



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

**Course Syllabus**

<b>Course Title: Hotel and tourism training ( 2 )</b>	<b>Course code: 381492</b>
<b>Course Level: thirdyear</b>	<b>Course prerequisite (s) and/or co requisite (s):</b>
<b>Lecture Time:</b>	<b>Credit hours: 3</b>

**Academic Staff Specifics**

<b>Name</b>	<b>Rank</b>	<b>Office Number and Location</b>	<b>Office Hours</b>	<b>E-mail Address</b>

**Course module description:**

**The aim of this course is to provide students with the practical experience that is essential in the hospitality industry by training them in Travel and Tourism offices.**

**Course module objectives:**

- 1- Identify the significance of the training program
- 2- Training as a continuous process
- 3- Exploring the types of training programs applying for tour operator and travel agency

**Course/ module components**

- **Books (title , author (s), publisher, year of publication)**  
Training and manual books
- **Support material (s) (vs., aces, 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 and analyzing the operation policy for travel agencies
  2. to know how to formulate the pricing policy for a package tour.
- **Cognitive skills (thinking and analysis).**
  1. Skills of realizing the need of target groups
  2. cognitive with the policies of competitive travel agencies
- **Communication skills (personal and academic).**
  1. Skills of communicating with different types and size of tour operator and travel agents
  2. skills of being an active member to identify host and guest relationship
  3. Wep-site skills
- **Practical and subject specific skills (Transferable Skills).**
  1. Skills of writing and presenting various themes for the job task

2. skills of applying theoretical techniques to be apart of practical policy

### 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)

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- Protection by copyright
- Avoiding plagiarism.

### Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	Meeting with students	
(2)	Distribution of students upon different travel agencies	
(3)	An introduction to the job – task and identification for different department	
(4)	Reservation services	
(5)	Reservation services	
(6)	Marketing policies and strategies	
First examination		
(7)	Marketing policies and strategies	
(8)	Sales techniques	
(9)	Itinerary plan	
(10)	Pricing policy for a trip and cost analysis	
(11)	Cost benefit analysis for a package tour	
(12)	Formulation of a package tour	
Second examination		
(13)	Guiding and combining the local participants	
(14)	Applying and preparing the package tour program and cost	
(15)	Applying and preparing the package tour program and cost	
Specimen examination (Optional)		
(16)	Writing reports	
Final Examination		

**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****Training and manual books****Journals**

- Journal of teaching in travel and tourists
- International travel law journal

**Websites**