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| **The University of Jordan**  **Department of Tourism Management**  **Spring 2014** | | | | | | | | | | | | | | | | | | | | |
| **مــدخـــل إلــى صناعة السياحة**  **Course Title: Introduction to Tourism Industry** | | | | | | | | | | | | | | | | | | | | |
|  | | | |  | | | | | | | | | | **Credit** 3 | | | | |  | |
| **Prerequisites & Co-requisites:** | | | | | | | | | | | | | | | | | | |  | |
| **Language of Instruction** | | | | | | | | English | **Mode of Delivery** | | | | | | | Face to face | | | | |
| **Type and Level of Course** | | | | | | | | **Compulsory/ 1.Year/ Fall Semester** | | | | | | | | | | | | |
| **Lecturer** | | | | | **Dr. Ismaiel Abuamoud** | | | | | | | | **Office Hours** | | | | | **Contact** | | |
| M,W. 09:30-10:30 S,T, Th. 1-2 | | | | | [**i.abuamoud@ju.edu.jo**](mailto:i.abuamoud@ju.edu.jo) | | |
| **Course Objective** | | | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes of the Course** |  | | Students who have completed the course successfully should be able to | | | | | | | | | | | | | |  | | | |
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| 1 | | recognize tourism industry conceptually and visually | | | | | | | | | | | | | |  | | |  |
| 2 | | Learn about the basic concepts of tourism. | | | | | | | | | | | | | | | | | |
| 3 | | Understand the role of the private and public sectors in tourism. | | | | | | | | | | | | | |  | | |  |
| 4 | | understand the impact of tourism. | | | | | | | | | | | | | | | | | |
| 5 | | Learn the subsectors of tourism. | | | | | | | | | | | | | | | | | |
| 6 | | Know about the accommodation, airlines, transportation. | | | | | | | | | | | | | | | | | |
| 7 | | know about tour operators, pricing and consumers. | | | | | | | | | | | | | | | | | |
| 8 | | know travel agents. | | | | | | | | | | | | | | | | | |
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| **Course Description: The course aims to teach basic tourism concepts in tourism.. The course gives knowledge about basic tourism infrastructure elements** | | | | | | | | | | | | | | | | | | | | |
| **Course Contents:( Weekly Lecture Plan )** | | | | | | | | | | | | | | | | | | | | |
| **Weeks** | | **Topics** | | | | | | | | |  | | | |  | | | | | |
| **1** | | Introduction-go over the syllabus, Managing the Tourism System | | | | | | | | | | | | | | | | | | |
| **2** | | The accommodation sector: managing for quality | | | | | | | | | | | | | | | | | | |
| **3** | | Airlines, airports and international aviation | | | | | | | | | | | | | | | | | | |
| **4** | | Tour operations management, Managing tourism distribution | | | | | | | | | | | | | | | | | | |
| **5** | | Human resource management in tourism, Strategy for tourism | | | | | | | | | | | | | | | | | | |
| **6** | | Managing finance for tourism, | | | | | | | | | | | | | | | | | | |
| **7** | | Managing urban tourism | | | | | | | | | | | | | | | | | | |
| **8** | | Managing tourism for development, Contemporary Issues in Tourism Management | | | | | | | | | | | | | | | | | | |
| **9** | | Information and communication technologies for tourism | | | | | | | | | | | | | | | | | | |
| **10** | | Ethics in tourism management | | | | | | | | | | | | | | | | | | |
| **11** | | Managing the heritage enterprise for livable host communities | | | | | | | | | | | | | | | | | | |
| **12** | |  | | | | | | | | | | | | | | | | | | |
| **REFERENCES** | | | | | | | | | | | | | | | | | | | | |
| **Textbook**:   * The Management of Tourism, Lesley Pender and Richard Sharpley, 2005, SAGE Publications Ltd * [Tourism industry management,](http://hip.jopuls.org.jo/c/portal/layout?p_l_id=PUB.1010.1&p_p_id=search_WAR_fusion&p_p_action=1&p_p_state=normal&p_p_mode=view&p_p_col_id=column-1&p_p_col_pos=0&p_p_col_count=2&_search_WAR_fusion_action=navigate&_search_WAR_fusion_navigationData=full%7E%3D1%7E%215582035%7E%2119%7E%2119%7E%211%7E%21473%7E%21) Pearson/Hospitality P., North Shore, N.Z. : 2004, 2007 printing. * [Global tourism ,](http://hip.jopuls.org.jo/c/portal/layout?p_l_id=PUB.1010.1&p_p_id=search_WAR_fusion&p_p_action=1&p_p_state=normal&p_p_mode=view&p_p_col_id=column-1&p_p_col_pos=0&p_p_col_count=2&_search_WAR_fusion_action=navigate&_search_WAR_fusion_navigationData=full%7E%3D1%7E%215530257%7E%214%7E%214%7E%211%7E%21473%7E%21) Elsevier/Butterworth-Heinemann, Amsterdam : 2005, 3rd ed. | | | | | | | | | | | | | | | | | | | | |
| **Material Sharing** | | | | | | | Learning Objectives for Chapters and Presentation Slides can be reached via social media account | | | | | | | | | | | | | |
| **Tasks & Assessment**   1. Use the internet to find information for any tourism guiding related organization. 2. worksheets 3. Media Watch 4. Individual work on projects 5. Internet searches   **Assessment Methods & Crıterıa** | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | **Number** | | | | **Effect** | | **Notes** | | | | | | | | |
| **Midterm Exam** | | | | | |  | | | | **30%** | | **Written and multiple choice examination** | | | | | | | | |
| **Quizzes, Projects** | | | | | |  | | | | **10%** | |  | | | | | | | | |
| ***Attendence & Particepation*** | | | | | |  | | | | **10%** | |  | | | | | | | | |
| ***Final Exam*** | | | | | |  | | | | **50%** | |  | | | | | | | | |
| ***Final grade: A:90-100, A-:85-89.9, B+:80-84.9, B:75-79.9, B-:70-74.9*** | | | | | | | | | | | | | | | | | | | | |
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| **تعليمات عامة**   1. **الالتزام بالتعليمات الضابطة للعملية التعليمية والصادرة عن ادارة الجامعة** 2. **عدم التاخر للحضور للمحاضرة عن الوقت المحدد، ولن يسمح بدخول الطلبة بعد اغلاق باب القاعة** 3. **الالتزام بمواعيد الامتحان المحددة ولن يكون هناك امتحان بديل الا في الحالات الطارءة وبعذر موجب للغياب** 4. **عدم استخدام التلفونات الخلوية اثناء المحاضرة اطلاقا او اثناء الامتحانات وخلاف ذلك سيتم اتخاذ الاجراء اللازم** 5. **احترام راي الاخرين خلال النقاش** 6. **عدم الحديث الجانبي والتشويش على مسار المحاضرة وخلاف ذلك سيتم اتخاذ الاجراء اللازم** 7. **الالتزام بكل ما يتعلق باحترام سير الامتحان** | | | | | | | | | | | | | | | | | | | | |
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| In addition, we will be using Internet resources. STUDENTS REQUIRED TO TAKE NOTES | | | | | | | | | | | | | | | | | | | | |