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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** |
| **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.
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| **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 |