

1	Course title	Communication skills in tourism
2	Course number	2603235
3	Credit hours (theory, practical)	03
	Contact hours (theory, practical)	03
4	Prerequisites/corequisites	N/A
5	Program title	Bachelor in Tourism Management
6	Program code	03
7	Awarding institution	University of Jordan
8	School	Archeology and Tourism
9	Department	Tourism Management
10	Level of course	Second year students
11	Year of study and semester (s)	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	Sept 2018

16. Course Coordinator:

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17. Other instructors:

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

18. Course Description:

Communication is the most important and the most used of all skills in the hospitality and tourism industry. Service providers in tourism spend the largest portion of their time in verbal or written communications with their co-workers and local communities in order to increase tourists' numbers. This course provide students with an overview of communication and introduces them to its main elements. It also equips students with basic strategies and guidelines to improve their communication skills, so that they become more competent in the kind of these needed skills at the workplace.

19. Course aims and outcomes:**A- Intended Learning Outcomes (ILOs):**

1. Develop understanding of the meaning and purposes of communication skill.
2. Identify the main elements in the communication process.
3. Be aware of communication barriers that can prevent messages from being passed on successfully during the process of communication.
4. Develop understanding of different patterns of communication.
5. Define verbal communication and explain its main characteristics.
6. Describe non-verbal communication and explain its main elements.
7. Define written communication and understand its main types.
8. Demonstrate the ability to communicate effectively by using these types of communication.

20. Topic Outline and Schedule:

Topic	Week	Evaluation Methods	Achieved ILOs
Definitions and purposes of communication	Week 1	Lecture and discussion	1
Communication process elements	Week 2	Lecture and discussion	2
Barriers of communication	Week 3	Lecture and discussion	3
Patterns of communication	Week 4	Lecture and discussion	4
Verbal Communication: definitions and characteristics	Week 5	Lecture and discussion	5
Verbal communication: types	Week 6	Lecture/ Midterm Exam	5
Non-verbal communication: definitions and functions	Week 7	Lecture and discussion	6
Non-verbal communication: forms	Week 8	Lecture and discussion	6
Written communication: definitions and characteristics	Week 9	Lecture and discussion	7
Written communication: types	Week 10	Lecture and discussion	7
Written communication: strategies for writing	Week 11	Lecture and discussion	7
Report submission and presentation	Week 12	Presentation	8
Report submission and presentation	Week 13	Presentation	8
Final exam	Week 14	Examination	

21. Teaching Methods and Assignments:

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

- Interactive lectures.
- Group discussions.
- Seminars and presentations.
- Individual or group projects

22. Evaluation Methods and Course Requirements:

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

- 30% for the mid-term exam.
- 30% for the projects and class participation.
- 40% for the final exam.

23. Course Policies:

A- Attendance policies:

- Students must attend all classes of this course.
- Any student with absence of 15% of the classes of any course, will be illegible to sit for the final exam and will be given the university zero (F grade) in this course
- In the case (b) above, if a student submits an official sick report authenticated by university clinic or an accepted excuse by the Dean of the faculty, the student will be considered as withdrawn from the course, and a "W" will be shown in the transcript for this course.
- Students are not allowed to come late to classes. Any student coming late will not be allowed to attend the class and he/she will be marked absent.

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

- Failure in attending a course exam other than the final exam will result in zero mark unless the student provides an official acceptable excuse to the instructor who approves a makeup exam.
- Failure in attending the final exam will result in zero mark unless the student presents an official acceptable excuse to the Dean of the faculty who approves an incomplete exam, normally scheduled to be conducted during the first two weeks of the successive semester.
- Assignments and projects should be submitted to the instructor on the due date.

C- Health and safety procedures:

Not Applicable

D- Honesty policy regarding cheating, plagiarism, misbehaviour:

Cheating, plagiarism, misbehavior are attempts to gain marks dishonestly and includes; but not limited to:

- Copying from another student's work.
- Collaborating with another student during a test, without permission.
- Knowingly using, buying, selling, or stealing the contents of a test.
- Presenting another person's work or ideas as one's own, without acknowledging the source.
- Using any media (including mobiles) during the exam

E- Grading policy:

A grade of (D) is the minimum passing grade for this course

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

- Data show devices and laptops
- Electronic databases
- The library

24. Required equipment:

- Audio Visual Aids
- Tourism websites
- E-Learning portal

25. References:**A. Required book:**

Devito, J. (2017). *Human communication: the basic course*, UK: Pearson education limited

B. Recommended Sources and Texts

Berelson, B. and Steiner, G. (1964). *Human behaviour: An inventory of scientific findings*. New York: Harcourt, Brace, and World.

Commonwealth of Learning: www.col.org/vussc

Knapp, M.L. (1984). *Interpersonal communication and human relationships*. Boston: Allyn& Bacon.

Rogers, E. and Shoemaker, F.(1971). *Communication of Innovations: A Cross-Cultural Approach*. New York: Free Press.

26. Additional information:

- **Assignments:**

Verbal communication

Scenario A: do a role-play with a friend. One of you should pretend to be a tourist; the other two should pretend to be host. Host may ask tourist what he wants, tell the tourist what he can do, ask tourist about himself and his interests, tell tourist about local customs. In the other hand, tourists may ask questions about local places to visit and local culture... etc.

Or/scenario B: do a role-play with a student on making and answering a telephone call. You work in reservation Dept. at STAR travel agency and you received a call from (a tourist or a tour guide) asking about a given itinerary.

Written communication

Write A4 paper letter of one of the following scenarios of your choice:

- As a tourist, to book a tour to Jordan with STAR travel agency.
- As an employee in STAR travel agency, answer a tourist quires about tours to Jordan.
- As an employee in SUN hotel, send STAR travel agency a letter highlighting the services and prices that the hotel offers.

Name of Course Coordinator: -----Signature: ----- Date: -----

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

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

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

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