



The University of Jordan
Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Tourism and Civilizations Dialogue
2	Course number	5301461
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	04
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	Arabic + English
15	Date of production/revision	Production 31/3/ 2015

16. Course Coordinator:

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

17. Other instructors:

Dr. Farouk Abdelnabi Hassanein Attaalla
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18. Course Description:

This article aims to introduce students to efficient in dealing and communicating with different civilizations and cultures, both in tourist activity or hotel interaction and the focus is on the importance of values, customs and language, traditions and customs of the various peoples in general and individuals in particular, and recognize the student to the most important results of scientific research in this area and how employed to achieve a civilized and successful cultural interaction, as recognized by the student on the basis of dealing cultural communication to highlight the historical and cultural identity of the sources of tourism to Jordan and to highlight the nature of the cultural icons through the hotel furniture, food and dress, and others.

19. Course aims and outcomes:

1.

A- Aims:

- a-1 Staff development that are eligible to work in the tourism sector with awareness of the role of tourism in the interaction of civilizations.
- a-2 Community supply of graduates able to contribute effectively to the development and application of ethics and principles of the Arab and Islamic civilization in the tourism sector.

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 concepts of civilizations.
 - Determine the concepts of civilizations' conflict.
 - Recount argument skills and benefits in tourism practices.
 - Enumerate roles of tourism activities which highlight the landmarks and the ethics of his or her civilization.

- Intellectual Skills:
 - Compare between concepts of civilizations.
 - Analyze the concepts of civilizations' conflict .
 - Compare among argument skills and their benefits in tourism practices.
 - Conclude roles of tourism activities which highlight the landmarks and the ethics of his or her civilization.

- Professional and Practical Skills:
 - Practice argument skills with tourists in tourism programs.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	References
- Introduction - Civilization Concept & Conflict	1	Dr. Farouk Abdelnabi	- To List Civilization's Concept	-Assignments & Discussions	مراجع باللغة العربية
- Islamic Civilization - University & Civilizations' Dialogue	2	Dr. Farouk Abdelnabi	- To Recognize Concepts of Civilizations' Conflict - To Analyze Concepts of Civilizations' Conflict	-Assignments & Discussions	1- أبو الغار، محمد (2001/هـ1422): 'إصدار استقلال الجامعات'، مجلة الديمقراطية، العدد (2)، مركز الدراسات السياسية والإستراتيجية بالأهرام، القاهرة، مصر. 2- أبو المجد، أحمد كمال (2002/هـ1423): 'حوار لا مواجهة'، الهيئة المصرية العامة للكتاب، القاهرة، مصر. 3- أوليلة، محمد محمد: دكتور (2001/هـ1421): 'الجزر التاريخية والجور الحضارية بين الإسلام والغرب'، سلسلة القضايا الإسلامية: العدد 69، وزارة الأوقاف والمجلس الأعلى للشئون الإسلامية، القاهرة، مصر.
- Argument strategy to deepen the concept of dialogue among civilizations	3,4	Dr. Farouk Abdelnabi	- To mention Skills of Argument and the Benefits of Adopting them in Tourism Practice.	-Assignments & Discussions	4- التيجري، عبد العزيز (2004/هـ1425): 'التفاعل بين الحضارات سنة من سنن الفلق'، مجلة منبر الإسلام، العدد (4)، وزارة الأوقاف، القاهرة، مصر. 5- المركز الفرنسي للثقافة والتعاون (2008/هـ1429): 'الأقسام الفرنسية في الجامعات المصرية'، المنيرة، القاهرة. 6- أولمو، على يرائق (2007/هـ1428): 'على أعتاب صحوة دينية كبرى'، مجلة منبر الإسلام، العدد (9)، وزارة الأوقاف، القاهرة، مصر.
- Case Studies in Civilizations' Dialogue - First Mid Term Exam.	5, 6, 7, 8, 9	Dr. Farouk Abdelnabi	- To Identify the Different Roles in the Tourism Activities Which Highlight the Landmarks and the Ethics of his or her own Civilization - To Compare among skills of Argument and the importance of making use of them in the tourism practice. - To Conclude the Different Roles in the Tourism Activities which highlight the landmarks and the ethics of his or her own Civilization	-Assignments & Discussions - First Mid Term Exam	7- باترسون، جيمي (1999/هـ1420): 'كيف تصبح مقاضياً ناجحاً'، ترجمة مؤسسة جيز، الرياض، المملكة العربية السعودية. 8- بنشاري، محمد (2000/هـ1421): 'جامعة إسلامية مفتوحة عبر شبكة الإنترنت'، مجلة منبر الإسلام، العدد (4)، وزارة الأوقاف، القاهرة، مصر. 9- بيكان، نفيذ وأخرون (2007/هـ1428): 'التمتع والقيم: مناقشة حرة لنخبة من خبراء البنك الدولي'، دار الكتب المصرية، القاهرة. 10- حزاوي، عمرو (2004/هـ1425): 'الشرق والغرب: خريطة للحوار'، مجلة الديمقراطية، العدد (14)، مركز الدراسات السياسية والإستراتيجية بالأهرام، القاهرة، مصر. 11- رويبر، بلنث (2003/هـ1424): 'الاستقلال'، ترجمة محمود يعقوب، دار الكتاب الحديث، القاهرة، مصر. 12- زقزوق، محمود حمدي (2002/هـ1423): 'مفهوم الأمة الإسلامية'، مجلة منبر الإسلام، العدد (5)، وزارة الأوقاف، القاهرة، مصر. 13- زقزوق، محمود حمدي (1998/هـ1419): 'السمات الأساسية للعقيدة الإسلامية'، مجلة منبر الإسلام، العدد (5)، وزارة الأوقاف، القاهرة، مصر. 14- زقزوق، محمود حمدي (2004/هـ1425): 'اللغة لسلوب راق للتغاهم والتخاطب'، مجلة منبر الإسلام، العدد (4)، وزارة الأوقاف، القاهرة، مصر. 15- عبد السلام، جعفر (2004/هـ1425): 'الأفكار المغلوطة عن الإسلام'، مجلة منبر الإسلام، العدد (4)، وزارة الأوقاف، القاهرة، مصر. 16- عبدالكريم أحمد (2000/هـ1421): 'عن الحرية'، نقل عن جون ستيوارت مل، مكتبة الأسرة، الهيئة المصرية العامة للكتاب. 17- عبيد، منصور الرعاي (2002/هـ1423): 'حوار الحضارات لماذا وكيف'، مجلة منبر الإسلام، العدد (5)، وزارة الأوقاف، القاهرة، مصر. 18- عثمان، عبدالحميد (2003/هـ1424): 'الحض على العلم' مجلة منبر الإسلام، العدد (8)، وزارة الأوقاف، القاهرة، مصر. 19- عليان، محمد عبدالفتاح (2002/هـ1423): 'مفهوم حضارتنا الإسلامية والعربية'، مجلة منبر الإسلام، العدد (8)، وزارة الأوقاف، القاهرة، مصر. 20- الأوقاف، القاهرة، مصر. 21- فيشر، روجرز وبيرون، سكوت (1991/هـ1412): 'تحو التألف والاتفاق'، ترجمة محمد محمود رضوان، دار الدولية للنشر والتوزيع، القاهرة، مصر.

- Familiarization Meeting - Discussion of Students' Assignments - Second Mid Term Exam	10, 11, 12, 13, 14	Dr. Farouk Abdelnabi	- To Identify the Different Roles in the Tourism Activities Which Highlight the Landmarks and the Ethics of his or her own Civilization - To be Fluent of Argument Skills in Tourism Practice	-Assignments & Discussions - Second Mid Term Exam	مراجع باللغة الأجنبية والإنترنت 1- Ismail, O. (1413h/1992a.d.): "Tourism and Cross-Cultural Communication", Free Inquiry in Creative Sociology, May. 2- Mcpeck, J.E. (1411h/1990a.d.): "Teaching Critical Thinking", New York, Routledge, USA. 3- Miles, J. (1423h/2002a.d.): "Theology and the Clash of Civilizations", Cross Currents, V.51:No.4, Winter. 4- Verderber, R.F. (1412h/1991a.d.): "The Challenge of Effective Speaking ", Eighth edition, Wadsworth Inc., California, USA. 5- www.hewaronline.net , accessed in August 2008 6- www.sivassa.org , accessed in August 2008 7- www.ksu.edu.sa , accessed in September 2008
- Final Exam	15	Dr. Farouk Abdelnabi	- Mix of all ILOs	- Final Exam	

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:

Maitland, R. (2008). "Conviviality and Everyday Life: the Appeal of New Areas of London for Visitors." *International Journal of Tourism Research* **10**(1): 15-25.

Maitland, R. and P. Newman (2004). "Developing Metropolitan Tourism on the Fringe of Central London." *International Journal of Tourism Research* **6**: 339-348.

Richards, G. and J. Wilson (2006). "Developing creativity in tourist experiences: A solution to the serial reproduction of culture?" *Tourism Management* **27**: 1209-1223.

Zhang, Q.H.; Chow, I. (2004) "Application of importance performance model in tour guides' performance: evidence from mainland Chinese outbound visitors in Hong Kong". *Tourism Management*, Vol. 25 No 1, pp. 81-91.

B- Recommended books, materials, and media:

26. Additional information:

I recommend this course to be scheduled mandatory and not optional since this course is compliant with the requirements of the current period.

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