



مركز الاعتماد
و ضمان الجودة
ACCREDITATION & QUALITY ASSURANCE CENTER

The University of Jordan

Accreditation & Quality Assurance Center

1	Course title	Introduction to Tourism Industry
2	Course number	2603212
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	
4	Prerequisites/corequisites	
5	Program title	
6	Program code	
7	Awarding institution	
8	Faculty	Archaeology and Tourism
9	Department	Department of Tourism Management
10	Level of course	
11	Year of study and semester (s)	First year
12	Final Qualification	
13	Other department (s) involved in teaching the course	
14	Language of Instruction	English
15	Date of production/revision	

16. Course Coordinator:

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

Office hours: Mon./Wed. :9:30 – 11 & Tus.:11- 12

Phone numbers: 25041 -0797599832

l.Hiajawi @ju.edu.jo

lubhijawi@hotmail.com

17. Other instructors:

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

Office hours: Mon./Wed. :9:30 – 11 & Tus.:11- 12

Phone numbers: 25041 -0797599832

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18. Course Description:

As stated in the approved study plan.

This course is an introduction to tourism industry, Define tourism, Outline the important international and domestic tourism organization, and Describe the economic impact of tourism.

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

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A- Aims:

To provide students with the knowledge of tourism industry and it's component such as kind of transportation, Accommodation, types of tourism, the impacts of the tourism on the social and economy and community.

Course module objectives:

- 1- To identify the importance of tourism industry.
- 2- To be familiar with the kinds of tourism .
- 3- Identify the advantages and disadvantages for each types of tourism.

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

• Knowledge and understanding
1- To understand the Tourism industry aspects.
2- To know the job nature and abilities for each type of tourism.
3- To know the economic impacts of tourism.
• Cognitive skills (thinking and analysis).
1- Skills of analyzing the organizational chart of the national and international tourism organization.
2- Skills of all tourism types and branches.
• Communication skills (personal and academic).
1- Skills of communicating with different kind of tourists.
2- Skills of being an active member in tourism sector.
3- Communicate with all the channels promote tourism such web sites, social media, and media.
• Practical and subject specific skills (Transferable Skills).
1- Skills of presenting the benefits of tourism industry
2- Skills of applying the theoretical techniques to be a part of practical policy.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to tourism terms	1				
High lights of Tourism History	• 1	•	•	•	•
What is tourism	• 2	•	•	•	•
• Benefit of tourism	• 2	•	•	•	•
• The five ages of tourism	• 3	•	•	•	•
• Rail, Automobile, and Coach travel	• 3	•	•	•	•
• Airlines	• 4	•	•	• First examination	•
• An Exciting Destination	5				
• Promoters of tourism	• 6, 7	•	•	•	•
• Social and Cultural Impacts of Tourism	• 8	•	•	•	•

• Ecotourism	• 9	•	•	•	•
• Sustainable Tourism	• 9	•	•	•	•
• Cultural, Heritage, Nature, and Volunteer Tourism	• 10	•	•	• Second examination	•
• Trends in Tourism and Travel	11,12	•	•	•	•
•	• 14	•	•	•	•
•	• 15	•	•	•	•
•	• 16	•	•	• Final Examination	•
•	•	•	•	•	•

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21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:
 Power Point Presentation
 Videos and Discussion

22. Evaluation Methods and Course Requirements:

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

1. Follow-up and monitoring	10%
2. Home works	10%
2. First Exam	20%
3. Second Exam	20%
4. Final Exam	40%
Total:	100%

23. Course Policies:

A- Attendance policies:
 Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty

shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

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

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

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

24. Required equipment:

25. References:

- Required book (s), assigned reading and audio-visuals:
 - Training and Manual books

- Recommended books, materials, and media:

26. Additional information:

- Protection by copyright
- Avoiding plagiarism.

Name of Course Coordinator: **Lubna Said Hijawi** Signature: ----- Date: ----

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

Head of Department: ----Dr.Noor Okaily----- Signature: -----

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

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

Copy to:

Head of Department
Assistant Dean for

Course File

Quality Assurance