate roles of organizing and conducting special tourism programs.
- Intellectual Skills:
 - Compare between concepts and definition of special tourism programs.
 - Analyze the concepts and definition of special tourism programs.
 - Compare among skills of organizing and conducting special tourism programs.
 - Conclude roles of organizing and conducting special tourism programs.
- Professional and Practical Skills:
 - Organize and practice roles of organizing and conducting special tourism programs.

19. Course aims and outcomes:

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	References
- Introduction - Components of special tourism programs	1, 2	Dr. Farouk Abdelnabi	- To List components of special tourism programs. - To Compare components of special tourism programs.	-Assignments & Discussions	Jawhara Hotels (2013). About us. Retrieved October 13, 2012, from http://www.jawhara.ea . Marzukia, S., Hallb, C., & Ballantineb, W., (2014). Measurement of Restaurant Manager Expectations toward Halal Certification Using Factor and Cluster Analysis. <i>Social and Behavioral Sciences</i> , 121, 291 – 303.
- Case studies of special tourism programs - First Mid Term Exam. - Familiarization Meeting - Discussion of Students' Assignments - Second Mid Term Exam	3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14	Dr. Farouk Abdelnabi	- To Identify the Different Roles in organizing and conducting special tourism tours. - To Compare among types of special tourism tours - To Conclude the Different Roles in conducting special tourism tours. - To be mastered of organizing, conducting, and pricing special tourism tours.	- Assignments & Discussions - First Mid Term Exam - Second Mid Term Exam	Joseph Van Os (2003) Photo Safaris, Worldwide Photographic Tours brochure. Ryu, K. & Jang, S. (2006). Intention to experience local cuisine in a travel destination: the modified theory of reasonable action. <i>Journal of Hospitality and Tourism Research</i> , Vol. 30, No.4, pp.507-516
- Final Exam	15	Dr. Farouk Abdelnabi	- Mix of all ILOs	-Final Exam	Scarpato, R. (2002). Sustainable gastronomy as a tourist product. In A. M. Hjalager & G. Richards (Eds.), <i>Tourism and Gastronomy</i> (pp. 132-152). London: Routledge. Sharples, A. E. (2003) 'Cider and the marketing of the tourism experience in Somerset, England: Three case studies', <i>Journal of Travel & Tourism Marketing</i> , Vol. 14, Nos 3/4, pp. 49–60. Freire, M. B. (2012). Favela tourism: Listening to local voices. In Frenzel, F., Koens, K. & Steinbrink, M. (Eds.), <i>Slum tourism: Poverty, power and ethics</i> (pp. 175–192). New York: Routledge. Freire, M. B. (2013). <i>Touring Poverty</i> . London: Routledge. Frenzel, F., & Koens, K. (2012). Slum tourism: Developments in a young field of interdisciplinary tourism research. <i>Tourism Geographies</i> , 14 (2), 195–212. Fridgen, J. (1991). <i>Dimensions of tourism</i> . East Lansing Mich: Educational Institute---AHMA. Frisch, T. (2012). Glimpses of Another World: The Favela as a tourist attraction. <i>Tourism Geographies</i> , 14 (2), 320–338.

21. Teaching Methods and Assignments:

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

- Lectures
- Assignments & Discussions.
- Familiarization Meetings

22. Evaluation Methods and Course Requirements:

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

- Assignments, Discussions and Familiarization Meetings	20 %
- Mid Term Exam	30 %
- Final Exam	50 %
- Total	100 %

23. Course Policies:

A- Attendance policies: According to rules of University of Jordan

B- Absences from exams and handing in assignments on time: Marks are given in light of determined times.

C- Health and safety procedures: According to health & safety instructions in public organizations.

D- Honesty policy regarding cheating, plagiarism, misbehavior: In accordance with rules of University of Jordan

E- Grading policy: Depending on various sources for assessment.

F- Available university services that support achievement in the course: Available & fit with the standard service

24. Required equipment:

Data Show

25. References:

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

Jawhara Hotels (2013). About us. Retrieved October 13, 2012, from <http://www.jawhara.ea>.

Marzukia, S., Hallb, C., & Ballantineb, W., (2014). Measurement of Restaurant Manager Expectations toward Halal Certification Using Factor and Cluster Analysis. *Social and Behavioral Sciences*, 121, 291 – 303.

Joseph Van Os (2003) Photo Safaris, Worldwide Photographic Tours brochure.

Ryu, K. & Jang, S. (2006). Intention to experience local cuisine in a travel destination: the modified theory of reasonable action. *Journal of Hospitality and Tourism Research*, Vol. 30, No.4, pp.507-516

Scarpato, R. (2002). Sustainable gastronomy as a tourist product. In A. M. Hjalager & G. Richards (Eds.), *Tourism and Gastronomy* (pp. 132-152). London: Routledge.

Sharples, A. E. (2003) 'Cider and the marketing of the tourism experience in Somerset, England: Three case studies', *Journal of Travel & Tourism Marketing*, Vol. 14, Nos 3/4, pp. 49–60.

Freire, M. B. (2012). Favela tourism: Listening to local voices. In Frenzel, F., Koens, K. & Steinbrink, M. (Eds.), *Slum tourism: Poverty, power and ethics* (pp. 175----192). New York: Routledge.

Freire, M. B. (2013). *Touring Poverty*. London: Routledge.

Frenzel, F., & Koens, K. (2012). Slum tourism: Developments in a young field of interdisciplinary tourism research. *Tourism Geographies*, 14 (2), 195----212.

Fridgen, J., (1991). *Dimensions of tourism*. East Lansing Mich: Educational Institute----AHMA.

Frisch, T. (2012). Glimpses of Another World: The Favela as a tourist attraction. *Tourism Geographies*, 14 (2), 320----338.

B- Recommended books, materials, and media:

26. Additional information:

Null

Name of Course Coordinator: Dr. Farouk Abdelnabi Hassanein Attaalla Signature: -----Date: -----

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

Head of Department: Dr. Mohamad Azaizeh----- Signature: -----

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

Dean: Dr. Ziad Alrawadieh ----- -Signature: -----

Copy to:

Head of Department
Assistant Dean for Quality Assurance
Course File