



Philadelphia University
Faculty of Administration and Financial Sciences
Department of Tourism and Hotel Management
First semester, academic year 2011/2012

Course syllabus

Course title: Tourism Informatics & Advertising	Course code: 0 381462
Course level: Fourth year	Course prerequisite (s) and/or corequisite (s):
Lecture time:	Credit hours: 3 hours

Academic Staff Specifics

Name	Rank	Office number and location	Office hours	E-mail address

Course module description:

It focuses on the role of a successful advertisements policy in the enhancement of an organizations sales, and the increase in business volume.

Course module objectives:

- 1- To Identify the importance of advertising dual information system to the tourism industry.
- 2- Collecting and analyzing information to the process of decision making.
- 3- Communicate with the internal and external environment.
- 4- Providing methods of designing the price sheet and promotion.

Course/ module components

- **Books (title , author (s), publisher, year of publication)**

- 1- How to do your own advertising. By Pennie, Machael published by 1990.
- 2- Hospitality states and promotion by Drek Taylor. Published by Butter worth 2001.

- **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 the nature of advertisement and information.
 - 2- To understand the methods of preparing and designing the tourism advertisement..
 - 3- To know the role of advertisement for selling process
- Cognitive skills (thinking and analysis).
 - 1- Skills of the aims and objectives of advertisement.
 - 2- Skills of communicate with others.
 - 3- Skills of promotion mix for tourism sector.
- .Communication skills (personal and academic).
 - 1- Writing a report concerning one or more themes of tourism guide.
 - 2- Working out a case study for an or more subjects relating to a program tour.
 - 3- Communicate with different web-sites.
- Practical and subject specific skills (Transferable Skills).
 - 1- Calculate the direct and indirect costs.
 - 2- Comparing the techniques of tourism advertising with the national sector.
 - 3- Studing the weakness, strength , opportunities and threads for developing the tourist product.

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)	The concept and nature of advertising.	
(2)	Advertising in tourism industry.	
(3)	Advertisement and it's relation to marketing	
(4)	Communication system.	
(5)	Objectives and nature of advertising.	
(6) First examination	The functions of advertisement in tourism industry.	
(7)	Advertisement tools.	
(8)	Techniques of advertisement design.	
(9)	Public relation and publicity.	
(10)	Press releases.	
(11) Second examination	Building relations with the media.	
(12)	Enhancing the product image through the press.	
(13)	Publicity tools.	
(14)	Internal and external publicity.	
(15) Specimen examination (Optional)	International tourism publicity.	
(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 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

الاعلام والاعلان السياحي، فؤادة البكري ،دار نهضة الشرق

Journals

Journal of vacation marketing.

Journal of Travel Research.

Tourism Management.

Websites

www.amazon.com/advertising-tourism

- www.wvtourism.com