

## **Tourism Management 502251**

### **Al al-Bayt University**

Faculty of Finance and Business

Department of Business Administration

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Instructor Name: Dr. Abdullah Al-Adamat

Assistant Professor of Marketing Management

#### **Overview:**

Tourism is becoming an increasingly important component of the global economy, and is subsequently a growing area of university study and research around the world. This course introduces students to the world's largest industries, from destination planning, hotel and restaurant management to entertainment and event management. It provides students with knowledge focused on current tourism, travel and hospitality related industries. Students learn about the history of the industry, explore traveler motivation and consumer needs, the industry's economic and environmental impacts, domestic and international travel, and marketing in tourism. Moreover, this course identifies the student with the geographical distribution of ancient cultures in Jordan.

#### **Objectives of the course:**

1. To be familiar with the concepts and tourism phenomenon as an industry.
2. To understand the direct and indirect impacts of tourism criteria.
3. To illustrate the relationship between hospitality and tourism.
4. To be familiar with the decision making process and destination choice.
5. To identify the famous historical places and monuments in Jordan.

#### **Topics:**

##### **1. An Introduction to Tourism (Week 1-2)**

To be able to describe the evolution of tourism over time generally as well as historically in selected countries.

To be able to define tourism. To summarize the 'tourism system' and the key players and components in contemporary tourism.

##### **2. The Economics of Tourism and Tourism as Employer (Week 3)**

To define the nature of economics. To understand key concepts from micro- and macro-economic relevant to tourism. To describe the nature of tourism industries and commodities. To appreciate the

contributions of tourism to an economy. To understand the scope of the tourism sector as an employer. To evaluate the skills required to work within the tourism sector. To understand the roles, responsibilities and structures that exist within tourism employment.

### **3. Air Transportation, Road and Rail Transportation, and Water-borne Transport (Week 4-5)**

To understand the scope of the airline industry. To explore the importance of land-based modes of transport for tourism. To understand the variety of modes of water-borne transportation. To understand various marketing and operating strategies for transport organizations.

### **First Exam (Week 5)**

#### **4. Accommodation (Week 6-7)**

Critically analyze the concept of design. Critically evaluate the design of hotel room. Critically assess the relationship between price and consumer expectations. Critically evaluate the current system of accommodation quality rating in Jordan.

#### **5. Food and Beverage (Week 8)**

To understand the diversity of food services in the tourism sector. To identify the primary providers of food services in tourism. To appreciate some of the trends in food services.

#### **6. Visitor Attractions in Jordan (Week 9)**

To understand the importance of attractions for the tourism industry. To describe and classify different types of attractions. To understand different ownership and management of different types of attractions. To appreciate the role of events as attraction. To identify the famous historical places and monuments in Jordan.

#### **7. Themes and Operations Management in Tourism (Week 10-11)**

To define and understand a range of tourism typologies. To explain some of the issues and debates that exist within different types of tourism. To apply tourism typologies to different destinations and consumers. To understand and define operations management. To introduce operation management concepts and theories.

### **Second Exam (Week 11)**

#### **8. Destination Management in Jordan (Week 12-15)**

To explain destination management within a theoretical and conceptual context. To understand the structures that exist to facilitate effective destination management. To explain the concept of strategy and strategic planning within the context of tourism organizations. To assess a range of different growth strategies appropriate to the sector. To evaluate external factors that impact upon a tourism business. To evaluate the importance of technology in marketing tourism.

### **Final Exam (Week 16)**

**\*ALL THESE TOPICS WILL BE TAUGHT WITH EMPHASIS ON TOURISM IN JORDAN \***

## **Reading materials**

- 1- ROBINSON, P.; LÜCK, M. and SMIT, S., 2013. *Tourism*. 14<sup>th</sup> ed. Oxfordshire: CABI.
- 2- UNESCO., 2016. *World heritage sites: Jordan*. Available from:  
<http://whc.unesco.org/en/statesparties/jo>.
- 3- JTB., 2016. *Welcome to Jordan Tourism Board*. Available from: <http://international.visitjordan.com/>.
- 4- JHA., 2016. *About Jordan hotel association*. Available from: <http://johotels.org/en-us/download.aspx>.
- 5- MOTA., 2016. *Tourism Statistical Newsletter*. 04/25/, Available from:  
<http://www.tourism.jo/en/Default.aspx?tabid=121>.

## **Other library texts and supplements**

- 1- STEPHEN, J., 2014. *Tourism management*. 5th ed. London: Routledge.
- 2- WALKER, J.R., 2009. *Introduction to hospitality*. 5th ed. New Jersey: Pearson.
- 3- HUDSON, S., 2008. *Tourism and hospitality marketing: A global perspective*. London: Sage Public.
- 4- محاسيس، نجاة، 2014. السياحة في الأردن. عمان: دار زهران

## **Grading:**

The total grades of this course are assigned as follows

1. First exam: 20%
2. Second exam: 20%
3. Participation and Assignments: 10%
4. Final exam: 50%

## **Attendance:**

Students are expected to attend class. Students may not receive credit for a course if they do not attend 85% of the class meetings.