



Philadelphia University
Faculty of Administration and Financial Sciences
Department of Tourism and Hotel Management
First semester, academic year 2011/2012

Course syllabus

Course title: Tourism Guidance	Course code: 0 381462
Course level: Fourth year	Course prerequisite (s) and/or corequisite (s):
Lecture time:	Credit hours: 3 hours

Academic Staff Specifics

Name	Rank	Office number and location	Office hours	E-mail address

Course module description:

This course aims at identifying students with the importance of Tourists guidance, techniques in dealing with tourist groups. It focuses on the tourist guide, his requirements, and characteristics

Course module objectives:

- 1- Identify the importance of guidness in Tourism industry.
- 2- Tourist right and duties for both tourists and local community.
- 3- Identify the concepts and terms used for the process of tourism guide.
- 4- Tasks and responsibilities of tourist guide.

Course/ module components

• **Books (title , author (s), publisher, year of publication)**

- 1- Behavior studies in hospitality Management by shapman and hall> published by hall. crmouche and N.Kelly 1993.
- 2- Issues of environmental concern and the contract catering industry by Helen danvers .

- **Support material (s) (vcs, acs, etc).**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

Teaching methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

Learning outcomes:

- Knowledge and understanding
 - 1- To know the principles and elements of tourism guide.
 - 2- To understand how to deal with different customer behavior and customs.
 - 3- To understand the ideal characteristics for the provision and task of tourist guide.
- 4- To know the duties and the classification of the job for tourist guide.
- Cognitive skills (thinking and analysis).
 - 1- Skills of recognizing the importance of the job in the future term.
 - 2- Analyzing the causes and effects of the component of guiding task.
- Communication skills (personal and academic).
 - 1- Writing a report concerning one or more themes of tourism guide.
 - 2- Working out a case study for an or more subjects relating to a program tour.
 - 3- Communicate with different web-sites.
- Practical and subject specific skills (Transferable Skills).
 - 1- preparing the thought and ideas relating to any of the subjects undertaken during the course.
 - 2- Comparing the job task of the tourist guide between Jordan and other developing countries.

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Homework
- Final examination: 40 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	20
Second examination	20
Final examination	40
Reports, research projects, quizzes, homework, Projects	20
Total	100

Documentation and academic honesty

- Documentation style (with illustrative examples)
- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	Historical review for the development of tourist guide concept.	

(2)	The role of tourism guideness in the development process.	
(3)	Types of tourism guidness.	
(4)	The moral and ethics of the task of tourist guide.	
(5)	Training programs for tourism guiding.	
(6) First examination	Job-task and responsibilities of tourist guide	
(7)	Rights and duties for international tourist guide and local community.	
(8)	Tourism legislation and law.	
(9)	Type of tourism destinations.	
(10)	Amendment of Tourism Formaliation programs	
(11) Second examination	Steps of preparing the tourism trips.	
(12)	Before formalition facilities.	
(13)	Within formalition facilities	
(14)	Classification of tourism destination	
(15) Specimen examination (Optional)	Solving problems and preparing programs tour.	
(16) Final Examination	General review.	

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Module references

Books

مثنى الحوري، الارشاد السياحي، دار زهران، 2006

Journals

international travel law journal.
Journal of vacation marketing.
Journal of Travel Research.
Tourism Management.
. *Annals of Tourism Research*

Websites

- Jatari@uwstout.edu
- [www.ployued.hk2/htm/
http://jtr.sagepub.com/](http://www.ployued.hk2/htm/http://jtr.sagepub.com/)