



مركز الاعتماد
وإضمان الجودة
ACCREDITATION & QUALITY ASSURANCE CENTER



The University of Jordan

Accreditation & Quality Assurance Center

COURSE Syllabus

Course Name:
Tour Package Designing

1	Course title	Tour Package Designing
2	Course number	2603205
3	Credit hours (theory, practical)	3 theory and practical
	Contact hours (theory, practical)	1.5 theory and 1.5 practical
4	Prerequisites/corequisites	As per the students' study plan
5	Program title	Tourism Management
6	Program code	31
7	Awarding institution	The University of Jordan
8	Faculty	Archaeology and Tourism
9	Department	Tourism Management
10	Level of course	3 rd year
11	Year of study and semester (s)	2 nd semester 2016/2017
12	Final Qualification	N/A
13	Other department (s) involved in teaching the course	N/A
14	Language of Instruction	English
15	Date of production/revision	N/A

16. Course Coordinator:

Dr. Ziad Alrawadieh
 Ext: 25032,
 Office Hours: Sunday, Tuesday and Thursday from 9 am to 10 am
 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 covers among others the roles of major suppliers in the tourism industry in terms of their planning management operation of tour operators, and destination research; design itineraries, calculate and set the selling prices of tour packages.

19. Course aims and outcomes:

<p>A- Aims:</p> <ol style="list-style-type: none"> 1. To raise the awareness of students to the crucial role played by the tour operators in attracting the foreign tourists by offering the appropriate tour packages for them. 2. To guide the students to the right way to be followed while building and pricing a tour package. 3. To show the students the best practices used in conducting the tour packages in the national and international tourist markets . <p>B- Intended Learning Outcomes (ILOs): Upon successful completion of this course students will be able to ...</p> <ol style="list-style-type: none"> 1. Acknowledge the crucial relationships of various tour components such as transportation, lodging, dining, sightseeing, attractions and shopping 2. Understand different types of tour operators as well as basic types of organizational structures 3. Evaluate the significance of business plan for tour operators 4. Device and develop tour itinerary planning 5. Understand how to strategically price the tour 6. Shed the light on the main stakeholders with whom tour operators are usually working. 7. Understand the three major function of tour operations; pre-tour operation, tour execution, and post-tour phase 8. Appreciate an administration of tour operation and its environment
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20. Topic Outline and Schedule:

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
<ul style="list-style-type: none"> • Introduction: a Package Tour, • Tour Operator and Travel Agents 	1+2	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
<ul style="list-style-type: none"> • Tour Planning and Development, • Destination Research & Suppliers negotiation 	3+4+5	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
<ul style="list-style-type: none"> • Tour Itinerary and Development • Costing a tour 	8+7+6	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Pricing Strategies	10+9	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Preparation of brochure	11	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Pre-Tour Operation	13+12	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
During the Tour and after the tour operations	14-15	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		

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21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following <u>teaching and learning methods</u> : Lectures using an interactive approach
Case Studies demonstrating examples of tours 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 <u>assessment methods and requirements</u> : Midterm Exam: 25% Group Assignment: 15 % Participation: 10% Final Exam 50% (20% Oral and 30% Written)
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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

25. References:

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

Fay, B. (1992) *Essential of Tour Management*, Englewood Cliffs: Prentice Hall Inc.
 Mincini, M. (1996) *Conducting Tours*, London: Delmar Publishers

B- Recommended books, materials, and media:

Yale, Pat (1995) *The Business of Tour Operations*, London: Longman Group
 Webster, Susan (1993) *Group Travel Operating Procedures* (2nd ed.), Van Nostrand Reinhold.

26. Additional information:

This course will be practical in its nature and will include group work and fieldtrips to major tourists sites in Jordan, therefore students are supposed to be active and attend tours. While in tours, students are expected to follow the instructions given by the tutor and adhere to the law nd regulations of the university of Joran. Failure to comply with this will make the student accountable.

Name of Course Coordinator: Dr Ziad Alrawadieh 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