



The University of Jordan

Accreditation & Quality Assurance Center

COURSE Syllabus

1	Course title	Introduction to Tourism in Jordan
2	Course number	2603103
3	Credit hours (theory, practical)	3 theory
	Contact hours (theory, practical)	3 hours
4	Prerequisites/corequisites	As per the students' study plan
5	Program title	Tourism Management
6	Program code	03
7	Awarding institution	The University of Jordan
8	Faculty	Archaeology and Tourism
9	Department	Tourism Management
10	Level of course	1 st year
11	Year of study and semester (s)	1 st semester 2018/2019
12	Final Qualification	N/A
13	Other department (s) involved in teaching the course	N/A
14	Language of Instruction	Arabic
15	Date of production/revision	N/A

16. Course Coordinator:

Dr. Ziad Alrawadieh

Ext: 25032

Office Hours: Sunday, Tuesday and Thursday from 12-1

Email: z.rawadieh@ju.edu.jo

17. Other instructors:

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

18. Course Description:

This course aims to teach the students the basic concepts of tourism, its importance, and the various infrastructures for the tourism industry in Jordan, such as tourist agencies. In addition, the course examines different types of tourism in Jordan such cultural, environmental and religious tourism.

19. Course aims and outcomes:

A- Aims:
<ol style="list-style-type: none"> 1. To make students familiar with main concepts related to tourism industry. 2. To explore the history of tourism in Jordan and its importance to national economy. 3. The awareness of main cultural and natural attractions in Jordan. 4. The knowledge of main types of tourism in Jordan. 5. Exploring the main trends in the tourism industry in Jordan. 6. Understanding the features of tourism demand in domestic and international markets.
B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to ...
1. Identify tourism-related concepts
2. Explore the main stages in the history of tourism.
3. Examine the importance of tourism to Jordan.
4. Highlight the main types of tourist attractions in Jordan
5. Analyze the features of the international tourists coming to Jordan
6. Analyze domestic tourist market in Jordan.
7. Explore the features of tourists coming from the Arab Region and the non-arab countries.
8. Assess the impacts of tourism on Jordan.

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	References
Tourism Industry: Concepts and History of Tourism	1+2	Dr. Ziad Alrawadieh	1+2+3+8	Exams, Presentations, Reports	Are mentioned in this document
Natural Attractions in Jordan	3+4	Dr. Ziad Alrawadieh	3+4	Exams, Presentations, Reports	Are mentioned in this document
Cultural Resources in Jordan (Historical Archaeological Sites)	5+6+7	Dr. Ziad Alrawadieh	3+4	Exams, Presentations, Reports	Are mentioned in this document
Cultural Resources in Jordan (Castles and Shrines)	8+9	Dr. Ziad Alrawadieh	3+4	Exams, Presentations, Reports	Are mentioned in this document
International Tourism in Jordan	10+11	Dr. Ziad Alrawadieh	5+7	Exams, Presentations, Reports	Are mentioned in this document
Tourists from the Arab Countries	12+13	Dr. Ziad Alrawadieh	7	Exams, Presentations, Reports	Are mentioned in this document
Domestic Tourism	14+15	Dr. Ziad Alrawadieh	6	Exams, Presentations, Reports	Are mentioned in this document

21. Teaching Methods and Assignments:

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

- Lectures using an interactive approach.
- Involving students in the group to prepare projects and reports
- Giving students real examples from the Jordanian context.

Case Studies demonstrating examples of ecotourism destinations both internationally and nationally.

Discussion and input from students.

22. Evaluation Methods and Course Requirements:

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

Midterm Exam: 30%

Group Assignment: 10 %

Participation: 10%

Oral Exam 10%

Final Exam 40% Written)

23. Course Policies:

A- Attendance policies:

As per the regulations of the University of Jordan

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

As per the regulations of the University of Jordan

C- Health and safety procedures:

As per the procedures of the University of Jordan and the standard safety measures when in the field

D- Honesty policy regarding cheating, plagiarism, misbehavior:

As per the regulations of the University of Jordan

E- Grading policy:

The overall performance of students in both written and oral exams in addition to written and practical assignments, Students are encouraged to be proactive and interactive as this course is dynamic in its nature

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

Fieldtrips to selected tourists sites in Jordan, the university will provide the legal frame and transportation.

24. Required equipment:

LCD overhead projector

PowerPoint

Multimedia resources

Handouts

Text books

2°. References:

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

- *Abu Rumman, Asa'ad and Alrawi, Adel (2009) Tourism In Jordan (written in Arabic), Ithraa Publishing and Distribution, Amman.*

B- Recommended books, materials, and media:

Students are advised to go the following websites

- www.mota.gov.jo
- www.visitjordan.com
- www.wildjordan.com

2٦. Additional information:

Name of Course Coordinator: Dr. Ziad Alrawadieh Signature: ----- Date: 07/10/2018

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

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

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

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

Copy to:

Head of Department
Assistant Dean for Quality Assurance
Course File