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| 1 | Course title | Introduction to Tourism |
| 2 | Course number | 2603102 |
| 3 | Credit hours (theory, practical) | 3 |
| | Contact hours (theory, practical) | |
| 4 | Prerequisites/corequisites | |
| 5 | Program title | BA |
| 6 | Program code | |
| 7 | Awarding institution | The University of Jordan |
| 8 | School | School of Archaeology and Tourism |
| 9 | Department | Department of Tourism Management |
| 10 | Level of course | 1st and second year |
| 11 | Year of study and semester (s) | |
| 12 | Final Qualification | |
| 13 | Other department (s) involved in teaching the course | |
| 14 | Language of Instruction | English |
| 15 | Date of production/revision | 30/10/2018 |

16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.
25043, (Su-Tu-Th 11am to 12pm, Mo-We 11am to 12pm), 0799414613, abualasal75@gmail.com

17. Other instructors:

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

18. Course Description:

As stated in the approved study plan.

This course identifies the meaning of tourism from various perspectives, and categorizes the types of tourists based on the relationship between the tourist and the destination. Also, this course illustrates the negative and positive impacts of tourism on the triple-bottom line, which are the environment, economy, and local community.

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19. Course aims and outcomes:

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| <p>A- Aims: This course is designed to provide each student a basic understanding of tourism including tourism organizations, related business and service industry, traveller behaviour, tourism planning, tourism research and marketing.</p> |
| <p>B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to</p> |
| 1. Understand the definition of tourism |
| 2. List reasons why people travel |
| 3. Define the types of tourists |
| 4. Understand the primary elements of tourism sector |
| 5. Outline the important international and domestic tourism organizations |
| 6. Identify promoters of tourism |
| 7. Determine the steps of developing tourism sector |
| 8. Identify the impacts of tourism sector |
| 9. Describe the economic impact of tourism |
| 10. Describe the Socio-cultural impact of tourism |
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20. Topic Outline and Schedule:

| Topic | Week | Instructor | Achieved ILOs | Evaluation Methods | Reference |
|---------------------|------|------------|---------------|--------------------------|------------------------------|
| What is Tourism | 1 | | | | Introduction to tourism 2009 |
| History of Tourism | 2 | | | | Introduction to tourism 2013 |
| What is tourist | 3 | | | | |
| The Tourism System | 4 | | | | |
| Elements of tourism | 5 | | | First Exam 18/10/2018 | |
| Characteristic | 6 | | | | |

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|--------------------------------------|----|--|--|---------------------------|--|
| s of Tourism | | | | | |
| Tourism – Myths and Realities | 7 | | | Quiz 1/11/2018 | |
| Definition by UNWTO | 8 | | | | |
| Importance of Tourism | 9 | | | | |
| Factors for growth in Tourism | 10 | | | Second Exam 22/11/2018 | |
| Traveller Terminology for Tourism. | 11 | | | | |
| Classification of Visitors Segments. | 12 | | | | |
| Purposes of Travel | 13 | | | | |
| The Tourist Destination | 14 | | | | |
| Impacts of Tourism | 15 | | | | |
| Revision | | | | Final Exam | |

21. Teaching Methods and Assignments:

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

1. Discussions
2. Power point (Slides will only be used for explanations)
3. Others: role playing, case studies, worksheets...etc.

Students are responsible for all material covered in class discussions. Exams must be taken on the scheduled day. I have the right to accept or reject your excuse if you chose not to attend the exam. There are **NO EXCEPTIONS**. If no make-up is taken, a zero will be given for the exam.

22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment

methods and requirements:

First Exam 25%

Second Exam 25%

Quizzes 5%

Participation 5%

Final exam 40%

Total 100%

23. Course Policies:

A- Attendance policies:

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: (Facilities, Tools, Labs, Training)

2^o. References:

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

1. Introduction to tourism 2009 Personal, Social and Humanities Education Section Education Bureau.

2. Introduction to tourism 2013 Personal, Social and Humanities Education Section Education Bureau.

Recommended books, materials, and media:

1. Jamal, T., & Robinson, M. (2009). Sage Handbook of Tourism Studies. London: Sage.

2. Goeldner, C., & Ritchie, J.R.B. (2009). Tourism: Principles, Practices, Philosophies. 11th edition. New York: Wiley & Sons.

3. Cooper, C., & Hall, C.M. (2012). Contemporary Tourism: An International Approach. Oxford: Goodfellows.
4. Leigh, J. Webster, C., & Ivanov, S. (Eds). (2012). Future Tourism: Political, Social and Economic Challenges. Abingdon: Routledge.

27. Additional information:

Note to Students:

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of Tourism Management programme. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Name of Course Coordinator: *Dr. Hussein M. Ibrahim* Signature: ----- Date: -----

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

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

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

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