



College of Tourism & Hotel Management

Department of Travel & Tourism

**study plan for BA Tourism
Management**

November 2016

Vision, Mission, Department objectives and Programme learning objectives

Vision:

The Department of Travel and Tourism (DoTT) is seeking to become a national, regional and international centre for excellence in tourism higher education, research and community service.

Mission:

The DoTT is committed to academic excellence, research and community service through delivering stimulating educational programmes and learning activities in an environment that motivates creative and critical thinking, effective communication skills, freedom of expression and social responsibility. Students are prepared and equipped to engage in life-long learning and carry out careers in travel and tourism with competence.

Department's goals:

1. Provide a high standard education for people to work professionally in the travel and tourism industry.
2. Supply the travel and tourism tourist market with qualified human resources in different levels.
3. Encourage students to communicate effectively in multicultural environments.
4. Study the current issues in the travel and tourism industry in terms of its cultural, economic and social aspects.
5. Keep a leading role in community service and social responsibility locally and internationally.
6. Give students the opportunity to develop their skills and capacities and personal development through training and internship in real life environments.

BA tourism management programme objectives:

1. Develop the skills of leadership and management through team work.
2. Develop students' capability for career planning, goal-setting and team building.
3. Improve students' abilities to exercise judgment, critically analyse situations and develop alternatives.
4. Improve students communication skills (written, oral, verbal, non verbal, listening) using the information technology.
5. Provide students with academic foundation, and "real life" experiences for a successful career in travel and tourism.
6. Develop students' capability to relate link areas of the arts and sciences to one another.
7. Develop an understanding of travel and tourism laws and ethical aspects.
8. Develop students' skills for lifelong learning

Values:

1. **Belonging and patriotism:** The DoTT seeks to instil the concept of belonging to the homeland and its sources and tourist, cultural, religious and cultural sites through continuous awareness to value these sites as resources to the national economy.
2. **Coexistence, exchanges and acceptance of others** as a fact that tourism is a way of convergence and meeting between people with intellectual and cultural differences.
3. Enhance the value of **behavioural discipline** among students as an essential pillar of the work in the field of travel and tourism such as respect for the time, the general appearance, etiquette, humility and credibility.
4. **Transparency** by promoting the concept of rights and duties among the students in the department, the college, university and the country as a whole.
5. To instil the value of **love of work and getting rid of the culture of shame** in the society to refrain from education and work in the field of travel and tourism.

Learning outcomes:

After completing successfully the BA in Tourism Management, graduates are expected to be able to:

1. Demonstrate knowledge relating to the work in travel and tourism in a diversified global business environment.
2. Realise the necessity of critical and creative thinking skills in various fields of tourism.
3. Apply the required skills (such as communication and languages, new technologies, etc.) to work in the local and international tourism market.
4. Analyse and identify the opportunities and challenges and ethical and unethical practices in the tourist environment.
5. Develop plans, programmes and events and studies in tourist markets.
6. Assess economic, social, cultural and environmental impacts related to tourism.

Reasons for revising the study plan:

1. It has been more than four years when the plan is in place and this period was enough to discover some shortcomings in the plan.
2. This revision came in line with the orientations of the presidency of Yarmouk University to modify all study plans at university in response to the demands of the market and to meet the requirements of local and international accreditations.

3. Most of the units of the previous study plan were ripe for specialization in tour guiding, which was cancelled in 2011 and then a new major was adopted in tourism management instead, but the plan was not amended at that time until now.
4. The tourism industry is constantly evolving in various fields and the major in tourism management is one of the modern disciplines associated with rapid developments in the market and the development of qualified manpower. This imposes on the Department of Travel and Tourism to rebuild plans to keep pace with these developments.
5. Through a review of many of the world's universities plans for the bachelor's plans in tourism management shows we need to make some adjustments to conform to those study plans.
6. The standards of set by the Higher Education Accreditation Commission (HEAC) for the specialisation in tourism require a focus on applied practical aspects in this specialisation and this came to revise the plan in line with these standards.
7. Tourism science intersects with many disciplines such as languages, media, economics and management, medicine, sports, arts, and others. Therefore, the revision of this plan came to open up for the department's students to study a minor in a number of university faculties and allowing for a number of different university disciplines to study the minor in tourism management as well.

Allocation of courses in the study plan on the programme outcomes

Courses code in the department	Course code		
	Ones	Tens	Hundreds
TOUR	Sequence of the course in the knowledge area	The knowledge area	The year in the programme (first, second, third, fourth)
Example: TOUR 111	1	1	1

	1	2	3	4	5	6
Outcome	Knowledge	Critical thinking	Skills	Analysis	Planning	evaluation

BA Tourism Management (Solo Major)			
College Compulsory Requirements (21 Credits)			
		Credit Hours	Learning Outcomes

	Code & #	Name	Actual	Theor.	Pract.	1	2	3	4	5	6
1	TOUR 111	Principles of Tourism Management	3	3	0	●					
2	TOUR 131	Research Methods for Tourism & Hospitality	3	3	0	●	●		●		●
3	TOUR 140	Tourism in Jordan	3	3	0	●			●		
4	HOTL 111	Principles of Management in the Hospitality Industry	3	3	0	●					
5	HOTL 114	Tourism and Hospitality Correspondences	3	3	0	●		●			
6	HOTL 142	Events and Conferences Management	3	3	0	●		●			
7	SCI 108	Computer Skills	3	3	0	●		●			
Department's Compulsory Requirements (78 Credits)											
	Code & #	Name	Credit Hours			Learning Outcomes					
			Actual	Theor.	Pract.	1	2	3	4	5	6
1	TOUR 142	Jordan Archaeology over Ages	3	3	0	●					
2	TOUR 212	Tour Guiding	3	3	0	●		●			
3	TOUR 222	Travel Agency Operations	3	0	6	●		●	●	●	
4	TOUR 323	Communication Skills in Tourism	3	3	0	●		●			
5	TOUR 233	English for Travel & Tourism (1)	3	3	0	●		●			
6	TOUR 234	English for Travel & Tourism (2)	3	0	6	●		●			
7	TOUR 314	E-Tourism	3	0	6	●		●			
8	TOUR 321	Tourism Destination Management	3	3	0	●		●	●		●
9	HOTL 321	International Hospitality Information Systems	3	3	0	●		●			●
10	TOUR 322	Tourism and Hospitality Marketing	3	3	0	●			●	●	
11	TOUR 335	Tourism Information Systems	3	0	6	●		●			●
12	TOUR 336	Tourism and Hospitality Statistics	3	3	0	●			●		
13	TOUR 345	Tourism Geography	3	3	0	●			●		
14	TOUR 346	Tourism Legislations & Ethics	3	3	0	●					
15	TOUR 347	Internship	12	0	24	●	●	●	●	●	●
16	TOUR 415	Airport and Aviation Management	3	3	0	●			●	●	●
17	TOUR 426	Tourism Entrepreneurship	3	3	0	●		●	●		
18	TOUR 427	Tourism Economics	3	3	0	●		●		●	
19	TOUR 428	Strategic Management in Travel & Tourism	3	3	0	●			●	●	●
20	HOTL 441	HRM Tourism & Hospitality Industry	3	3	0	●			●	●	●
21	TOUR 448	Sustainable Tourism	3	3	0	●			●		●
22	TOUR 449	Graduation Project	3	3	0	●	●	●	●	●	●
Department's Elective Requirements (9 Credits)											
	Code & #	Name	Credit Hours			Learning Outcomes					
			Actual	Theor.	Pract.	1	2	3	4	5	6
1	TOUR 250	Alternative Tourism	3	3	0	●			●	●	●
2	TOUR 252	Tourism and the Media	3	3	0	●			●		●
3	TOUR 337	Consumer Behaviour in Tourism	3	3	0	●			●		
3	TOUR 338	Etiquette in Travel and Tourism	3	3	0	●		●			
4	TOUR 339	Marketing Communications in Tourism	3	3	0	●			●	●	●
5	TOUR 344	Tourism and Local Communities	3	3	0	●	●		●	●	●
6	TOUR 424	Managing & Interpreting Tourist Sites	3	3	0	●			●	●	●
7	HOTL 442	Financial Decisions in Tourism	3	3	0	●			●	●	●
8	TOUR 447	Selected Topics in Travel & Tourism	3	3	0	●			●		●

Allocating Study Plan Courses according to the Knowledge Areas

Area	Area Name	Courses in the Area					
		Compulsory Courses				Credit Hours	
		Theoretical		Practical		Theoretical	Practical
		Course	Credits	Course	Credits		
1	Managing Tourism Services	TOUR 111 HOTL 111 HOTL 142 TOUR 212 TOUR 415	3 3 3 3 3	TOUR 314	3	15	3
2	Managerial Operations in Tourism	TOUR 321 HOTL 321 TOUR 322 TOUR 426 TOUR 427 TOUR 428 HOTL 441	3 3 3 3 3 3 3	TOUR 222 TOUR 335	3 3	21	6
3	General and Specialised Skills	TOUR 232 TOUR 233 SCI 108	3 3 3	TOUR 234 TOUR 347	3 12	9	15
4	Local Tourism Environment	TOUR 140 TOUR 142 TOUR 345 TOUR 448 TOUR 449	3 3 3 3 3			15	
5	Supportive Knowledge Areas	HOTL 114 TOUR 131 TOUR 336 TOUR 346	3 3 3 3			12	
Total						72	24

**College of Tourism & Hotel Management
Department of Travel & Tourism
A revised Study Plan for BA in Tourism Management**

The BA in Tourism Management is granted after fulfilling the following requirements:

First: The conditions stipulated in the instructions to grant a bachelor's degree in Yarmouk University No. (6/2008) and its amendments issued under the Statute of granting degrees at the University of Yarmouk number system (76/1976).

Second: Studying 132 credit hours, broken down as follows:

1. University Requirements set forth in the instructions (27 credits) as follows:

a. Compulsory Requirements: Required from all students in the university (12 credits) and distributed as follows:

Course Code & No.	Course Name	Credit Hours
AL 101	Arabic Language	3
EL 101	English Language Skills	3
HUM 102	National Education	3
MILT 100	Military Sciences	3

b. Elective requirements: (15 credits) chosen by students outside their colleges according to the new instructions of 2016.

Course Code & No.	Course Name	Credit Hours
Hum 101		3
Hum102		3
Hum 103		3
Hum 104		3
Hum 105		3
Hum 106		3
Hum 107		3
Hum 108		3
Course Code & No.	Course Name	Credit Hours
Sci 101		3
Sci 102		3
Sci 103		3
Sci 104		3

Sci 105		3
Sci 106		3
Sci 107		3

The above course list to be asserted when offered by the Department of the elective courses

2. College Requirements (21Credits):

	Course Code & No.	Course Name	Credit Hours		
			Actual	Theoretical	Practical
1	TOUR 111	Principles of Tourism Management	3	3	0
2	TOUR 131	Research Methods for Tourism	3	3	0
3	TOUR 140	Tourism in Jordan	3	3	0
4	HOTL 111	Management Principles in the Hospitality Industry	3	3	0
5	HOTL 114	Correspondences in Tourism and Hospitality	3	3	0
6	HOTL 142	Conferences and Events Management	3	3	0
7	SCI 108	Computer Skills	3	3	0

3. Department's Compulsory Requirements (84 credits):

First: BA Solo Major in Tourism Management (84 credits).

a. Compulsory Requirements (69 Credits) as follows:

	Course Code & No.	Course Name	Credit Hours			Pre-requisite
			Actual	Theor.	Pract.	
1	TOUR 142	Jordan Archaeology over Ages	3	3	0	
2	TOUR 212	Tour Guiding	3	3	0	
3	TOUR 222	Travel Agency Operations	3	0	6	TOUR 111
4	TOUR 232	Communication Skills in Tourism	3	3	0	
5	TOUR 233	English for Travel & Tourism (1)	3	3	0	
6	TOUR 234	English for Travel & Tourism (2)	3	0	6	TOUR 233
7	TOUR 314	E-Tourism	3	0	6	
8	TOUR 321	Tourism Destination Management	3	3	0	
9	HOTL 321	International Hospitality Information Systems	3	3	0	
10	TOUR 322	Tourism and Hospitality Marketing	3	3	0	
11	TOUR 335	Tourism Information Systems	3	0	6	
12	TOUR 336	Tourism and Hospitality Statistics	3	3	0	
13	TOUR 345	Tourism Geography	3	3	0	
14	TOUR 346	Tourism Legislations & Ethics	3	3	0	

15	TOUR 347	Internship	12	0	24	
16	TOUR 415	Airport and Aviation Management	3	3	0	
17	TOUR 426	Tourism Entrepreneurship	3	3	0	
18	TOUR 427	Tourism Economics	3	3	0	
19	TOUR 428	Strategic Management in Tourism	3	3	0	
20	HOTL 441	HRM in Tourism & Hospitality	3	3	0	
21	TOUR 448	Sustainable Tourism	3	3	0	
22	TOUR 449	Graduation Project	3	3	0	

b. Elective Requirements (15 Credits) as follows:

	Course Code & No.	Course Name	Credit Hours			Pre-requisite
			Actual	Theoretical	Practical.	
1	TOUR 250	Alternative Tourism	3	3	0	
2	TOUR 252	Tourism and the Media	3	3	0	
3	TOUR 337	Consumer Behaviour in Tourism	3	3	0	
4	TOUR 338	Etiquette in Travel and Tourism	3	3	0	
5	TOUR 339	Marketing Communications in Tourism	3	3	0	
6	TOUR 344	Tourism and Local Communities	3	3	0	
7	TOUR 424	Managing & Interpreting Tourist Sites	3	3	0	
8	HOTL 442	Financial Decisions in Tourism	3	3	0	
9	TOUR 447	Selected Topics in Travel & Tourism	3	3	0	

Second: BA Major in Tourism Management (63 Credits).

a. Compulsory Requirements (48 Credits) as follows:

	Course Code & No.	Course Name	Credit Hours			Pre-requisite
			Actual	Theor.	Pract.	
1	TOUR 142	Jordan Archaeology over Ages	3	3	0	
2	TOUR 212	Tour Guiding	3	3	0	
3	TOUR 222	Travel Agency Operations	3	0	6	TOUR 111
4	TOUR 233	English for Travel & Tourism I	3	3	0	
5	TOUR 234	English for Travel & Tourism II	3	0	6	TOUR 233
6	TOUR 321	Tourism Destination Management	3	3	0	
7	HOTL 321	Hospitality Information Systems	3	3	0	
8	TOUR 322	Tourism Marketing	3	3	0	
9	TOUR 335	Tourism Information Systems	3	0	6	
10	TOUR 336	Tourism and Hospitality Statistics	3	3	0	

11	TOUR 347	Internship	12	0	24	
12	TOUR 448	Sustainable Tourism	3	3	0	
13	TOUR 449	Graduation Project	3	3	0	

b. Elective Requirements (15 Credits) as follows:

	Course Code & No.	Course Name	Credit Hours			Pre-requisite
			Actual	Theor.	Pract.	
1	TOUR 250	Alternative Tourism	3	3	0	
2	TOUR 252	Tourism and the Media	3	3	0	
3	TOUR 314	E-Tourism	3	0	6	
4	TOUR 337	Consumer Behaviour in Tourism	3	3	0	
5	TOUR 338	Etiquette in Travel and Tourism	3	3	0	
6	TOUR 339	Marketing Communications in Tourism	3	3	0	
7	TOUR 344	Tourism and Local Communities	3	3	0	
8	TOUR 415	Airport and Aviation Management	3	3	0	
9	TOUR 456	Selected Topics in Travel & Tourism	3	3	0	

c. Minor (21Credits) in the following Disciplines:

College of Arts (English Language, Modern Languages, Political Science, Sociology and Social Service, Semitic and East Languages, Geography, Translation), all disciplines of the College of Economics and Administrative Sciences, all disciplines of the College of Physical Education, all disciplines of the College of Law, all disciplines of the College of Fine Arts, College of Information Technology and Computer Science (Management Information Systems), all disciplines of the College of Archaeology and Anthropology, all disciplines of the College of Mass Communication, all the disciplines of the College of Tourism and Hospitality.

Third: Minor in Tourism Management (21 Credits):

1. Minor in Tourism Management for students from the College of Tourism and Hospitality.

a. Compulsory Requirements (15 Credits) as follows:

	Course Code & No.	Course Name	Credit Hours			Pre-requisite
			Actual	Theor.	Pract.	
1	TOUR 222	Travel Agency Operations	3	0	6	
2	TOUR 321	Tourism Destination Management	3	3	0	
3	TOUR 335	Tourism Information Systems	3	0	6	

4	TOUR 415	Airport and Aviation Management	3	3	0	
5	TOUR 448	Sustainable Tourism	3	3	0	

b. Elective Requirements (6 Credits) as follows:

	Course Code & No.	Course Name	Credit Hours			Pre-requisite
			Actual	Theor.	Pract.	
1	TOUR 212	Tour Guiding	3	3	0	
2	TOUR 250	Alternative Tourism	3	3	0	
3	TOUR 252	Tourism and the Media	3	3	0	
4	TOUR 314	E-Tourism	3	0	6	
5	TOUR 345	Tourism Geography	3	3	0	

2. Minor in Tourism Management for students from other Colleges of the University for the Following Disciplines.

College of Arts (English Language, Modern Languages, Political Science, Sociology and Social Service, Semitic and East Languages, Geography, Translation), College of Science (Medical Physics, Statistics, Earth and Environment), all disciplines of the College of Economics and Administrative Sciences, Hijjawi College of Engineering (Architecture), all disciplines of the College of Physical Education, all disciplines of the College of Law, all disciplines of the College of Fine Arts, all disciplines of the College of Information Technology and Computer Science, all disciplines of College of Archaeology and Anthropology, all disciplines of the College of Mass Communication, all the disciplines of the College of Medicine.

a. Compulsory Requirements (15 Credits) as follows:

	Course Code & No.	Course Name	Credit Hours			Pre-requisite
			Actual	Theor.	Pract.	
1	TOUR 111	Principles of Tourism Management	3	3	0	
2	TOUR 212	Tour Guiding	3	3	0	
3	TOUR 222	Travel Agency Operations	3	0	6	
4	TOUR 321	Tourism Destination Management	3	3	0	
5	TOUR 322	Marketing for Tourism and Hospitality	3	3	0	

b. Elective Requirements (6 Credits) as follows:

	Course Code & No.	Course Name	Credit Hours			Pre-requisite
			Actual	Theor.	Pract.	
1	TOUR 140	Tourism in Jordan	3	3	0	

2	TOUR 232	Communication Skills in Tourism	3	3	0	
3	TOUR 252	Tourism and the Media	3	3	0	
4	TOUR 314	E-Tourism	3	0	6	
5	TOUR 335	Tourism Information Systems	3	0	6	
6	TOUR 448	Sustainable Tourism	3	3	0	

Course Description

TOUR 111: Principles of Tourism Management (3 Credits).

This course aims to give students the knowledge of what is management, its core functions and its relationship with the services and tourist facilities. This course includes several subjects to be studied by the student, such as: concepts and definitions of tourism management, the tourism system, the impacts of tourism, in addition to other related sectors in the tourism body. The course will also demonstrate the definitions of tourism, tourist, the historical development of tourism, travel and tourism patterns and their impacts. Students are expected after studying this course to:

1. Know the concepts of travel and tourism and the functions of tourism management.

TOUR 131: Research Methods for Tourism and Hospitality (3 Credits).

This course is aims to give students the basic knowledge and skills to conduct research in the tourism and hospitality sectors locally and internationally. This course identifies the basics of scientific research in general and research methods in tourism and hospitality in particular. The course also concerned about clarifying the search process from the proposal to the end of displaying the research results and recommendations. The course highlights the ethics of scientific research and the contribution of research to knowledge and its originality. To increase knowledge, students are required to conduct research individually or in groups under the supervision of the instructor, preferably applicable to the Jordanian environment. Students are expected after studying this course to:

1. Know what scientific research is.
2. Apply critical thinking in research.
3. Analyse the results of scientific research.
4. Evaluate the research and its findings and recommendations.

TOUR 140: Tourism in Jordan (3 Credits).

This course aims to provide students with the necessary information about the development of tourism in Jordan since the establishment of the country in the twenties of the last century until now. The course also reviews the most important elements of the Jordanian tourism

product and its components, and various Jordanian tourism patterns, economic, cultural and environmental importance of tourism Jordan, services and facilities tourist strategies Jordanian tourism policies, Jordan's tourism statistics, legislation and ethics tourism in Jordan, Jordan's tourism organization, the Jordanian tourism marketing, sustainability and quality of tourism services in Jordan. This course requires field visits to some sites and various tourist establishments in Jordan. Students are expected after studying this course to:

1. Recognise the current situation of tourism and tourism products in Jordan.
2. Analyse the tourism environment in Jordan compared with other countries.

TOUR 142: Archaeology of Jordan over ages (3 Credits).

This course aims to provide students with the necessary knowledge of previous civilisations that settled in Jordan and the legacy of serving the effects of the Jordanian tourism product as attractions for tourists from around the world. This course includes archaeology from different archaeological ages such as prehistory, Greek, Nabataea, Roman, Byzantine and the Islamic period until now.

This course is concerned with the impact of these artefacts on the development of domestic and inbound tourism to Jordan. This course requires field visits to some of the different archaeological sites in Jordan. Students are expected after studying this course to:

1. Know the past civilisations that settled in the Jordanian territories and their civilised and humane legacies that can make Jordan a global tourist destination.

TOUR 212: Tour Guiding (3 Credits).

The course includes the concept of tour guiding, the types of tourist guides, roles tour guides, the importance of tour guiding and its relationship to tourism events, and the future of the tour guides. The course also is involves the tour guiding successful skills, such as First Aid skills, time management, reading the tourist maps, presentation skills, dealing with different types of tourists and to respond to their queries and complaints and objections, and how to create an interaction between the tourist and the tourism destination. Students are expected after studying this course to:

1. Recognise the types of tourist guides and their roles in tourism operations.
2. Learn the skills of tourist guides and dealing with tourists.

TOUR 222: Travel Agency Operations (3 Credits).

This course aims to give students the knowledge and skills necessary for the travel agency business globally and in Jordan. This course includes the concepts of travel agencies, tourism brokers, the importance of travel agencies, their functions, their organisation and management, planning of their work and operations, organising and marketing of individual and group trips, the relationship of the travel agency with other tourism activities and

professions. This course requires field visits to some travel agencies in Jordan. Students are expected after studying this course to:

1. Recognise the work carried out by travel agencies.
2. Learn the skills needed to complete bookings for tourists.
3. Analyse the tourism market and study the needs of tourists and satisfy them.
4. Learn the planning and designing of tourism programmes and offers.

TOUR 322: Communication Skills in Tourism

This course aims to give students basic knowledge and skills to communicate in the tourism and hospitality sectors and get qualified graduating students do their jobs to the fullest. The course introduces students to the process and means of communication, oral and written skills of communication, methods of dealing with different nationalities and cultures, presentation and etiquette. It also deals with the development of personal skills between individuals and groups, team building and customer care in the tourism industry, and how organisations respond to the needs of customers. Students are expected after studying this course to:

1. Recognise the skills required to work in the travel and tourism industry.
2. Learn and apply the skills of communication in tourism.

TOUR 233: English for Travel and Tourism I (3 Credits).

This course aims to provide students with basic skills in reading, writing and comprehending of vocabulary and sentences and texts. This course is dedicated to students who are studying tourism management where English is taught for tourism purposes. The aim of this course is to provide the students with language and professional skills needed to work successfully in the in the travel and tourism industry. This course will be limited to teaching tenses and write simple sentences in the context of specialised travel and tourism, including the definition of the most important tourist terminology in English. This course is taught theoretically (3 Credits) in classrooms. Students are expected after studying this course to:

1. Recognise the terminologies used in the field to travel and tourism.
2. Learn and apply the skills of writing, reading and comprehending of tourism vocabulary and terminology skills.

TOUR 234: English for Travel and Tourism II (3 Credits).

This course is designed to enable students to develop academic writing skills, speaking and listening as well as education on the new vocabulary in English for the purposes of tourism, travel and a review of the English language and the tenses. The course also enables students to communicate effectively in English in the travel and tourism industry. Students learn in this course, writing skills, listening, speaking and comprehending the new terminology and texts

in tourism, especially for Jordan as a tourist destination. This course taught practically (6 Credits) in the lab. Students are expected after studying this course to:

1. Recognise the advanced terminology in the tourism and travel.
2. Apply and practise writing, listening and conversation skills in English in the travel and tourism sector.

TOUR 250: Alternative Tourism (3 Credits).

This course is designed to clarify the concept of alternative and responsible tourism as opposed to mass tourism. The course discusses unconventional patterns of tourism such as eco-tourism, rural tourism, ecotourism, health tourism, religious tourism and pilgrimage, sports tourism, conference tourism, events, educational tourism, and adventure tourism, and others. The course also discusses the elements and criteria for alternative tourism and its role in tourism development locally and globally. This course requires field visits to some alternative tourism sites such as nature reserves, geological parks, and a like. Students are expected after studying this course to:

1. Know what alternative tourism is and its patterns.
2. Apply critical thinking in the studying alternative tourism and its patterns.
3. Analyse the patterns of alternative tourism and its markets.
4. Plan activities that can be implemented in alternative tourism areas.
5. Assess the reality of alternative tourism and its markets in Jordan and the world.

TOUR 252: Tourism and the Media

The aim of this course is to give students the necessary concepts and knowledge on the impact of mass media, news and news reports on the formation of the image of the tourist destination and upon the motives and the decision of tourists to travel in general. The course includes several topics studied by the students, such as an introduction to the relationship between tourism and mass media and the relationship of the media to tourism, tourism theory, information theory, case studies from the world about the role of media influence on tourism and tourist destination and the formation of tourist image. Students are expected after studying this course to:

1. Know the concepts related to theories of media, tourism and the media's role in shaping the destination image.
2. Analyse the media and news reports about the tourist activities and their role of the media in the promotion of the tourist destination.
3. Evaluate media coverage and its impact upon the formation of the mental image of the tourist destination.

TOUR 314: E-Tourism (3 Credits).

This course aims to provide students with the necessary information and knowledge about the role of information technology in the travel and tourism and in the buying of tourist services on the Internet (e-procurement). The course also aims to acquaint students with the electronic distribution channels and enable them to select, use and manage these channels effectively. Students are expected after studying this course to:

1. Recognise the role of information technology in the modern tourism.
2. Learn and apply the skills of e-procurement of tourism services through electronic distribution channels.

TOUR 321: Tourism Destination Management (3 Credits).

The aim of this course is to provide students with a good knowledge about the models and theories of destination management systems (DMS). This course will provide students with the necessary skills to deal with the needs of tourists or visitors and the host communities, the private sector and the public sector in different parts of the world in order to enable the management of the tourist destination in order to achieve sustainability and enhance the satisfaction of tourists and visitors.

Students are expected after studying this course to:

1. Known theories concerning the management of tourist destinations and to understand the needs of tourists and satisfying them.
2. Master the skills of dealing with the needs of tourists and how to satisfy them effectively.
3. Analyse the tourist destinations, the surrounding environments and the infrastructure to serve tourists and visitors and manage them effectively.
4. Assess the effectiveness of the plans and programmes implemented to manage the tourist destination to the fullest.

TOUR 322: Marketing for Tourism and Hospitality (3 Credits).

This course aims to provide students with the concepts and definitions of tourism marketing and the tourism destination marketing mix of traditional and contemporary for all tourism services. The course discusses the concept of marketing and marketing mix of tourism and hospitality. The course offers students contemporary marketing issues in the tourism and hospitality establishments such as e-marketing, marketing through social networks. The course also focuses on the role of tourism destination marketing organisations such as tourism boards and the role of public and private sector in the marketing of the tourism destinations. Students are expected after studying this course to:

1. Know the marketing concept and elements of the marketing mix.
2. Analyse the internal and external environments of the tourist market.
3. Plan and implement the marketing and promotional programmes and their effectiveness.

TOUR 335: Tourism Information System (3 Credits).

The aim of this course is to give students with knowledge and basic concepts and skills needed in the tourist information used in the tourism and travel agencies, airlines, and GIS Geographical Information System (GIS). This course is designed to teach students and train them on the most important Global Distribution Systems (GDSs) and Computer Reservation Systems (CRSs) systems such as Amadeus, Galileo and Sabre. This course includes theoretical information on the reservation systems in addition to the practical application of these systems in the lab, such as an airline ticket reservation. This course is delivered practically (6 hours operation) in the lab. Students are expected after studying this course to:

1. Recognise the concepts of tourism information systems.
2. Learn the skills to deal with different reservation systems and the application of reservations needed by the tourists.
3. Evaluate the effectiveness of the systems used and provide the management with the necessary reports.

TOUR 336: Tourism and Hospitality Statistics (3 Credits).

This course aims to give students the basic concepts of information and knowledge relating to the travel and tourism and hospitality statistics nationally and internationally. Students are exposed to the international definitions terminology of tourists, visitors, travellers, and the exceptions of those definitions for international statistics. Other important terms such as are discussed such as length of stay of tourists, statistics on modes of transport types, place of residence and nationality. The course introduces students to the local and international statistics and their applications practically these statistics such as hotel occupancy rate, the average length of stay and the change in the tourism activities and receipts. Students are expected after studying this course to:

1. Known international statistical terms related to international tourism and tourists.
2. Analyse, discuss and present these statistics in order to be useful to the decision maker.

TOUR 337 :Consumer Behaviour in Tourism.

This course aims to provide students with the basic concepts and knowledge on tourist behaviour and the travel decision-making. Among the important subjects to be studied in this course are the role of the tourists behaviour in the marketing process for tourism services, knowledge of the patterns of tourists behaviour and the factors that influence and motivate tourists to buy these services, the relationship between the decision-making process

and the segmentation of the tourism market, the analysis of the supply and demand of tourism and the characteristics of the tourist market, the application of the marketing mix with respect to the behaviour of the tourist and the relationship between the quality of services and satisfaction of tourists. Students are expected after studying this course to:

1. Know theories about tourist behaviour and travel motives.
2. Analyse the factors influencing the decision-making process to travel.

TOUR 338: Etiquette in Travel and Tourism (3 Credits).

This course is designed to acquaint students with the rules of dealing and being polite to tourists and the protocols used in the various tourist services such as restaurants, hotels, tourist guides and travel agencies and companies of tourist transport and airports in terms of special protocols for politeness of speech, food and delivering the service and receiving the complaints of tourists. The course also aims to give students the skills to deal with tourists in terms of greetings and handshakes and politeness when talking and dealing with tourist complaints through the representation of the typical rules of behaviour. Students are expected after studying this course to:

1. Understand the model code of conduct in dealing with tourists.
2. Learn the skills of etiquette and protocols in various tourist services.

TOUR 339: Marketing Communications in Tourism (3 Credits).

The aim of this course is to introduce the concepts and strategies of marketing communications in tourism “f.k.a. tourism promotion”. This course includes an introduction to Marketing Communications in the tourism sector including the definitions, concepts and characteristics, the theory of marketing communications and its applications in tourism, the environment tourism marketing communications, consumer behaviour in tourism marketing communications, segmentation and targeting and positioning of the tourism market, tourism marketing communications planning and electronic marketing communications. Students are expected after studying this course to:

1. Know the concepts and theories of marketing communications in tourism.
2. Analyse the tourism market in terms of segmentation and targeting and positioning of markets.
3. Learn how to plan for marketing communications and its traditional and modern programmes in the promotion of the tourism product.
4. Evaluate of promotional programmes and campaigns effectively.

TOUR 345: Tourism Geography (3 Credited).

This course is designed to introduce students to the basic concepts of geography in relation to the tourism industry, travel and tourism worldwide as a concept within the geographical and the tourism global regions. This course focuses on an important branch of geography, i.e. human geography. The course focuses on the importance of the site and the spatial distribution and its impact on tourism products and services. This course includes the importance of place, geographical location, geographical regions and tourism world, geo-tourism patterns. The course also describes the most important characteristics of geography, diversity of geographic regions and their impact on the diversification of the Jordanian tourism products, development as tourist attractions. This course requires field visits to major tourist attractions in Jordan such as Aqaba, Petra, the Dead Sea, various tourist sites and institutions in Jordan. Students are expected after studying this course to:

1. Know the concepts related to tourism geography.
2. Analyse the impact of geographical location and its impact on the diversification of the tourism product.

TOUR 344: Tourism and Local Communities (3 Credits).

This course aims to give students knowledge and understanding about how tourism contributes to the benefit of local communities, especially indigenous population in rural areas. The contribution of tourism in local community development include five dimensions: *Economic*, such as creating jobs for local residents, *Social* such as the development of the social life of local communities, *Cultural* such as the preservation of local cultures, *Environmental* such as the preservation of natural resources, *Political* such as the involvement of local communities in tourism development policies. Students are expected after studying this course to:

1. Know the concepts related to tourism and the local communities.
2. Analyse the tourism environment in the tourist areas for the service of local communities and their involvement in tourism development process.
3. Assess the impacts and mutual benefits between tourism and the local communities.

TOUR 346: Tourism Legislations and Ethics (3 Credits).

This course is designed to introduce students to the laws and regulations related to international and local tourism activities such as tourism investment laws, labour law, social security law, domestic and international arbitration litigation. The course also aims to introduce students to the principles of the ten global codes of ethics for tourism founded by the World Tourism Organization, i.e. Tourism's contribution to mutual understanding and respect between peoples and societies; Tourism as a vehicle for individual and collective fulfilment; Tourism, a factor of sustainable development; Tourism, a user of the cultural heritage of mankind and contributor to its enhancement; Tourism, a beneficial activity for host countries and communities; Obligations of stakeholders in tourism development; Right to tourism; Liberty of tourist movements; Rights of the workers and entrepreneurs in the

tourism industry; Implementation of the principles of the Global Code of Ethics for Tourism. Students are expected after studying this course to:

1. Know tourism legislation in various tourism activities and the basic concepts of the code of ethics for tourism.
2. Evaluate the application of tourism enterprises of the ten Codes of Ethics for tourism.

TOUR 347: Internship (12 Credits).^{1,2}

This course aims to give students the skills and practical and applied knowledge in the operations of travel agencies and in other tourism institutions. This course is a practical application in a real work environment of what students learnt theoretically in classrooms. Students will be trained on the operations of the travel agency, such as the company work mechanism, designing individual and package and tailored-made tours, flight reservations, hotel reservations, events, conferences and other reservations. Students will be allocated to the local tourism and travel agencies and other tourism-related institutions in Jordan, subject to the approval of the department. The course requires a means of transport for students to travel to these institutions. Students are expected after studying this course to:

1. Know the basics of practical training in travel agencies.
2. Apply critical thinking while training in the business travel agencies.
3. Learn the necessary skills to work and travel agencies.
4. Analyse the domestic and foreign tourism environment.
5. Learn how to plan and design package tours.
6. Evaluate the effectiveness of tour programmes offered to tourists.

TOUR 415: Airport and Aviation Management (3 Credits).

The aim of this course is to provide students with basic knowledge and concepts on the operation and management of airports and air transport, air cargo and sustainability in this sector. The course also includes several most important topics such as an introduction on airports, their types and uses, air transport and types, planning and management for airports, airport operations, the infrastructure at the airport that serve tourists and the tourism sector, airport security, the security of tourists, immigration and passports. The course also aims to recognise the work of the airlines and the reservation and booking systems. This course includes case studies on global airports. The course requires field trips to one of the Jordanian airports and airlines operating on it. Students are expected after studying this course to:

¹ Students who have successfully completed 60 credits can register for the course TOUR 347 (Internship).

² This course may be taken along with TOUR 449 (Graduation Project) provided that the student has passed successfully 60 credits with the approval of the department.

1. Know the basic concepts of airport operation, management, airlines and their types.
2. Analyse the internal and external environment for airports and airlines.
3. Learn how to plan for the operations of airports and airlines.
4. Evaluate the performance of the work of airports, airlines and their impact on the flow of tourists and air transport.

TOUR 424: Managing and interpreting Tourist Sites (3 Credits).

This course aims to provide students with the concepts and knowledge related to the management and interpretation of tourist and heritage resources. The course presents management process of heritage tourism resources. This course addresses the process of drawing up plans for the management of the tourist and archaeological heritage sites and identifies the available values in the sites. The course also teach students how to develop plans for interpreting and presenting the tourist, archaeological and heritage sites in addition to the use of different interpretation and presentation methods to serve the tourist operation in the tourist site. This course requires a field visits to some tourist and heritage sites in Jordan. Students are expected after studying this course to:

1. Know the concepts related to the management of the tourist site and available values in it.
2. Learn the skills of interpretation and presentation of the tourist site for tourists and visitors.
3. Learn the process of planning, presentation and interpretation of the tourist site for tourists and visitors.

TOUR 426 :Tourism Entrepreneurship (3 Credits).

This course aims to provide students with the concepts and knowledge on leadership and entrepreneurship in the tourism industry, such as self-management, participation and leadership, communication skills and cultural understanding, critical analysis skills, problem-solving skills, creative thinking, and so forth. The course explains the role of leadership on two levels: the individual level (people as leaders) and at the organisational level (corporate leaders). The course also deals with patterns of leadership and entrepreneurship and the role of leader in influencing the behaviour of others to accomplish a specific job and the leading role in innovation and risk-taking to start a new work and convert these innovations into products that can be sold to consumers. The course also includes a comprehensive and detailed information about the economic and social development and the importance of small and medium enterprises in tourism. Students are expected after studying this course to:

1. Know the basic concepts of leadership and entrepreneurship and patterns as well as the concept of small enterprises in the tourism sector.
2. Learn problem-solving skills and creative thinking.

3. Analyse the organisational environment of the institution in respect of entrepreneurship in the tourism business.

TOUR 427: Tourism Economics (3 Credits).

The aim of this course is to introduce students to the economic characteristics of tourism and its impacts. The course also reviews most important topics in tourism economics such as tourism demand and supply locally and globally, the determinants of tourism demand and supply, the multiplier effect of tourism, analysis of micro and macro economics of the tourism destination, tourism demand forecasting, competition within the tourism service providers, economic benefits and costs to the community, taxes and government support. Students are expected after studying this course to:

1. Know the concepts of tourism economics such as tourism demand and supply, competition, micro and macro economics, the multiplier effect of tourism.
2. Analyse the economic environment for tourism.
3. Learn how he plan and forecast the tourism demand.
4. Assess the economic impact of tourism on local communities.

TOUR 428: Strategic Management in Travel and Tourism (3 Credited).

This course is designed to introduce students to the concepts of strategic management in travel and tourism. This course incorporates several topics including: introduction to strategy as a process, analysis of the internal and external factors of the tourism institution, SWOT Analysis, the strategic option taken, evaluation and implementation of the strategy. This course reviews a number of local and global strategies in the field of travel and tourism. Students are expected after studying this course to:

1. Know the concepts of strategic management in travel and tourism.
2. Analyse the internal and external factors of the tourism institution.
3. Learn how to plan for the work in tourism strategically.
4. Assess the effectiveness of the strategy taken.

TOUR 448: Sustainable Tourism (3 Credits).

This course aims to build a clear understanding of the concepts of sustainability and its relation to tourism development at the local, regional and international level. The course also enables students to review the theories and methodologies for sustainability in the tourism industry. The course provides an analysis of the dimensions of sustainable tourism, which includes economic, social, cultural and environmental dimensions. The course also focuses on the impacts and social responsibilities of the tourism businesses. This course requires

field visits to some tourist sites and tourist establishments in Jordan. Students are expected after studying this course to:

1. Know the concepts of sustainability and sustainable tourism.
2. Analyse the four dimensions of sustainable tourism.
3. Assess the implications for the sustainability upon tourism development.

TOUR 447: Selected Topics in Travel and Tourism (3 Credits).

The aim of this course is to provide students with the knowledge and concepts and basic skills to deal with contemporary issues in the travel and tourism industry that have not been dealt with in other courses taken by the student. These topics are about current case studies and issues from around the world that are directly related to management of travel and tourism and services they offer. The instructor identifies the topics in the course in consultation with the Department Council. Students are expected after studying this course to:

1. Know the concepts related to contemporary and current issues in travel and tourism.
2. Learn the basic skills to deal with contemporary issues of travel and tourism.
3. Analyse the issues and case studies and present them in front of students in the class.

TOUR 449: Graduation Project (3 Credits).³

This course is designed to enable students to prepare graduation projects related to the travel and tourism industry, according to their research interests with focus on the Jordanian tourist destination. This course is a review and application of a number of courses taken by the student, such as research methods, feasibility studies, sustainability in tourism and others. Students are expected to use all the concepts and skills acquired through theoretical models and apply them in the project in the travel and tourism industry, prepare and present, discuss it in the classroom under academic supervision. Students are expected after studying this course to:

1. Known tourist concepts and terminology related to the travel and tourism industry.
2. Use critical thinking in writing up the graduation project.
3. Apply the acquired skills in the preparation of the graduation project.
4. Analyse the work environment in the selected tourist organisation.
5. Evaluate his/her graduation project.

³ Students may take this course along with TOUR 347 (Internship) only for graduating students subject to the approval of the department.

HOTL 111: Principles of Management in the Hospitality Industry (3 Credits).

The aim of this course is to acquaint students with reality, the elements and the fundamentals of the hospitality industry. It also aims to study the management principles and their applications and functions and the modern tools management in the hospitality industry. Students are expected after studying this course will be able to:

1. Show the ability to analyse, think and express the role of managers in the hotel business environment.
2. Connect the principles management with managerial methods used in the field of hospitality.
3. Apply of strategic and tactical planning in the hospitality industry.
4. Know the methods of managerial decision-making in the industry scenarios.
5. Implement, evaluate and review of plans, strategies and tactics..
6. Know of the principles of leadership in the planning, organising, and directing in the productivity of the business units in the hospitality organisations.
7. Know the future of the industry and its relation with other industries and complexity, and the basic features and services it offers to customers.
8. Know the career opportunities available in the various hospitality establishments, especially restaurants and hotels, in addition to the challenges facing the development of the hospitality industry.

HOTL 114: Tourism and Hospitality Correspondences (3 Credits).

This course is designed to acquaint students with the skills of effective communication and correspondence used in the tourism and hotel sector such as effective communication models and writing business letters. Students are expected after studying this course will be able to:

1. Learn the skill of how to respond to inquiries and resolving hotel reservation problems.
2. Know the terms of booking period.
3. Learn the skill of writing business letters related to the tourism and hotel sectors.
4. Learn the skill of writing a resume to apply for a job.
5. Evaluate and analyse the ways to cancel and amend the hotel reservation.
6. Know how to deal with travel agencies.

HOTL 142: Events and Conferences Management (3 Credits).

This course deals with the most important aspects of event management, in terms of its development, importance and types. It also focuses on process of the organising conferences and events effectively, including planning, organising, implementing, marketing, financing, HRM, and following-up and evaluation. It also addresses the role of the various departments to coordinate the efforts in conferences and events management. Students are expected after studying this course will be able to:

1. Know comprehensively in planning, designing and management of events and conferences, including resources management, budgets and time.
2. Evaluate the restrictions and regulations governing the activities / international conferences.
3. Know in the social, cultural and political issues that affect the diversity of cultures while designing conferences and events.
4. Analyse the role of the promotion, advertising and public relations in managing conferences and events.
5. Apply analytical and creative skills to analyse and servicing international events.
6. Work effectively in accordance with international standards in the field of planning and management of events and conferences.

HOTL 321: International Hospitality Information Systems (3 Credits).

Students learn how to use specialized software hospitality institutions in terms of hotel bookings, accounting and reporting, and other aspects associated with the relationship between the guest and the hotel. Students are expected after studying this course will be able to:

1. Understand the basic components of computers and operating systems, Microsoft, and the World Wide Web.
2. Provide projects that show the ability to use technology of feature information.
3. Understand the software that will demonstrate the use of technology in decision-making in the field of hospitality.
4. Discuss the role of management in the design and implementation of computer systems in supporting various aspects of the hospitality industry.

HOTL 441: HRM in Tourism and Hospitality (3 Credits).

This course focuses on an in-depth look at the different aspects related to the management of human resources in the tourism and hospitality industry. It explains the most important requirements necessary for the successful management of human resources in the tourism and hospitality, which includes planning and polarization and recruitment, training and

development, and development and pay and performance appraisal. Students are expected after studying this course will be able to:

1. Show the specialized technical knowledge and supervisory skills with some of the administrative knowledge to handle human resources, management and identify and evaluate solutions to the problems that affect the functions of human resources in the hospitality and tourism sectors.
2. Demonstrate the creative and analytical skills to interpret the issues and give sound judgments in the field of human resources, planning, recruitment and management of employees in the tourism and hospitality organisations.
3. Determine the ethical issues that are important to human resource managers.

HOTL 442: Financial Decision-making in Tourism and Hospitality (3 Credits).

The course aims to understand the principles and methods of financial management and its applications in the tourism and hospitality establishments, study the financial reports of these institutions and how to prepare and analyse financial statements to contribute in financial decisions. Students are expected after studying this course will be able to:

1. Determine the financial situation of the tourism and hospitality institutions through financial data analysis.
2. Know the methods of evaluating the investment with the expansion and restructuring applications.
3. Know the main principles of the financial transactions in tourism and hospitality institutions, accounting cycle, as well as the processes that govern the granting of credit.
4. Understand the nature and use of the products that are available in the financial markets.

SCI 108: Computer Skills (3 Credits).

The main objective of this course is to provide students with the skills needed to use personal computer applications in real life. It covers a range of topics including: the basic concepts in building database applications using Microsoft Access, information presentation using MS-Power Point, develop and design web pages using MS-Share-Point, statistical analysis using MS-Excel, information access using the Internet.