



Philadelphia University
Faculty of administration and finance sciences
Department of hotels and tourism management
first semester, academic year 2011-2012

<u>Course syllabus</u>	
Course title: tourism finance and investment.	Course code: 381240
Course level: 3	Course prerequisite (s) and/or corequisite (s):
Lecture time: 11.10-12.00	Credit hours: 3 hours

<u>Academic Staff Specifics</u>				
Name	Rank	Office number and location	Office hours	E-mail address
Dr.Mwaffak Al-Hammairy	Associated Professor	519	10-11	tohora_86@yahoo.Com

Course module description:

This course aims to verify and explain the importance of finance in the tourism investments and methods of tourism finance. It also apply the principles of investment process, and explore the steps in the loans process-qualifying , and approach tourism development and follow-up types of tourism investment.

Course module objectives:

1. To explain the role and nature of tourism investment and the role of the loans in tourism development.
2. Understand the basics of investments, and to set loans force strategy.
3. Apply the principles of loans policies, and outline the steps for the loans process.
4. nature and volume of investment.

Prerequisites

331101 Introduction to Management and 381101 Principles of hotels and tourism management.

Course/ module components

الحميري د. موفق عدنان اساسيات التمويل والاستثمار في صناعة السياحة. مؤسسة الوراق للنشر والتوزيع. عمان الاردن 2010

- Lashley, Conrad, ed. Morrison, Alison, ed. Franchising hospitality services Oxford: Butterworth- Heinemann, 2000. XVIII, 274P. 338.47647068 FRA16518.
- Baum, Thomas, ram. Economic and management methods for tourism and hospitality research. John wiley and sons, 1998. XII, 282P. 647.94068 BAU16716.
- Ransley, Josef, ed Ingram, Hadyn, ed, Developing hospitality properties and facilities. Oxford: Butterworth- Heinemann, 2000. XVIII, 292P. 647.94068 DEV 16529,16599

General Finance and Investment Management

1. Besanko, D., Braeutigam, R. R. (2002). Microeconomics. USA: John Wiley and Sons.
2. Bryman, A., Bell, E. (2007). Business research methods. USA: Oxford University Press.
3. Phillips, R. L. (2005). Pricing and revenue optimization. Stanford: Stanford University Press.
4. Nagle, T. T., Hogan, J. E. (2006). The strategy and tactics of pricing. Pearson Education, Upper Saddle River.

Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines). There is a large and growing range of relevant academic journals. Some of the more relevant are:

Industry Specific

1. International Journal of Hospitality Management.
2. Annals of Tourism Research.
3. Cornell Hotel and Restaurant Administration Quarterly.
4. International Journal of Contemporary Hospitality Management.
5. International Journal of Hospitality Management.
6. Journal of Hospitality and Tourism Management.
7. Journal of Hospitality and Tourism Research.

8. Tourism Management.

General HRM

1. Journal of Revenue and Pricing Management.
2. Academy of Management Review.
3. Administrative Science Quarterly.

Journals and Periodicals

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines). There is a large and growing range of relevant academic journals. Some of the more relevant are:

Industry Specific

1. International Journal of Hospitality Management.
2. Annals of Tourism Research.
3. Cornell Hotel and Restaurant Administration Quarterly.
4. International Journal of Contemporary Hospitality Management.
5. International Journal of Hospitality Management.
6. Journal of Hospitality and Tourism Management.
7. Journal of Hospitality and Tourism Research.
8. Tourism Management.

Teaching methods:

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

Learning outcomes:

Knowledge and understanding:

1. To know tourism investment process.
2. To understand investment strategy.
3. To know methods of studying funding.

Cognitive skills (thinking and analysis).

1. To analysis tourism investment chart.
2. To analysis the restricted profits.
3. Thinking how to make benefits for holding inventory.

Assessment instruments

Internal Assessment

Presentation 1

Due Date: During Tutorials weeks 3 to 6

Value: 5 marks

Presentation 2

Due Date: During Tutorials weeks 8 to 12

Length: 1200 words maximum

Value: 15 marks

First Assignment

Due Date: 9.10, Tuesday 30 October

Length: 2,000 words maximum

Value: 20 marks

Second Assignment

Due Date: 9.10, Tuesday 16 December

Length: 2,000 words maximum

Value: 20 marks

A checklist for preparing your assignment

1. Clear understanding of the core problems relating to Investment in Hotel Industry.

After you have familiarized yourself with the case and read and re-read the details, you should be in a position to identify the core problem(s). It is useful to distinguish between immediate problems and underlying problems. Immediate problems are often symptoms of more enduring underlying matters.

Analysis

Have you moved beyond simple descriptions? From the theoretical foundations, have you draw conclusions, insights and implications for Loans in Hotel Industry?

3. Synthesis

Have you carefully selected a wide range of texts and journals for your assignment preparation? Have you integrated both industry specific and general Investment literature? As a minimum, you are expected to use the texts and additional readings, particularly relevant journal articles, for this unit.

4. Application

Have you demonstrated skills in applying theory to practice? Be sure to make extensive and appropriate use of theory in the case analysis.

Have you clearly answered the question? There are three parts to the answer; each requiring a different approach:

Q1 requires an analysis of the key investment challenges (focus on what you think are the more important issues): what is the investment issue and why is it a key challenge?

Q2 requires the development of a strategy and the recommended approach needs to be clearly stated.

Q3 requires the identification of the various flexible patterns of work being utilized by Hotel and commenting on the advantages and disadvantages of those patterns.

4. References

In text: Using the author-date method of referencing, have you correctly cited **all** the authors whose work you have drawn upon?

Reference section: Have you correctly listed all references used throughout the body of your essay in an end reference list?

6. Literacy

Is your essay (report) well organized? It should have a clear structure with appropriate headings. Have you checked spelling, punctuation, grammar and sentence and paragraph formation?

<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

Examination

Format

The final examination will be of 3 hours duration, preceded by 10 minutes reading time. The examination is worth 40 per cent of the total available marks, comprising a choice of 5 out of 6 short essay questions.

Scheduled date and place

Your final examination for this unit will be held during the scheduled examination period as indicated by Registration Office.

Examinations will normally be scheduled Sunday to Thursday inclusive. Examinations may be held during the day or evening and students should consult the university information that will be made available towards the end of semester. You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

Supplementary Examination

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of the department, a student who fails will not be granted a supplementary examination.

Submission of Coursework

Late Coursework

Written Work

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge **prior** to the due date.

Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Documentation and academic honesty

- Documentation style
- Protection by copyright
- Avoiding plagiarism.

Examination

Format

The final examination will be of 3 hours duration, preceded by 10 minutes reading time. The examination is worth 40 per cent of the total available marks, comprising a choice of 5 out of 6 short essay questions.

Scheduled date and place

Your final examination for this unit will be held during the scheduled examination period as indicated by Registration Office.

Examinations will normally be scheduled Sunday to Thursday inclusive. Examinations may be held during the day or evening and students should consult the university information that will be made available towards the end of semester.

You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

Supplementary Examination

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of the department, a student who fails will not be granted a supplementary examination.

Submission of Coursework

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge **prior** to the due date.

Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	The importance of finance for tourism sector	
(2)	Finance resources	
(3)	Selecting the suitable resource	
(4)	Loans policies	
(5)	Methods of hotel finance	
(6) First examination	Classifications of loans	
(7)	Types of tourism investments	

(8)	Methods of evaluating investment	
(9)	Investment plan	
(10)	Planning capital investments	
(11)	inventory investment.	
Second examination		
(12)	Problems facing inventory investment for hotels	
(13)	Tourism projects priorities	
(14)	Cost- benefit analysis	
(15) Specimen examination (Optional)	The role of public sector for encouraging tourism investment	
(16) Final Examination	General review	

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 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.

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 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.