

University of Jordan

Archaeology & Tourism Faculty

Tourism Guidance and Development Department

Course name: Tourism and Local Community

Course Number: (2603316)

- **Course description:**

This course treats the concept of tourism, importance of tourism and its properties .it treats the concept of local community as well, and the relation between these two concepts. It clears also the importance of tourism for local community and how it is so important to conserve it, the impact of tourism on the development of local community, and the ability of local community to be aware of the concept of tourism and how to interact with it .it addresses the problems of tourism in most developing countries and in the least developed countries, and the dimensions and perspectives of tourism development strategy, the overview of the tourism development strategy. It addresses the role of tourism development projects in social development of local community.

- **Objectives:**

1. To identify the concept of tourism, and tourism importance.
2. To define student of the concept of local community and its importance to protect touristic sites.
3. To identify the importance of merging the local community in tourism development projects served their own areas and its cultural or financial benefits.
4. To clarify the impact of tourism projects program in changing local community costumes and traditions. And to clarify the acceptance for these programs and how this community is able to merge in.

- **Study plan:**

It is expected that all topics mentioned in this plan should be concluded at the end of study semester:

First week	<ul style="list-style-type: none"> - Course Introduction - Definitions
Second week	<ul style="list-style-type: none"> - Adherence of popular participation with human development concepts. - World Tourism Blog.
Third week	<ul style="list-style-type: none"> - Developing countries and least developing countries tourism problems. - Dimensions and perspectives of tourism development strategy. - Overview of the tourism development strategy.
Fourth week	<ul style="list-style-type: none"> - Role of tourism development in social development. - Tourism planning goals.
Fifth week	<ul style="list-style-type: none"> - Relation of tourism industry with environment, community and economy. - Elements of tourism marketing mixture. <p style="text-align: center;">+</p> <p>First exam</p>
Sixth week	<ul style="list-style-type: none"> - Economical importance of tourism. - Regional development theories. - Tourism and local community development.
Seventh week	<ul style="list-style-type: none"> • Part of development projects in Jordan. <ul style="list-style-type: none"> - Dana project, Dana Inn. - Ajloun wild life reserve. - Wadi Araba project.
Eighth week	<ul style="list-style-type: none"> - Wadi Finan project. - Wadi Finan resort project. - Wadi Rum project. - Wadi Rum Touristic and environmental project.
Ninth Week	<ul style="list-style-type: none"> - Social and economical benefit of executed projects. - Tourism sector development project: Objectives, elements, implementing parties, funding resources

	and project achievements.
Tenth Week	<p>Exam II +</p> <ul style="list-style-type: none"> • Festivals tourism as a tributary for local development process. - Jerash festival. - Festival figures and its relation with Jerash local community.
Eleventh week	<ul style="list-style-type: none"> • Examples for touristic sites appropriate decompositions and the Availability of tourism services. - Impact of tourism in Karak on local community. - Noor Al Hussein foundation. - Jordan River foundation.
Twelfth week	<ul style="list-style-type: none"> - Local tourism concept in Jordan. - Tourism activation. - AL Jordan Ahlah program (Jordan is more beautiful).
Thirteenth Week	<ul style="list-style-type: none"> - New strategy. - Jordan tourism board.
Fourteenth Week	<ul style="list-style-type: none"> - Security of Tourism
Fifteenth week	Course review + final exam