



Philadelphia University
Faculty of Administration and Financial Sciences
Department of Tourism and Hotel Management
Semester, 2008/2009

Course Syllabus

Course Title: Management of Touristic Relations/ English	Course code: 381230
Course Level: Second year	Course prerequisite (s) and/or co requisite (s):
Lecture Time:	Credit hours: 3

Academic Staff Specifics

Name	Rank	Office Number and Location	Office Hours	E-mail Address
Dr.				

Course module description:

This course introduces the functions of Tourism Public Relations in the Hotels and Tourist organizations. It includes the study of significance, structure, responsibility of the Public Relations unit in both Hotels and Tourist organizations.

Course module objectives:

- 1. To measure the effectiveness of Public Relations in Tourism**
- 2. To recognize the difference between publicity and public relations.**
- 3. To know how can public relations consider to be as a corrective method to marketing strategies**
- 4. To release the different types of media**

Course/ module components

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

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

- **Homework and laboratory guide (s) if (applicable).**

Teaching methods:

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

Learning outcomes:

- **Knowledge and understanding**
 - To know sale support techniques
 - Learn the measurement of the effectiveness of Public Relations
- **Cognitive skills (thinking and analysis).**
 - Analysing and understanding public relations programs
 - To manage and analyze method of Tourism publicity
 - **Communication skills (personal and academic).**
 - To Communicate with council and government departments
 - To have an effective PR programs
 - Creating good well in the community and advertising
- **Practical and subject specific skills (Transferable Skills).**
 - Practicing and marinating moral contact with employment
 - Skills of writing newsletters, notices and annual reports
 - Practicing on reducing the risks

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	15
Second examination	15
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, 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)	An introduction to public relations in the tourism and hospitality sector	
(2)	Why hospitality industry concern with public relations	
(3)	- Advantages of public relations - Measuring the effectiveness of tourism public relations	
(4)	Managing public relations public relations techniques	
(5)	Developing the functions of P.R. Sales support techniques.	
(6) First examination	- Brochures - Folders - Sales letter	
(7)	Method of Tourism publicity Advertisement Structure form of publicity.	
(8)	Relationship between P.R. and Marketing The five models.	
(9)	Sponsorship techniques Target effect.	
(10)	Public relation and promotional strategies in tourism.	
(11) Second examination	Fundamental features of tourism promotion.	
(12)	Managing the advertising function : media planning .	
(13)	Print media Newspapers Consumer publications	
(14)	Transport advertising Video text Television	
(15) Specimen examination (Optional)	Implementation the public Relation program.	
(16) Final Examination	Measuring the effectiveness of public relations .	

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**

Code	Course Name	Author	Title	Edition	Publisher	ISBN	Language
0381230	Management of Touristic Relation / English	Kotler, Bowen, Makens	Marketing for Hospitality & Tourism	Third	Prentice Hall	-13-07-120057	2
		Reich	Marketing Hospitality	-	Wiley	-471-03-31012	2
		Morrison, Wearne	Marketing Hospitality	-	Butter worth, Heinemann	-7506-07-2688	2

- **Journals**

- Annals of Tourism Research
- Scandinavian Journal of Hospitality and Tourism

- **Websites**

- [www.Net Jets.com](http://www.NetJets.com)
- www.eworkmarkets.com