

1	Course title	An Introduction to Tour Guiding
2	Course number	2603101
3	Credit hours (theory, practical)	03
	Contact hours (theory, practical)	03
4	Prerequisites/corequisites	N/A
5	Program title	Bachelor in Tourism Management
6	Program code	03
7	Awarding institution	University of Jordan
8	School	Archeology and Tourism
9	Department	Tourism Management
10	Level of course	First year students
11	Year of study and semester (s)	2018/2019
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	N/A
14	Language of Instruction	English
15	Date of production/revision	Sept 2018

16. Course Coordinator:

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17. Other instructors:

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

18. Course Description:

This course aims to introduce students to the tour guiding business. A competent tour guide is recognized as a key influential agent in tourists' satisfaction and the success of their consumption experience. This stakeholder group also acts as a gatekeeper to host society. Therefore, special attention is given to the process of planning, conducting and management of tours, and the relationship of tour guides with other service providers and local communities.

19. Course aims and outcomes:**A- Intended Learning Outcomes (ILOs):**

1. Describe the historical stages through which the profession of tour guiding emerged and developed.
2. Understand the meaning and significances of tour guides in modern world.
3. Identify the key types of tour guides.
4. Recognise the multifaceted roles of tour guides in contemporary tourism.
5. Understand best strategies for conducting tour and dealing with unexpected challenges.
6. Synthesis the skills that tour guides use to communicate effectively with the tourists.
7. Understand presentation skills and strategies that tour guides use to present accurate information of major tourist attractions in Jordan.
8. Learn the requirements and processes through which Jordanian tour guides are licensed.

20. Topic Outline and Schedule:

Topic	Week	Evaluation Methods	Achieved ILOs
Historical Overview	Week 1	Lecture and discussion	1
Key Definitions and Classifications	Week 2	Lecture and discussion	2
Importance of Tour Guides	Week 3	Lecture and discussion	2
Types of Tour Guides	Week 4	Lecture and discussion	3
The Roles of a Tour Guide	Week 5	Lecture and discussion	4
Conducting Tour (Guide's Duties)	Week 6	Lecture/ Midterm Exam	5
Conducting Tour (Guide's Duties)	Week 7	Lecture and discussion	5
Communication Skills	Week 8	Lecture and discussion	6
Communication Skills	Week 9	Lecture and discussion	6
Presentation Skills & Tour Commentaries	Week 10	Lecture and discussion	7
Presentation Skills & Tour Commentaries	Week 11	Lecture and discussion	7
Tour Guiding in Jordan	Week 12	Lecture and discussion	8
Report submission and presentation	Week 13	Presentation	
Final exam	Week 14	Examination	

21. Teaching Methods and Assignments:

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

- Interactive lectures.
- Group discussions.
- Seminars and presentations.
- Individual or group projects

22. Evaluation Methods and Course Requirements:

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

- 30% for the mid-term exam.
- 30% for the project and class participation.
- 40% for the final exam.

23. Course Policies:

A- Attendance policies:

- Students must attend all classes of this course.
- Any student with absence of 15% of the classes of any course, will be illegible to sit for the final exam and will be given the university zero (F grade) in this course
- In the case (b) above, if a student submits an official sick report authenticated by university clinic or an accepted excuse by the Dean of the faculty, the student will be considered as withdrawn from the course, and a "W" will be shown in the transcript for this course.
- Students are not allowed to come late to classes. Any student coming late will not be allowed to attend the class and he/she will be marked absent.

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

- Failure in attending a course exam other than the final exam will result in zero mark unless the student provides an official acceptable excuse to the instructor who approves a makeup exam.
- Failure in attending the final exam will result in zero mark unless the student presents an official acceptable excuse to the Dean of the faculty who approves an incomplete exam, normally scheduled to be conducted during the first two weeks of the successive semester.
- Assignments and projects should be submitted to the instructor on the due date.

C- Health and safety procedures:

Not Applicable

D- Honesty policy regarding cheating, plagiarism, misbehaviour:

Cheating, plagiarism, misbehavior are attempts to gain marks dishonestly and includes; but not limited to:

- Copying from another student's work.
- Collaborating with another student during a test, without permission.
- Knowingly using, buying, selling, or stealing the contents of a test.
- Presenting another person's work or ideas as one's own, without acknowledging the source.
- Using any media (including mobiles) during the exam

E- Grading policy:

A grade of (D) is the minimum passing grade for this course

F- Available university services that support achievement in the course:

- Data show devices and laptops
- Electronic databases
- The library

24. Required equipment:

- Audio Visual Aids
- Tourism websites
- E-Learning portal

25. References:**A. Required book:**

Pond, K. (1993). *The Professional Guide: Dynamics of Tour Guiding*, New York: Van Nostrand Reinhold.

B. Recommended Sources and Texts

Cohen, E. (1985). The Tourist Guide: The Origin, Structure and Dynamics of a Role, *Annals of Tourism Research*, 12, pp. 5–29.

Dahles, H. (2002). The Politics of Tour Guiding: Image Management in Indonesia, *Annals of Tourism Research*, 29 (3), pp.783-800.

Pond, K. (1993). *The Professional Guide: Dynamics of Tour Guiding*, New York: Van Nostrand Reinhold.

Zhang, H. and Chow, I. (2004). Application of Importance- Performance Model in Tour Guides Performance: Evidence from Mainland Chinese Outbound Visitors in Hong Kong, *Tourism Management Journal*, 25 (1), pp.81-91.

26. Additional information:

Each student has to carry out interview with a licenced Jordanian tour guide in order to understand meaningfully their lived experiences and practices. A sample of the interview report is uploaded in the e-learning portal. Real life scenario of a guided tour might also be experienced by the students through field trips to local attractions.

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

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

Head of Department: ----- Signature: -----

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

Dean: ----- -Signature: -----