



The University of Jordan

Introduction to Tourism Industry

COURSE Syllabus

1	Course title	Introduction to tourism industry
2	Course number	5301101
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	1
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 aims to provide students with a comprehensive overview of the tourism industry in terms of components; travel motivations; attractions, demand; operating sectors, development and planning-related factors and elements; social, environmental, and economic impacts of tourism; tourism organizations, careers opportunities in tourism, and sustainable tourism.

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

This course aims to provide students with a comprehensive review of the components of tourism industry.

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

- Describe the local, national, and international significance of tourism
- Identify the components of the tourism industry.
- Assess the conditions and keys associated with development of tourism industry.
- Understand the social, environmental, and economic benefits and costs of tourism.
- Identify the tourism organizations and services-related tourism.
- Understand the importance and principles of sustainable tourism development.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to the course	1 st	Malek Jamaliah			
Tourism, travel, and tourists	2 nd				
Motivations for travel	3 rd				
Tourism demand	4 th				
Tourism attractions	5 th				
The Operating sectors of tourism Carrere opportunities and partnership	6 th and 7 th				
Tourism impacts	8 th and 9 th				
Tourism planning and development	10 th				
Tourism marketing	11 th				
Sustainable tourism	12 th				

21. Teaching Methods and Assignments:

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

- Lectures.
- In-class discussion.

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:

- 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. Geoldner, C.R., & Ritchie, J.R.B.(2009). *Tourism: principles, practices, philosophies* (1th Ed). John Wiley & Sons, Hoboken, New York.
2. Lickorish, Leonard J., and Carson L. Jenkins. (2007) *Introduction to tourism*. Routledge,
3. Beech, J., & Chadwich, S.(Eds). (2006). *The business of tourism management*. London, England: Pearson Education.
4. The Government of the Hong Kong Special Administrative region. (2009). *Manual on Module I: Introduction to Tourism*. Wan Chei, Hong Kong.

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: Malek Jamaliah Signature: -----
Head of curriculum committee/Faculty: ----- Signature: -----
Dean: Signature: -----

Copy to:
Head of Department
Assistant Dean for Quality Assurance
Course File