

1	Course title	Tourism Professions Ethics
2	Course number	2603243
3	Credit hours (theory, practical)	3 hours
	Contact hours (theory, practical)	3 hours
4	Prerequisites/corequisites	None
5	Program title	BA- Tourism Management
6	Program code	03
7	Awarding institution	University of Jordan
8	School	Archaeology and Tourism
9	Department	Tourism Management
10	Level of course	3 rd
11	Year of study and semester (s)	First semester 2018/2019
12	Final Qualification	Bachelor
13	Other department (s) involved in teaching the course	N/A
14	Language of Instruction	English
15	Date of production/revision	2018/2019

16. Course Coordinator:

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

Dr. Muna Slehat
Office hours: 11-1
25043
mslaihat@yahoo.com

17. Other instructors:

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

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18. Course Description:

This module tries to identify the concepts and definitions related to the professional ethics, in addition to their aims and importance and the factors affected on them. The course focuses on present the significance of studying the ethics in tourism alongside with the major ethical criteria in tourism

industry, and the ethical considerations (Ethical Tourism) that should be taken into account by tourists, tourism professionals, and host communities/ host countries in various tourism activities as set by the Global Code of Ethics for Tourism (GCET)

This module seeks to provide a theoretical framework and conceptual basis for understanding the content of ten principles of codes of ethics from the tourism industry as adopted by the World Tourism Organisation that have been developed and designed as a response to the ethical transgressions of the tourism industry, the tourists and the government in order to enhance the ethical aspect of tourism both as business activity and as practice. It aims to help maximize the sector's benefits while minimizing its potentially negative impact on the environment, cultural heritage and societies across the globe.

19. Course aims and outcomes:

A- Aims:
The aim of this module is to provide students with a thorough understanding of the comprehensive set of principles of the Global Code of Ethics for Tourism as an international frame of reference to guide the different stakeholders in the tourism sector towards achieving responsible and sustainable tourism development that could be beneficial to all sectors of society.
B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to
1. To know concepts of ethics, professionals, and professional ethics
2. Identify what is the significance and aim of professional ethics?
3. To Explore and describe the factors that affect professional ethics in general.
4. To Know and understand the principles of the Global Code of Ethics for Tourism
5. To Identify and discuss the ethical considerations that should be taken into account by tourists, tourism professionals, and the host countries
6. To Understand the relationship between the ethics and the different forms of alternative tourism (such as responsible, rural, ecotourism, justice tourism etc.) and its relation with the principles of sustainable development
7. To Know and Understand how these forms of alternative tourism could achieve the best balance between the principles of sustainable development (economic, social, and environmental)

20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction to the course (Theoretical framework), going over the syllabus. - concepts and definitions related to ethics, moral, values, professionals, and professional ethics - The aims and significance of professional ethics - Factors affecting professional ethics	1 st	Muna Slehat	See above ILOs	Exams, quizzes, and final project	Kiran,D. (2007). Professional ethics and human values, New Delhi: Hill Publishing Company Limited.
- The significance of studying the professions' ethics in tourism - The ethical considerations in tourism industry	2 nd		See above ILOs		Fennell, D.A. & Malloy, D.C. (2007). Codes of ethics in tourism: Practice, theory, synthesis. Clevedon, UK: Channel View Publications.
- Discussion the principles of the Global Code of Ethics for Tourism. - Tourism's contribution to mutual understanding and respect between peoples and societies	3 rd		See above ILOs		Fennell, D.A. & Malloy, D.C. (2007). Codes of ethics in tourism: Practice, theory, synthesis. Clevedon, UK: Channel View Publications.
- Tourism as a vehicle for individual and collective fulfilment	4 th		See above ILOs		Global code of ethics for tourism
- Tourism, a factor of sustainable development	5 th		See above ILOs		Global code of ethics for tourism
- Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement	6 th		See above ILOs		Global code of ethics for tourism
- Tourism, a beneficial activity for host countries and communities	7 th		See above ILOs		Global code of ethics for tourism
- Obligations of stakeholders in tourism development	8 th		See above ILOs		Global code of ethics for tourism

- Right to tourism	9 th		See above ILOs		Global code of ethics for tourism
- Liberty of tourist movements	10 th		See above ILOs		Global code of ethics for tourism
- Rights of the workers and entrepreneurs in the tourism industry	11 th		See above ILOs		Global code of ethics for tourism
- Implementation of the principles of the Global Code of Ethics for Tourism	12 th		See above ILOs		Global code of ethics for tourism
- Student presentation	13 th				
- Student presentation	14 th				

21. Teaching Methods and Assignments:

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

Lectures, discussion, Presentation of the related lecture's topics, and researches.

22. Evaluation Methods and Course Requirements:

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

1. 30% for the mid-term exam.
2. 20% for student presentations and researches.
3. 10% Participation & Assignments
4. 40% for the final exam.

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:

All of the mentioned policies and requirements will be followed in all potential cases according to the university regulations and procedure

24. Required equipment: (Facilities, Tools, Labs, Training....)

- Data show
- White board
- Papers

2°. References:

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

1. Fennell, D.A. & Malloy, D.C. (2007). *Codes of ethics in tourism: Practice, theory, synthesis*. Clevedon, UK: Channel View Publications.
2. Kiran, D. (2007). *Professional ethics and human values*, New Delhi: Hill Publishing Company Limited.
3. Jaszay, C. 2002. "An Integrated Research Review of Ethics Articles in Hospitality Journals" Paper Presented at the CHRIE Conference, Orlando, Fla.
4. Global code of ethics for tourism

Recommended books, materials, and media:

5. Fennell, D.A. & Malloy, D.C. (2007). *Codes of ethics in tourism: Practice, theory, synthesis*. Clevedon, UK: Channel View Publications.

2٦. Additional information:

Name of Course Coordinator: Muna Slehat-----Signature: ----- Date: --1/11/2018---

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

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

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

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