



Philadelphia University
Faculty of Administrative and Financial Sciences
Department of Tourism and Hotel Management
Second Semester, Academic Year 2013/2014

Course Syllabus

Course title: Tour Operations & Travel Agencies Management		Course code: 0381341
Course level: 3rd Year	Course prerequisite (s) and/or co requisite (s): 0381141	
Lecture time:		Credit hours: 3 credit hours

Academic Staff Specifics

Name	Rank	Office number and location	Office hours	E-mail address
Rami Tawil	Assistant Professor	32502 Fifth Floor		rtawil@philadelphia.edu.jo

This course is covered in the following College and Department Learning Outcomes:

Department Learning Outcome no. 2, no. 3, and no. 4

Course module description:

This course will aim to explain the different roles taken by travel agencies and tour operators in the travel and tourism sectors. It illustrates the importance of these agencies in the development of travel and tourism industry.

Course module objectives:

- Students will be able to learn the operation of travel agencies and tour operations.
- Students will be able to recognise and understand the importance of travel intermediaries in the management policy of the hotel and tourism sectors.

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:

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

Learning outcomes:

- Knowledge and understanding
 - 1- To understand the job- task for travel agencies and tour operators and their importance.
 - 2- To make students become more familiar and understand the relationship between travel intermediaries and the hotel and tourism sectors.
- Cognitive skills (thinking and analysis).
 - 1- To demonstrate critical review and problem-solving abilities related to travel agencies and tour operations.
- Communication skills (personal and academic).
 - 1- To ensure a high degree of customer satisfaction by anticipating customer needs and providing services in a professional manner.
 - 2- To develop a solid understanding of customer-oriented and profitable operation within the travel and tourism sectors.
- Practical and subject specific skills (Transferable Skills).
 - 1- To adapt to various and changing technologies, systems, and computer applications for travel agencies such as Gallilio programmes for travel reservations.

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)	Introduction to tour operations and travel agency management	
(2)	The travel and tourism product	
(3)	Package holidays	
(4)	Contracting holidays	
(5)	The Brochure	
(6) First examination	Trade associations functions, objectives and duties	
(7)	Itinerary planning	
(8)	Types of holidays	
(9)	Factors affecting the business of tour operations – external and internal	
(10)	Overseas operations	
(11) Second examination	Financial matters	
(12)	Calculating the package holiday	
(13)	Marketing for tour operators	
(14)	Law for tour operators	
(15) Specimen examination (Optional)	Case Studies	
(16) Final Exam	Revision	

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

- Yale, P. (1996). *The Business of Tour Operations*, Longman, Essex, UK.
- Bailey, J. (1990). *Tour Operating: Ticketing and Documentation*, ABTA, UK.

Journals

- Tourism Management
- International Journal of Tourism and Hospitality Management

Websites

- www.unwto.org/travel
- www.google.com/scholar?hl=en&as_sitemap=touroperations

