



مركز الاعتماد  
و ضمان 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 theory
	Contact hours (theory, practical)	3 theory
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 <sup>rd</sup> year
11	Year of study and semester (s)	1 <sup>st</sup> 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:

*Variable content that addresses timely and complex issues of the tourism industry. This course provides students with knowledge that is not formally part of the curriculum. Students will learn from the structured learning experience and knowledge domain developed by the faculty offering the course. The new patterns in tourism will be an approach to discuss the evolution of tourism in the world.*

**19. Course aims and outcomes:****A- Aims:**

1. To raise the awareness of students to the new types of tourism.
2. Discussing the evolution of tourism industry and the challenges in different destinations.
3. Highlighting the current issues in the contemporary tourism.
4. Discussing the new trends in tourism demand.
5. Shedding the light on the innovative and creative tourist products in the market.

**B- Intended Learning Outcomes (ILOs):** Upon successful completion of this course students will be able to ...

1. Acknowledge the importance of innovation in tourism industry.
2. Understand the main components of the new product launched in the tourist market.
3. Understand the various challenges that contemporary tourism industry faces.
4. Understand the ever-changing trends in tourism markets.
5. Understand the role played by the good governance in enhancing the competitiveness of the national tourism products.

**20. Topic Outline and Schedule:**

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Globalization and Tourism	1 <sup>st</sup> Week & 2 <sup>nd</sup> Week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Cultural influences on tourist buying behavior	3 <sup>rd</sup> Week & 4 <sup>th</sup> Week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Niche tourism	5 <sup>th</sup> Week & 6 <sup>th</sup> Week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Photographic tourism	7 <sup>th</sup> week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Preparation of brochure	8 <sup>th</sup> week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Geotourism	9 <sup>th</sup> week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Youth tourism	10 <sup>th</sup> week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Dark Tourism	11 <sup>th</sup> week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Genealogy tourism	12 <sup>th</sup> week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Halal Tourism	13 <sup>th</sup> week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Contemplative Tourism	14 <sup>th</sup> week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		
Cruise Tourism	15 <sup>th</sup> week	Dr. Ziad Alrawadieh	As in the above-mentioned ILOs		

**21. Teaching Methods and Assignments:**

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

Midterm Exam: 30%

Group Assignment: 10 %

Participation: 10%

Final Exam 50% (Written)

**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 written 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:

**24. Required equipment:**

LCD overhead projector

PowerPoint

Multimedia resources

Handouts

Text books

**25. References:**

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

- Novelli, Marina (2005) Niche Tourism: Contemporary Issues, Trends and Cases, Routledge.
- Reisinger, Yvette (2010) International Tourism: Cultures and Behaviour, Routledge.

B- Recommended books, materials, and media:

**26. Additional information:**

Name of Course Coordinator: Dr Ziad Alrawadieh-----Signature: ----- Date: -----

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

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

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

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

Copy to:

Head of Department  
Assistant Dean for Quality Assurance  
Course File