



**The University of Jordan**

**Accreditation & Quality Assurance Center**

**COURSE Syllabus**

1	Course title	English for Tourism & Hotel Industry
2	Course number	2205352
3	Credit hours (theory, practical)	3
	Contact hours (theory, practical)	3
4	Prerequisites/corequisites	Nil
5	Program title	Bachelor's Degree in Applied English
6	Program code	
7	Awarding institution	University of Jordan
8	Faculty	Faculty of Foreign Languages
9	Department	Department of Linguistics
10	Level of course	Third Year
11	Year of study and semester (s)	Third year, first semester
12	Final Qualification	BA
13	Other department (s) involved in teaching the course	-
14	Language of Instruction	English
15	Date of production/revision	2015

#### 16. Course instructor:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Tasnim Al Naimi

[Tasneem.alnaimi@gmail.com](mailto:Tasneem.alnaimi@gmail.com)

#### 17. Other instructors:

*Office numbers, office hours, phone numbers, and email addresses should be listed.*

#### 18. Course Description:

*As stated in the approved study plan.*

This course focuses on core topics including travel agency, tour operation, transport, promoting and marketing tourism, guiding and future developments in the tourism industry.

1.

**A- Aims:**

This course aims at introducing students to key terms and expressions used in tourism. It also aims at developing the communication skills needed to work effectively in this international challenging sector.

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

1. use communication skills needed in various areas of tourism
2. use appropriate terms and expressions commonly used in tourism industry
3. work in various areas in tourism such as travel agencies, airport, hotels, restaurants
4. use reading and writing skills in English to communicate effectively in the core areas of tourism
5. discuss, argue, and persuade
6. work in groups and individually
7. think critically and analytically

**20. Topic Outline and Schedule:**

2.

Topic	Week	Instructor	Achieved ILOs	Evaluation Methods	Reference
Introduction	1	Tasnim			
The History and Development of Tourism	2	Tasnim	1,2,4,6	Written exam	Textbook unit (1)
The Organization and Structure of Tourism	3	Tasnim	1,2,4,6	Written exam	Textbook unit (2)
Travel Agent	4	Tasnim	1-5	Written exam	Textbook unit (3)
Tour Operation	5	Tasnim	1-5,7	Written exam	Textbook unit (4)
Air Travel	6	Tasnim	1-7	Written exam	Textbook unit (5)
Tickets, Reservation & Insurance	7	Tasnim	1-7	Written exam	Textbook unit (8)
Hotel Facilities	8	Tasnim	1-7	Written exam	Textbook p.88-98
Hotel & Restaurant Services	9	Tasnim	1-7	Written exam	Textbook p. 99-109
Tourist Information	10	Tasnim	1-7	Written exam	Textbook Unit (9)
Guiding	11	Tasnim	1-7	Written exam	Textbook Unit (10)
Promotion & Marketing in tourism	12	Tasnim	3,5,7	Written exam	Textbook Unit (11)
Developments in Tourism	13	Tasnim	1,2,6,7	Written exam	Textbook Unit (12)

3.

## 21. Teaching Methods and Assignments:

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

**Lectures:** Three hours per week

**Assignments:** Students are required to do certain exercises that follow each chapter and then to discuss them in the classroom

**Project:** Each student is expected to carry out a project and work with other classmates to deliver a presentation which will be determined later during the semester.

## 22. Evaluation Methods and Course Requirements:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Mid-Term	30%
Quiz & Assignment & Participation	20%
Final Exam	50%

## 23. Course Policies:

A- Attendance policies:

Only the number of absences allowed by the university is accepted. Low attendance influences the participation mark (An absent student cannot participate).

B- Absences from exams and handing in assignments on time:

Mid-term and finals can be made up with an official excuse. Quizzes can **never** be made up no matter how justified your absence was.

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

## 24. Required equipment:

**25. References:**

A- Required book (s)

-Keith Harding (1999) **Going International:-English for Tourism**. Oxford University Press. Oxford.

B- Recommended books, materials, and media:

1- Ann Row, John D. Smith and Fiona Borein (2002). *Career Award: Travel and Tourism industry*. Oxford University Press. Oxford.

2- Keith Harding and Paul Henderson (2004).*High Season :English for Hotel and Tourist Industry*. Oxford University Press. Oxford

**26. Additional information:****Name of Course Coordinator:**

Date:

**Head of curriculum committee/Department:**

Signature:

**Head of Department:** Dr Riyad

Signature:

**Head of curriculum committee/Faculty:**

Signature:

**Dean:** Dr. Adnan Al-Smadi

Signature:

Copy to:Head of Department  
Assistant Dean for Quality Assurance  
Course File