



مركز الاعتماد  
وإضمان الجودة  
ACCREDITATION & QUALITY ASSURANCE CENTER



**The University of Jordan**

**Accreditation & Quality Assurance Center**

## **Course Syllabus**

**Course Name: Special Topics in  
Tourism**

1	Course title	Special Topics in Tourism
2	Course number	2603345
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	-
4	Prerequisites/corequisites	-
5	Program title	Tourism Management
6	Program code	-
7	Awarding institution	University of Jordan
8	Faculty	Archaeology and Tourism
9	Department	Tourism Management
10	Level of course	3
11	Year of study and semester (s)	2017/2018 2
12	Final Qualification	-
13	Other department (s) involved in teaching the course	-
14	Language of Instruction	English
15	Date of production/revision	05/2017

**16. Course Coordinator:**

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

m.allan@ju.edu.jo

Ex: 25032

Sun Mon Thurs.: 10-11

**17. Other instructors:**

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

N/A

**18. Course Description:**

*As stated in the approved study plan.*

The main objective of this course is to address the current and significant topics within the field of tourism and hospitality industries in Jordan. Thus, the course will cover important topics related to developing new forms of tourism in Jordan, such as adventure tourism, sport tourism, geotourism, accessible tourism (tourism for all), sport tourism, and others. This course will enhance the interpersonal skills of the students and improve their research skills in the context of tourism and

Hospitality.

### 19. Course aims and outcomes:

#### A- Aims:

The major learning objective is based on introducing the different approaches in managing different types of nature reserves. Thus, this unit seeks to achieve these main objectives:

1. Investigating the current issues in tourism industry in Jordan
2. Improving the research skills and writing academic style for the students
3. Learn the students the last developments in the tourism industry and the last update in the tourism literature

#### Intended Learning outcomes (ILOs)

The potential outcomes for this course can be summarized in these main points:

##### **A. Knowledge and Understanding:**

**A1-** Enhancing students' knowledge in the field of tourism development

**A2-** Learning the students the last development in tourism sector on the local and international context

**A3-** Understanding the basics of writing an academic reports and case studies

##### **B. Intellectual Analytical and Cognitive Skills:**

**B1-** Developing students' knowledge about methods of tourism research

**B2-** Improving their argumentative skills

**B3-** Encourage the students to enable the creative thinking

**20. Topic Outline and Schedule:**

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
General introduction	1	Mamoon Allan	-	Lecture and discussions	Please refer to Section 25
SWOT Analysis for Tourism in Jordan	2		Enhancing students' knowledge in the field of tourism development	Lecture and discussions	Please refer to Section 25
Developing new types of tourism in Jordan	3		Understanding the basics of writing an academic reports and case studies	Lecture and discussions	Please refer to Section 25
Potential Tourism development	4		Understanding the basics of writing an academic reports and case studies	Lecture and discussions	Please refer to Section 25
Tourism for ALL	5		Learning the students the last development in tourism sector on the local and international context	Lecture and discussions	Please refer to Section 25
Adventure tourism in Jordan	6		Learning the students the last development in tourism sector on the local and international context	Lecture and discussions	Please refer to Section 25
Geotourism in Jordan	7		Enhancing students' knowledge in the field of tourism development	Lecture and discussions	Please refer to Section 25
Sport Tourism in Jordan	8		Enhancing students' knowledge in the field of tourism development	Lecture and discussions	Please refer to Section 25
Case studies analysis	9		Improving their argumentative skills	Lecture and discussions	Please refer to Section 25
Case studies analysis	10		Encourage the students to enable the creative thinking	Students Presentations & discussion	Please refer to Section 25
General Revision	11		Developing students' knowledge about methods of tourism research	Discussion	Please refer to Section 25

**21. Teaching Methods and Assignments:**

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

Lecturing, class discussion, Recitation oral questions, presentations and Assignments,

**22. Evaluation Methods and Course Requirements:**

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

Exams, presentation and activities

**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: Midterm exam: 30%, presentations/Reports:  
20%, Final exam: 50%

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

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

**24. Required equipment:**

Data show device

Laptop

**25. References:**

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

Lecture Notes (To be made available)

- Allan, M. (2011). Geotourists in the Wadi Rum WHA, Jordan. Presented at International Workshop on Geotourism and Geoparks. FACET, ECU, AGN. Perth, Western Australia.
- Allan, M. (2013). Motivation of Jordanian female outbound tourists. Australian Journal of Basic and Applied Sciences. 7(11). 71-76
- Daher,R.(2006). Tourism in the Middle East: Continuity, Change, and Transformation (Tourism and Cultural Change)
- MOTA. (2010). National Tourism Strategy, Jordan. 2011-2015

B- Recommended books, materials, and media:

<http://ar.visitjordan.com/>

<http://www.mota.gov.jo/>

<http://www.tourist-police.psd.gov.jo/en/>

**26. Additional information:**

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