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Course Description: Tourism Companies & Travel Agencies

1- Basic Information:

Course Name	Tourism Companies & Travel Agencies
Course ID	TMK501
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	18
Mid Term Exam	-
Exam	75 Min
Registered Sessions Work Load	36
Synchronized Session Work Load	18
Credit Hours	4
Course Level	5

2- Pre-Requisites:

Course	ID
Introduction to Tourism	TGT401
Services Marketing	BMK501

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3- Course General Objectives:

The course deals with the concept of tourism companies, their types and organizational structure, human resources for a travel agency, success factors for travel and tourism companies, the headquarters of travel and tourism companies and the conditions for their establishment, the organizational structure of tourist offices, characteristics of the ticket, types and travel procedures, tourism terms used in tourism companies and travel agencies, tourism transportation, Air transport, passenger traffic, goods, and air networks, Commercial and service airline management, and the human resources associated with them, Airline services and tools locally and globally.

At the end of the course the student should be able to:

1. Know the basic concepts about tourism companies, their types and organizational structures, and the limitations they face.
2. Getting acquainted with the work of tour operators and the work of tourism and travel agents and their obligations, and possessing the skill of calculating the cost of the tourism program.
3. Familiarize yourself with tourism and travel agencies, their types and functions, and have the ability to define the role, skills and responsibilities of a travel agent, and the steps for opening a travel agency.
4. Possessing the skill of managing tourism and travel agencies and familiarizing themselves with their operations and systems.
5. Possess the skill of differentiating between the tourist office and the tourism company and the characteristics of each, and understanding the nature of work in travel offices and their departments, and studying the skills of their employees.

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6. Getting to know the tourist transport, its stages and determinants, and the effects of transport on the tourism movement.
7. Identifying air transport and its types, studying the skills and competencies of air transport workers, and understanding airline codes.
8. Getting acquainted with the airlines in terms of their departments, activities, objectives and laws, and having the ability to determine the forms of flights, the open air strategy and the development of travel destinations.
9. Possess the skill of recognizing the types of travel tickets and airline tickets and distinguishing between a paper ticket and an electronic ticket.
10. Familiarize yourself with the procedures for obtaining a license to practice tourism activity and obtaining a permit for airlines.
11. Analyze and study the reasons for the emergence of international tourism organizations, and identify their patterns, characteristics and divisions.
12. Possess the skill of recognizing the terms and expressions of tourism and the terms and expressions of airlines.

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Know the basic concepts about tourism companies, their types and organizational structures, and the limitations they face.
ILO2	Getting acquainted with the work of tour operators and the work of tourism and travel agents and their obligations, and possessing the skill of calculating the cost of the tourism program.
ILO3	Familiarize yourself with tourism and travel agencies, their types and

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	functions, and have the ability to define the role, skills and responsibilities of a travel agent, and the steps for opening a travel agency.
ILO4	Possessing the skill of managing tourism and travel agencies and familiarizing themselves with their operations and systems.
ILO5	Possess the skill of differentiating between the tourist office and the tourism company and the characteristics of each, and understanding the nature of work in travel offices and their departments, and studying the skills of their employees.
ILO6	Getting to know the tourist transport, its stages and determinants, and the effects of transport on the tourism movement.
ILO7	Identifying air transport and its types, studying the skills and competencies of air transport workers, and understanding airline codes.
ILO8	Getting acquainted with the airlines in terms of their departments, activities, objectives and laws, and having the ability to determine the forms of flights, the open air strategy and the development of travel destinations.
ILO9	Possess the skill of recognizing the types of travel tickets and airline tickets and distinguishing between a paper ticket and an electronic ticket.
ILO10	Familiarize yourself with the procedures for obtaining a license to practice tourism activity and obtaining a permit for airlines.
ILO11	Analyze and study the reasons for the emergence of international tourism organizations, and identify their patterns, characteristics and divisions.
ILO12	Possess the skill of recognizing the terms and expressions of tourism and the terms and expressions of airlines.

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5- Course Syllabus (24 hours of total Recorded Sessions, 18 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • Tourist companies: 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, both theoretical and practical are combined
	1. Definition of the tourism company				
	2. Types of tourism companies				
	3. The premises and conditions for establishing tourism companies				
	4. The organizational structure of tourism companies				
	5. Tourist market				
	6. The ingredients to be available in the tourist country				
	7. The most important work carried out by tourism companies				
	8. Success factors for travel and tourism companies.				

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ILO2	<ul style="list-style-type: none"> Tourist trips: <ol style="list-style-type: none"> 1. Concept and definition of tourism trip 2. Tour producers 3. Types of Tour Operators 4. Tour operator skills 5. The stages of marketing the integrated trip and the tourism package distribution teams 6. The cost of the tour program and its calculation 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, both theoretical and practical are combined
ILO3	<ul style="list-style-type: none"> Tourism and travel agencies: <ol style="list-style-type: none"> 1. Definition of travel and tourism agency and its importance 2. Divisions of tourism and travel agencies 3. Travel Agency Jobs 4. The role and skills of the travel agent and the factors helping to develop 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, both theoretical and practical are combined

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	<p>the skills of the travel agent</p> <p>5. Responsibility of the travel agent and the qualities that must be available in the travel agent</p> <p>6. Users of tourism and travel agencies</p> <p>7. The core business of travel and tourism agencies</p> <p>8. Steps for opening a travel and tourism agency</p>				
ILO4	<p>• Management of tourism and travel agencies:</p> <p>1. Tourism and travel agencies as an administrative system.</p> <p>2. Administrative Operations of the Tourist Agency</p> <p>3. Administrative systems for travel and tourism agency</p> <p>4. Organizing and</p>	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, both theoretical and practical are combined

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	distributing tasks in the travel and tourism agency 5. Planning, production and distribution advertising in travel agency 6. Travel agencies management team				
ILO5	<ul style="list-style-type: none"> • Tourism and travel offices: 1. Definition of tourist offices 2. Missions of the Tourist Office 3. Factors to be taken into account when setting up a tourist office 4. Skills and competencies that must be available to workers in tourism offices 5. Duties of the general manager, sub-managers and employees of tourism offices 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, both theoretical and practical are combined
ILO6	<ul style="list-style-type: none"> • Tourist transportation: 			<input type="checkbox"/> Exercises	In this course, both

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	1. Concept and definition of tourism transportation 2. The importance of tourism transportation 3. Stages of development of tourist transport 4. Determinants of tourist transport 5. Tourism services 6. The relationship between transportation and the tourism sector	2	1.5	<input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	theoretical and practical are combined
ILO7	• Air transport: 1. Air Transport: Concept, Definition and Importance 2. The development of air transport 3. Types of air transport 4. Air freight 5. Organizations governing air transport 6. Airline codes 7. Skills and competencies of airline workers	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, both theoretical and practical are combined

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	8. Air transport industry				
ILO8	<ul style="list-style-type: none"> Airlines: 1. Airline concept and definition 2. Types of aircraft 3. Scheduled and unscheduled airlines 4. Types of airline services 5. Traffic of passengers, goods and air networks 6. Airline management 7. Human resources required for airlines 8. Airline services 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, both theoretical and practical are combined
ILO9	<ul style="list-style-type: none"> Air ticket: 1. Air ticket types 2. Air ticket characteristics 3. Travel procedures 4. Air ticket booking terms 5. Concept and definition of electronic ticket 6. The difference between an electronic ticket and a paper ticket 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, both theoretical and practical are combined

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	7. E-ticket content				
ILO10	<ul style="list-style-type: none"> Tourist systems and regulations: <ol style="list-style-type: none"> 1. Procedures for obtaining a license to practice tourism activity 2. Procedures for obtaining an airline permit 3. Problems of non-availability or breach of licensing terms 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, both theoretical and practical are combined
ILO11	<ul style="list-style-type: none"> International Tourism Organizations: <ol style="list-style-type: none"> 1. Definition of international organizations, their concept and conditions for their establishment 2. Characteristics of international organizations and their divisions 3. Patterns of tourism organizations 4. The reasons for the emergence of primary 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, both theoretical and practical are combined

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	tourism organizations and their benefits 5. Types of international tourism organizations 6. Guide and tour guide				
ILO12	<ul style="list-style-type: none"> Tourism and travel terms: 1. Tourism terms and expressions 2. Hotel terms and expressions 3. Airline terms and expressions 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this course, both theoretical and practical are combined

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Know the basic concepts about tourism companies, their types and organizational structures, and the	<ul style="list-style-type: none"> Identify the basic concepts of tourism companies and their types. 	X	X	X		X

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	limitations they face.	<ul style="list-style-type: none"> – Possess the skill of setting organizational structures for tourism companies. – Studying the challenges facing tourism companies 					
ILO2	Getting acquainted with the work of tour operators and the work of tourism and travel agents and their obligations, and possessing the skill of calculating the cost of the tourism program.	<ul style="list-style-type: none"> – Getting acquainted with the work of tour operators. – Familiarize yourself with the work and obligations of travel and tourism agents. – Possess the skill of calculating the cost of the tourism program. 	X	X	X		X
ILO3	Familiarize yourself with tourism and travel agencies, their types and functions, and have the ability to define the role, skills	<ul style="list-style-type: none"> – Familiarize yourself with tourism and travel agencies, their types and functions. – Possess the ability to 	X	X	X		X

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	and responsibilities of a travel agent, and the steps for opening a travel agency.	define the role, skills and responsibility of the travel agent. – Familiarize yourself with the steps of opening a travel agency.					
ILO4	Possessing the skill of managing tourism and travel agencies and familiarizing themselves with their operations and systems.	– Possessing the skill of managing tourism and travel agencies. – Familiarize yourself with its processes and systems.	X	X	X		X
ILO5	Possess the skill of differentiating between the tourist office and the tourism company and the characteristics of each, and understanding the nature of work in travel offices and their departments, and	– Possess the skill to differentiate between the tourist office and the tourism company and the characteristics of each. – Understand the nature of work in travel offices and their	X	X	X		X

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	studying the skills of their employees.	departments, and study the skills of their employees.					
ILO6	Getting to know the tourist transport, its stages and determinants, and the effects of transport on the tourism movement.	<ul style="list-style-type: none"> - Familiarization with tourist transport and its stages. - Determining the determinants of tourist transport. - Identify the effects of transportation in the tourism movement. - Study the relationship between transportation and the tourism sector 	X	X	X		X
ILO7	Identifying air transport and its types, studying the skills and competencies of air transport workers, and understanding airline codes.	<ul style="list-style-type: none"> - Familiarization with air transport and its types. - Studying the skills and competencies of air transport workers. 	X	X	X		X

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		<ul style="list-style-type: none"> – Possess the ability to understand airline codes. 					
ILO8	Getting acquainted with the airlines in terms of their departments, activities, objectives and laws, and having the ability to determine the forms of flights, the open air strategy and the development of travel destinations.	<ul style="list-style-type: none"> – Getting to know the airlines in terms of their divisions, activities, objectives and laws. – Possess the ability to determine the forms of flights. – Familiarization with the open-air strategy and the development of travel destinations. 	X	X	X		X
ILO9	Possess the skill of recognizing the types of travel tickets and airline tickets and distinguishing between a paper ticket and an electronic ticket.	<ul style="list-style-type: none"> – Possess the skill to identify the types of travel tickets and airline tickets. – The ability to distinguish between a paper ticket and an 	X	X	X		X

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		electronic ticket.					
ILO10	Familiarize yourself with the procedures for obtaining a license to practice tourism activity and obtaining a permit for airlines.	<ul style="list-style-type: none"> - Familiarize yourself with the procedures for obtaining a license to practice the tourism activity. - Learn how to obtain a permit for airlines. 	X	X	X		X
ILO11	Analyze and study the reasons for the emergence of international tourism organizations, and identify their patterns, characteristics and divisions.	<ul style="list-style-type: none"> - The ability to analyze the reasons for the emergence of international tourism organizations. - Identify the patterns, characteristics and divisions of international tourism organizations. 	X	X	X		X
ILO12	Possess the skill of recognizing the terms and expressions of tourism and the terms	<ul style="list-style-type: none"> - The ability to enumerate the terms and words used in the tourism, travel and 	X	X	X		X

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	and expressions of airlines.	aviation agency. – Having the skill to use abbreviations of days, months and letters when working. – Knowing how to obtain information from the directory of tourism and airline companies.					
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7- Practice Tools:

Tool Name	Description
non	-----

8- Main References

1. Mustafa Youssef Kafi (2018), Travel and Tourism Agencies and Organizations, Dar Raslan, Damascus, first edition. 2. Mustafa Youssef Kafi. (2018), the Tourism Industry and Tourism Security. Damascus: Dar Raslan for printing and publishing. 3. Mohammed Al-Taei. (2006). Tourism and hotel management. Jordan, Amman: Treasures of Knowledge for Publishing and Distribution. 4. Ahmed Mohammed Al-Khudairi. (2007). the development of tourism in the world.
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3. Zaid Aliwi. (2008). the art of hotel management and tourism activity. Jordan, Amman: Treasures House for knowledge, publishing and distribution.
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6. Zaid Salman Aliwi. (2008). Tourism in the Arab world: a study of the most important Arab tourist sites. Jordan, Amman: Dar Al-Raya for Publishing and Distribution.