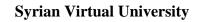
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الجمهورية العربية السورية
وزارة التعليم العالسي والبحث العلمي
الجامعة الافتراضية السورية

Course Description: Introduction to Tourism

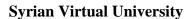
1- Basic Information:

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	

Ministry of Higher Education and Scientific Research





الجمهورية العربية السورية

وزارة التعليم العاليي والبحث العلمي

الجامعة الافتراضية السوربة

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.

Ministry of Higher Education and Scientific Research



الجمهورية العربية السورية

وزارة التعليم العالسي والبحث العلمي

الجامعة الافتراضية السورية

Syrian Virtual University

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.

Ministry of Higher Education and Scientific Research



الجمهورية العربية السورية

وزارة التعليم العاليي والبحث العلمي

الجامعة الافتراضية السورية

Syrian Virtual University

4- Intended Learning Outcomes (ILO):

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

Ministry of Higher Education and Scientific Research



الجمهورية العربية السورية

وزارة التعليم العالسي والبحث العلمي

الجامعة الافتراضية السورية

Syrian Virtual University

Analyzing the causes of the emergence of international tourism organizations and studying governmental and non-governmental international tourism organizations.

- 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	Туре	Additional Notes
ILO1	Tourism: Concept and characteristics	2	1.5	 □ Exercises □ Assignments □ Seminars □ Projects □ Practices □ Others 	In this theoretical and practical book they are integrated together
ILO2	Historical development of tourism	2	1.5	 □ Exercises □ Assignments □ Seminars □ Projects □ Practices □ Others 	In this theoretical and practical book they are integrated together
ILO3	The economic and social importance of tourism	2	1.5	□ Exercises□ Assignments□ Seminars□ Projects	In this theoretical and practical book they are integrated together

Ministry of Higher Education and Scientific Research

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الجمهورية العربية السورية

وزارة التعليم العاليي والبحث العلمي

الجامعة الافتراضية السورية

				Practices	
				Others	
	Types of tourism			Exercises	
				Assignments	In this theoretical and
ILO4		2	1.5	Seminars	
11.04				Projects	practical book they are integrated together
				Practices	integrated together
				Others	
	Tourism Planning			Exercises	
				Assignments	To this the entire land
ILO5		2	1.5	Seminars	In this theoretical and
				Projects	practical book they are
				Practices	integrated together
				Others	
	Tourist demand and			Exercises	
	supply			Assignments	
II 07		2	1.5	Seminars	In this theoretical and
ILO6				Projects	practical book they are
				Practices	integrated together
				Others	
	Tourist product			Exercises	In this theoretical and
ILO7		2	1.5	Assignments	practical book they are
				Seminars	integrated together
			l		

Ministry of Higher Education and Scientific Research



الجمهورية العربية السورية

وزارة التعليم العاليي والبحث العلمي

الجامعة الافتراضية السورية

				Projects	
				Practices	
				Others	
ILO8	Tourist product pricing	2	1.5	Exercises Assignments Seminars Projects Practices	In this theoretical and practical book they are integrated together
ILO9	Tourism promotion	2	1.5	Others) Exercises Assignments Seminars Projects Practices Others	In this theoretical and practical book they are integrated together
ILO10	Tourist Attractions	2	1.5	Exercises Assignments Seminars Projects Practices Others	In this theoretical and practical book they are integrated together
ILO11	The economic, environmental,	2	1.5	Exercises Assignments	In this theoretical and practical book they are

Ministry of Higher Education and Scientific Research





الجمهورية العربية السورية وزارة التعليم العالمي والبحث العلمي الجامعة الافتراضية السورية

	cultural and social			Seminars	integrated together
	impacts of tourism			Projects	
	and the means of its			Practices	
	development			Others	
	World tourism			Exercises	
	organizations			Assignments	To this the small and and
ILO12		2	1.5	Seminars	In this theoretical and
				Projects	practical book they are integrated together
				Practices	integrated together
				Others	

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	, , , , , , , , , , , , , , , , , , ,		Practice	Work	-

ILO			Assessment Type						
Code	ILO	Intended Results	ISC	PW	Ex	PF 2F	Rpt		
IL01	Learn the basic concepts of tourism and the tourism market and its components	 Learn the basic concepts of tourism. Determine the components of the tourism market 	✓	✓	✓		✓		

Ministry of Higher Education and Scientific Research



الجمهورية العربية السورية

وزارة التعليم العاليي والبحث العلمي

الجامعة الافتراضية السورية

ILO2	Learn about the historical development of the tourism industry and study the stages of this development	 Learn about the historical development of the tourism industry. 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	 Realizing the economic and social importance of tourism. 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	 Determine the types of tourism and the requirements for each. The ability to determine the forms of tourist reception 	✓	✓	✓	✓
ILO5	Possessing the skill and methodology of tourism planning in tourism organizations	 Possessing the skill and methodology of tourism planning in tourism organizations Determine the types of tourism plans 	✓	✓	✓	✓

Ministry of Higher Education and Scientific Research



الجمهورية العربية السورية

وزارة التعليم العاليي والبحث العلمي

الجامعة الافتراضية السورية

ILO6	Understand the nature of tourism demand and supply and analyze the factors affecting both tourism demand and supply	 Understand the nature of tourism demand and supply 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	 Having the ability to understand the nature and principles of the tourism product. The ability to analyze the product life cycle. 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	 Know how to price the tourism product. Having the ability to define pricing strategies for tourism products and their tools. 	√	√	√	✓
ILO9	Study and analysis of tourism promotion elements, tools and objectives	 The possibility of studying and analyzing the elements of tourism promotion. Determine the tools and 	✓	✓	✓	✓

Ministry of Higher Education and Scientific Research

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الجمهورية العربية السورية

وزارة التعليم العاليي والبحث العلمي

الجامعة الافتراضية السورية

		objectives of tourism promotion.				
ILO10	Understand and compare the elements of tourist attractions and factors of selection of tourist attractions	 The ability to make a comparison between the elements of tourist attractions. 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	 Possessing knowledge about the economic, environmental, cultural and social impacts of tourism. 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	 The ability to analyze the causes of the emergence of international tourism organizations. Identify the reasons for studying governmental and non-governmental international tourism organizations 	✓	✓	√	✓

Ministry of Higher Education and Scientific Research



الجمهورية العربية السورية

وزارة التعليم العاليي والبحث العلمي

الجامعة الافتراضية السورية

Syrian Virtual University

7- Practice Tools:

Tool Name	Description
Non one	

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Ministry of Higher Education and Scientific Research



الجمهورية العربية السورية

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Ministry of Higher Education and Scientific Research



الجمهورية العربية السورية

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Ministry of Higher Education and Scientific Research





الجمهورية العربية السورية

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Ministry of Higher Education and Scientific Research



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