



The University of Jordan
Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Modern Trends In The Hotel Industry
2	Course number	5302312
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	NON
5	Program title	B.A Program
6	Program code	02
7	Awarding institution	UNIVERSITY OF JORDAN
8	Faculty	TOURISM AND HOSPITALITY
9	Department	HOTEL MANAGEMENT
10	Level of course	3
11	Year of study and semester (s)	SECOND SEMENSTER 2014/2015
12	Final Qualification	B.A Program
13	Other department (s) involved in teaching the course	NON
14	Language of Instruction	ENGLISH
15	Date of production/revision	SECOND SEMENSTER 2014/2015

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.

313, 10-11AM SUN TUE THU, 12.30-1.30 MON WED, 0096232090450, mohammadaldweik@yahoo.com

17. Other instructors:

NON

18. Course Description:

As stated in the approved study plan.

This course contains the latest innovations in hospitality and hotel management and marketing. It takes a look at future planning and organization of hospitality in a world of "global village".

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

- 1.This course covers the growth and progress of the hotel industry
- 2.provides a general overview of the evolution
- 3.Provide the current state of the trends in the hotel world.
- 4.The course presents the current trends in hotel service demand from the leisure, business and group segments
- 5.a set of principles for managing and balancing demand from each of the segments.

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

- 1.To evaluate the trends toward internationalization of hotel industry
- 2.To describe the opportunities of the hotel industry to expand globally
- 3.Assess the advantages and disadvantages of various market entry strategies
- 4.To enable students to explain how past and present trends have changed the hotel industry and project ways in which new trends will affect the industry's future
- 5.To understand what innovations must be implemented to secure the hotel industry's future
- 6.To identify management challenges and formulate strategies and plans for improvement in the hotel industry
- 7.To introduce students to the research process and various research methods that would be appropriate in the analysis of problems in the hotel industry
- 8.To present the latest digital technologies and software used in the hotel industry

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
History of hospitality industry and Importance of hotels	1-2	Mohammad Aldweik	A.1+B.1	Lectures and Discussions	Test book
The characteristics of the hospitality industry	3	Mohammad Aldweik	A.2+B.2	Lectures and Discussions	Test book
Emerging trends in hospitaity industry	4	Mohammad Aldweik	A.3+B.3	Lectures and Discussions+ quizz	Test book
Current and future trends in tourism and hospitality and trends for hotel industry in 2012	5	Mohammad Aldweik	A.4+B.4	Lectures and Discussions	Test book
Eco friendly practice in hospitality and	6	Mohammad Aldweik	A.5+B.5		Test book

information on various aspects of hotel industry in india				Lectures and Discussions	
Trends in croation hotel industry and tourism in germany	7-8	Mohammad Aldweik	A.4+B.6	Midterm exam	Test book
The evolving smart trends in the hotel industry and trends in the accommodation sector	9-10	Mohammad Aldweik	A.5+B.7	Lectures and Discussions	Test book
Trends and issues in the restaurant and food service sector&the future of the hotel industry	11-12	Mohammad Aldweik	A.3+B.8	Lectures and Discussions+ quizz	Test book
The modern hotel industry	13-14	Mohammad Aldweik	A.3+B.8	Lectures and Discussions	Test book
Review and presentation	15	Mohammad Aldweik			Test book

21. Teaching Methods and Assignments:

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

- Lectures, which cover the duration the semester.
- Students' active participation in purposeful class discussion.
- The availability of a supportive web site, which provides rich examples, cases, as well as exercises and questions, which add to the learning experience.
- Individual questions regarding course contents/subjects.

22. Evaluation Methods and Course Requirements:

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

The following methods of learning assessment may be used for the various levels of learning in this course:

Tests and Exams.

Course Work (Quizzes, Assignments and Group Works).

Term Project.

Element	Weight
Class Participation & report	10%
Quizzes	10%
Mid Test	30%
Final Test	50%
Total	100%

23. Course Policies:

A- Attendance policies:

-Students are expected to attend all classes of this course (without exception). A prior approval is required for class absence except for emergencies. However, any student with 7 Classes short attendance will be enforced to withdraw from the course, and the student will receive EW in his/her transcript for this course.

-Absence from lectures shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to an approved by the Dean of the faculty shall not be allowed to take the final examination and shall receive a mark of zero (F) for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

“A student who knowingly represents work of others as his/her own, uses or obtains unauthorized assistance in the execution of any academic work, or gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized.”

B- Absences from exams and handing in assignments on time:

-Failure in attending a course exam will result in zero mark unless the student provides an excuse acceptable to the Dean who approves a re-sit exam. Failed courses will normally be assessed in the scheduled semester. It is your responsibility to attend the exam at the correct time and place.

-Exam Attendance/Punctuality:

In the event that a student is up to ten minutes late, he/she will be permitted to attend/sit the exam. However, there will not be any extra time allowances made in favor of this student.

In the event that a student is more than 10 minutes late, he/she will not be permitted to attend/sit the exam.

-Re-sit Exams:

The student will not be allowed to re-sit an exam unless he/she finishes the institute with written evidence as follows:

Sickness by providing a medical report stamped by the Ministry of Health.

Death of a member of his/her family.

Accidents (e.g. car accident).

Natural causes such as heavy storms.

-Assignments & Projects:

Assignments and projects should be handed over to the instructor on the due date. Zero mark will follow late submission of an assignment unless the student has an acceptable reason approved by the instructor.

-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:

-Definition of cheating:

Cheating is an attempt to gain marks dishonestly and includes:

- Copying from another student's work.

- Using materials not authorized by the institute.

- Collaborating with another student during a test, without permission.

- Knowingly using, buying, selling, or stealing the contents of a test.

-Penalty of Cheating:

The minimum penalty for cheating is an automatic zero for the test or assignment leading to a possible "F" for the subject. The student will be expelled from the examination room so that he/she doesn't disturb other students. The exam invigilator will produce a report on the case. The report will be kept in the student file.

A second offense will result in the immediate suspension of the student for the remainder of the current semester. A copy of the decision will be kept in the student file, while another one will be passed to the Dean.

Procedures that taken against those individuals who commit the cheating and plagiarism, forgery and breach of classroom system, or constitute obstacle the normal functioning of the process of learning and teaching, will be transferred to commissions of inquiry and the denial of the material in some cases.

E- Grading policy:

A grade of (D) is the minimum passing grade for this course. Grades of less than D are not acceptable for credit towards graduation in this course.

-Mid-term exam 30%

-Assignments and Quizzes 20%

-Final Exam 50

F- Available university services that support achievement in the course:**24. Required equipment:**

Data show.

25. References:**A- Required book (s), assigned reading and audio-visuals:**

Thomas,bauer,2009,Tourism and Hospitality studies,Trends and Issues in the Tourism and Hospitality Industry,Hong Kong

Electronic References:

<http://www.hvs.com/Content/3218.pdf>

https://www.hotelschool.cornell.edu/about/pubs/articles/documents/HYB2012_outlookCornell.pdf

http://www.hospitalityupgrade.com/files/File_Articles/Mandelbaum_HotelTrendsSupplyGrowth_Spr06.pdf

[file:///C:/Users/DELL/Downloads/Hospitality_Industry_at_the_Cutting_Edge_of_Globalization%20\(1\).pdf](file:///C:/Users/DELL/Downloads/Hospitality_Industry_at_the_Cutting_Edge_of_Globalization%20(1).pdf)

B- Recommended books, materials, and media:

26. Additional information:

--

Name of Course Coordinator: Mohammad Aldweik Signature: ----- Date: -----

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

Head of Department: Dr. Omer Ananza Signature: -----

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

Dean: Dr. Ziad Al Rawadieh -Signature: -----

Copy to:

Head of Department
Assistant Dean for Quality Assurance
Course File