



**Philadelphia University**  
**Faculty of Administrative and Financial Sciences**  
**Department of Hotel and Tourism Management**  
**Academic Year 2014-2015**

**Course Syllabus**

**Course Title: Principles of Hotel and Tourism Management**

**Course Code: 0381141**

**Course Level: First Year**

**Course Prerequisite(s) and/or Co requisite(s): ...**

**Credit Hours: 3**

**Lecture Time: ...**

<b>Specifics Academic Staff</b>	
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This course is covered in the following College and Department Learning Outcomes:

Department Learning Outcome no. 2, no. 3, and no. 5

**Course Module Description:**

This course provides students with an introduction to the tourism and hospitality industry. It offers a historical overview of the development of tourism, its main types, tourism pillars, and its potential negative and positive socio-economic and environmental impact on local communities. Additionally, the course provides descriptions of types of hotels, structures, classifications, etc.

**Course Module Objectives:**

The focus of the course will be on:

- Understanding the concepts, definitions and the typology of tourism and hospitality sectors.

- Equipping students with an overview of the tour industry and its historical underpinnings.
- To illustrate the relationship between hotels and tourism.
- To be familiar with the decision making process and destination choice.

### **Course/ module components**

- **Books (author(s), year of publication, title, publisher)**
  1. Cooper, C. Fletcher, J. Gilbert, D. and Wanhill, S., 2002. *Tourism principles and practice*. London: Longman.
  2. Cooper, C., 2012. *Essentials of tourism*. London: Pearson Education Limited.
  3. Dittmer, P. (1998). *Hospitality Industry*, Third Edition, Wiley and Sons.
  4. Hayes, D. and Ninemeier, J., 2007. *Hotel operations management*. New Jersey: Prentice Hall. **(First Chapter “ The hotel industry: Overview and professional career opportunities” p.p 1-37).**
- **Support material (s) (vcs, acs, etc).**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

### **Teaching methods:**

Lectures, brainstorming, tutorials, problem solving, debates, learning through playing, presentations and posters etc.

### **Learning outcomes:**

- **Knowledge and understanding**
  - 1- To acknowledge the history of tourism through ages.
  - 2- To understand the different thoughts and concepts of tourism as an industry and service sector.
- **Cognitive skills (thinking and analysis).**
  - 1- Enhance critical thinking amongst students in order to understand why tourism is a vital sector within any economy.
  - 2- To analysis the socio- economic, cultural and environmental impacts of tourism upon locals in tourism destinations.
  - 3- To analysis the demand – supply of tourism.
- **Communication skills (personal and academic).**
  - 1- To illustrate how tourism as an industry and an umbrella concept communicate and involve hospitality and accommodation management.

2- To illustrate the different component of tourism.

- **Practical and subject specific skills (Transferable Skills).**

1- Skills of analysing and understanding the relation between tourism supply and demand.

2- To have an idea about techniques of forecasting and planning methods.

**Assessment instruments**

- Short Reports and/ or Presentations, and/ or short Research Projects
- Class activities
- Homework
- Final Exam: 40 marks

<b><u>Allocation of Marks</u></b>	
<b>Assessment Instruments</b>	<b>Mark</b>
First Exam	<b>20</b>
Second Exam	<b>20</b>
Final Exam	<b>40</b>
Reports, Essays, Homework and Presentations, etc.	<b>20</b>
<b>Total</b>	<b>100</b>

**Documentation and academic honesty**

- Documentation style (Harvard style). File attached
- Protection by copyright
- Avoiding plagiarism.

**Course/Module Academic Calendar**

<b>Week</b>	<b>Date</b>	<b>Basic &amp;support material to be covered</b>	<b>Homework /report due dates</b>
<b>1st</b>	19/10/2014 – 23/10/2014	Historical background/ Tourism	
<b>2nd</b>	26/10/2014 – 30/10/2014	Concepts of Tourism, its Importance, Types & Definitions	
<b>3rd</b>	2/11/2014 – 6/11/2014	Tour Operators & Travel Agencies	
<b>4Th</b>	9/11/2014 – 13/11/2014	Tourism Pillars	
<b>5Th</b>	16/11/2014 – 20/11/2014	The Destination Choice Process and Decision Making Process	
<b>6Th</b>	23/11/2014 – 20/11/2014	Revision and first exam	
<b>7Th</b>	30/11/2014 – 4/12/2014	Impact of Tourism on the Natural Environment	
<b>8Th</b>	7/12/2014 – 11/12/2014	Impact of Tourism on the Economy	
<b>9Th</b>	14/12/2014 – 18/12/2014	Impact of Tourism on Culture and	

		Society	
<b>10Th</b>	21/12/2014 – 25/12/2014	Sustainable tourism	
<b>11Th</b>	28/12/2014 – 1/1/2015	Introduction to the Hotel Industry and its importance Second Exam	
<b>12Th</b>	4/1/2015 – 8/1/2015 Second Exam	Types of Accommodation – Hotels and Rooms	
<b>13Th</b>	11/1/2015 – 15/1/2015	Organisational Chart and Hotel Departments' Interrelationships	
<b>14Th</b>	18/1/2015 – 22/1/2015	Challenges facing the hospitality sector	
<b>15Th</b>	25/1/2015 – 29/1/2015	Case studies - Students' Presentations and Assignments	
<b>16Th</b>	1/2/2015 – 9/2/2015	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**

<b>Code</b>	0381141				
<b>Course Name</b>	Principles of Tourism & Hotel Management / English				
<b>Books</b>	<b>Author</b>	<b>Title</b>	<b>Edition</b>	<b>Publisher/ ISBN</b>	<b>Language</b>
<b>1.</b>	Paul R. Dittmer	Hospitality industry	3rd	Wiley 0-471-38479-8	2
<b>2.</b>	John R . Walker	Introduction to Hospitality	2nd	Prentice Hall 0-13-917881-3	2
<b>3.</b>	Rocco M , Angelo, CHA Andrew N. Vladimir ,	Hospitality Today An Introduction	3rd	Educational institute American Hotel & Motel	2

	CHE			Association 0-86612172-2	
4	Goeldner, Charles R	Tourism Principle , practices, philosophies	2nd	John Wiley & Sons -----	2
5.	Hallaway , J christopher	The Business of Tourism	2nd	Longman	2

### **Journals**

Annals of Tourism reserach

Journal of hospitality and tourism cases