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Course Description: Introduction to Tourism

1- Basic Information:

Course Name	Introduction to Tourism
Course ID	TGT401
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	4

2- Pre-Requisites: None

Course	ID
No One	-----

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3- Course General Objectives:

The course aims to introduce students to the concept of tourism and its characteristics, the tourism market and its components, the historical development of tourism through the ages, the definition of the economic and social importance of tourism, and the extent of the tourism sector's participation in the global economy, with the student acquainting the student with the types of tourism and the importance of tourism classification and forms of tourist reception, and then introducing tourism planning And its requirements, levels and planning methodology in tourism organizations. The course also aims to introduce the concept of tourism demand and its characteristics, stages and types of tourist demand and the factors set for it. As well as introducing the tourism offer and its components and elements and its characteristics, as well as introducing the concept of the tourism product and the principles of forming the tourism product and its characteristics and the life cycle of the tourism product, and then the course deals with introducing the student to the pricing of the tourism product and its objectives and the factors affecting the pricing of the tourism product and how the pricing of the tourism product, as well as strategies for pricing the tourism product, After that, the student is acquainted with the tourism promotion and its objectives, elements and tools, as well as the request is defined with the topic of tourist attractions, the factors of selecting tourist attractions and the components of various tourist attractions, Then the economic, environmental, cultural and social impacts of tourism and the means of its development are presented, and in the last part of the book the student is introduced to international tourism organizations, the reasons for their emergence and their types, whether governmental or non-governmental.

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The main objective of the Introduction to Tourism course is as follows:

1. Knowing the basic concepts about tourism and the tourism market and its components.
2. Learn about the historical development of the tourism industry and study the stages of this development.
3. Realizing the economic and social importance of tourism and the extent of tourism's contribution to the scientific economy.
4. Knowing the types of tourism, their requirements, and the forms of tourist reception
5. Possessing the skill and methodology of tourism planning in tourism organizations.
6. Understanding the nature of tourism demand and supply and analyzing the factors affecting both tourism demand and supply.
7. Understanding the nature and principles of the tourism product, analyzing the product life cycle, and possessing the skills to create a new tourism product.
8. Knowing how to price the tourism product, and having the skills to define pricing strategies for tourism products and their tools.
9. Study and analyze the elements, tools and objectives of tourism promotion.
10. Understand the comparison between the elements of tourist attractions and the factors of selecting tourist attractions.
11. Realizing the economic, environmental, cultural and social impacts of tourism, and analyzing the methods of building and developing tourism.
12. Analyzing the causes of the emergence of international tourism organizations and studying governmental and non-governmental international tourism organizations.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Knowing the basic concepts about tourism and the tourism market and its components.
ILO2	Learn about the historical development of the tourism industry and study the stages of this development.
ILO3	Realizing the economic and social importance of tourism and the extent of tourism's contribution to the scientific economy.
ILO4	Knowing the types of tourism, their requirements, and the forms of tourist reception
ILO5	Possessing the skill and methodology of tourism planning in tourism organizations.
ILO6	Understanding the nature of tourism demand and supply and analyzing the factors affecting both tourism demand and supply.
ILO7	Understanding the nature and principles of the tourism product, analyzing the product life cycle, and possessing the skills to create a new tourism product.
ILO8	Knowing how to price the tourism product, and having the skills to define pricing strategies for tourism products and their tools.
ILO9	Study and analyze the elements, tools and objectives of tourism promotion.
ILO10	Understand the comparison between the elements of tourist attractions and the factors of selecting tourist attractions.
ILO11	Realizing the economic, environmental, cultural and social impacts of tourism, and analyzing the methods of building and developing tourism.

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ILO12	Analyzing the causes of the emergence of international tourism organizations and studying governmental and non-governmental international tourism organizations.
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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	Tourism: Concept and characteristics	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 theoretical and practical book they are integrated together
ILO2	Historical development of tourism	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 theoretical and practical book they are integrated together
ILO3	The economic and social importance of tourism	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects	In this theoretical and practical book they are integrated together

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				<input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO4	Types of tourism	2	1.5	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this theoretical and practical book they are integrated together
ILO5	Tourism Planning	2	1.5	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this theoretical and practical book they are integrated together
ILO6	Tourist demand and supply	2	1.5	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this theoretical and practical book they are integrated together
ILO7	Tourist product	2	1.5	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars	In this theoretical and practical book they are integrated together

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				<input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO8	Tourist product pricing	2	1.5	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others)	In this theoretical and practical book they are integrated together
ILO9	Tourism promotion	2	1.5	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this theoretical and practical book they are integrated together
ILO10	Tourist Attractions	2	1.5	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this theoretical and practical book they are integrated together
ILO11	The economic, environmental,	2	1.5	<input type="checkbox"/> <u>Exercises</u> <input type="checkbox"/> Assignments	In this theoretical and practical book they are

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	cultural and social impacts of tourism and the means of its development			<input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	integrated together
ILO12	World tourism organizations	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 theoretical and practical book they are integrated together

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	PF 2F	Rpt
ILO1	Learn the basic concepts of tourism and the tourism market and its components	1. Learn the basic concepts of tourism. 2. Determine the components of the tourism market	✓	✓	✓		✓

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ILO2	Learn about the historical development of the tourism industry and study the stages of this development	1. Learn about the historical development of the tourism industry. 2. A study of the stages of the historical development of tourists through the ages	✓	✓	✓		✓
ILO3	Realizing the economic and social importance of tourism and the extent of tourism's contribution to the scientific economy	1. Realizing the economic and social importance of tourism. 2. Determine the extent of tourism's contribution to the scientific economy	✓	✓	✓		✓
ILO4	Determine the types of tourism, their requirements, and the forms of tourist reception	1. Determine the types of tourism and the requirements for each. 2. The ability to determine the forms of tourist reception	✓	✓	✓		✓
ILO5	Possessing the skill and methodology of tourism planning in tourism organizations	1. Possessing the skill and methodology of tourism planning in tourism organizations 2. Determine the types of tourism plans	✓	✓	✓		✓

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ILO6	Understand the nature of tourism demand and supply and analyze the factors affecting both tourism demand and supply	1. Understand the nature of tourism demand and supply 2. The ability to analyze the factors affecting both tourism demand and supply	✓	✓	✓		✓
ILO7	Realizing the nature of the tourism product and its principles, analyzing the product life cycle, and possessing the skills to create a new tourism product	1. Having the ability to understand the nature and principles of the tourism product. 2. The ability to analyze the product life cycle. 3. Have the skills to create a new tourism product	✓	✓	✓		✓
ILO8	Knowing how to price the tourism product, and having the skills to define pricing strategies for tourism products and their tools	1. Know how to price the tourism product. 2. Having the ability to define pricing strategies for tourism products and their tools.	✓	✓	✓		✓
ILO9	Study and analysis of tourism promotion elements, tools and objectives	1. The possibility of studying and analyzing the elements of tourism promotion. 2. Determine the tools and	✓	✓	✓		✓

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		objectives of tourism promotion.					
ILO10	Understand and compare the elements of tourist attractions and factors of selection of tourist attractions	1. The ability to make a comparison between the elements of tourist attractions. 2. Having the ability to determine the factors for selecting tourist attractions	✓	✓	✓		✓
ILO11	Realizing the economic, environmental, cultural and social impacts of tourism, and analyzing the methods of building and developing tourism	1. Possessing knowledge about the economic, environmental, cultural and social impacts of tourism. 2. The ability to analyze ways to build and develop tourism	✓	✓	✓		✓
ILO12	Analyzing the causes of the emergence of international tourism organizations and studying governmental and non-governmental international tourism organizations	1. The ability to analyze the causes of the emergence of international tourism organizations. 2. Identify the reasons for studying governmental and non-governmental international tourism organizations	✓	✓	✓		✓

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7- Practice Tools:

Tool Name	Description
Non one	-----

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