



**Philadelphia University**  
**Faculty of Administrative and Financial Sciences**  
**Department of Tourism and Hotel Management**  
**First Semester, Academic Year 2011/2012**

**Course Syllabus**

<b>Course title: Hotel and Tourism Correspondence</b>	<b>Course code: 0381390</b>
<b>Course level: 3<sup>rd</sup> Year</b>	<b>Course prerequisite (s) and/or co requisite (s): 0381101</b>
<b>Lecture time: 11.15 Mon. and Wed.</b>	<b>Credit hours: 3 credit hours</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>
<b>Rami Tawil</b>	<b>Assistant Professor</b>	<b>32502 Fifth Floor</b>		<b>rtawil@philadelphia.edu.jo</b>

**Course module description:**

This course is designed to familiarise students with effective communication skills and correspondence used in tourism and hotel organisations. It includes the study of communication models, effective communications and writing business letters.

**Course module objectives:**

- Replying for the inquiries of the guests.
- Understanding the main sections and parts of the business letter.
- To make guests feel welcome and looked after by handling their inquiries and complaints.

**Course/ module components**

- Books (title , author (s), publisher, year of publication)
  - 1- Nazih mwaffak and nabel (Eds) tourism and hotels correspondence techniques 2003.
  - 2- Ford Roberts c: managing the guest in the hospitality Albany ny, Delmar 1999.
  - 3- Andrews, sudhir hotel front office new delhi hill publishing company 1982.
- 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 know how to reply to an enquiry.
  - 2- To understand the international hotel regulation.
  - 3- To understand the rights of the guest.
  - 4- To know booking terms and duration.
- Cognitive skills (thinking and analysis).
  - 1- Payment of account.
  - 2- Solving the over booking problems.
- Communication skills (personal and academic).
  - 1- Writing a commercial letters.
  - 2- Writing a C.V to apply for a job.
  - 3- Skills of useful expressions and sentences.
  - 4- Skills for interview.
- Practical and subject specific skills (Transferable Skills).
  - 1- Application for vacancy.
  - 2- Cancellation of hotel accommodation.
  - 3- Amendment to hotel reservation.
  - 4- Collaboration with travel agencies.

### **Assessment instruments**

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Homework
- Final examination: 40 marks

<b><u>Allocation of Marks</u></b>	
<b>Assessment Instruments</b>	<b>Mark</b>
First examination	<b>20</b>
Second examination	<b>20</b>
Final examination	<b>40</b>
Reports, research projects, quizzes, homework, Projects	<b>20</b>
Total	<b>100</b>

### **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 business writing and letters	
(2)	Forms and parts of the business letter	
(3)	The layout of a business letter	
(4)	Exercise	
(5)	Letters of Inquiry/ Travel Agencies and Individuals	

(6) First examination	Replies/ Positive and Negative replies	
(7)	Exercise	
(8)	Booking and Confirmation	
(9)	Settlement of accounts	
(10)	Changes and Cancellations	
(11) Second examination	Exercise	
(12)	Complaints	
(13)	Applying for a job	
(14)	Goodwill letters: Congratulations and Condolences, ...	
(15) Specimen examination (Optional)	Exercise	
(16) Final Examination	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**

Code	Course Name	Author	Title	Edition	Publisher	ISBN	Language
0381390	Tourism Correspondence / English	Nauheim	How to Write a business Letter	First	Crest House	81-242-0098-x	2
		Stanton, Wood	Long man Commercial Communications	First	Long man	03582852730	2
		Shawish	Business Correspondence	Second	Dar - ALfikir	5291811989	2
		Ashley	Commercial Correspondence		ELBS	0194421279	2

- Journal of Quality Assurance in Tourism .
- Journal of Information technology and Tourism .

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