

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 901204 **Description:** Tourism Marketing

Full Course Description: The course explains the concept of marketing, its significance in tourism, also the uniqueness of tourism product, its components of supply and demand, also marketing mix, promotion tools, conducting marketing research and preparing plans, also studying tourism market segments.

Couse ID: 901259 **Description:** German Language (3)

Full Course Description:

Couse ID: 901260 **Description:** German Language (4)

Full Course Description:

Couse ID: 901261 **Description:** Spanish Language (3)

Full Course Description:

Couse ID: 901262 **Description:** Spanish Language (4)

Full Course Description:

Couse ID: 901263 **Description:** Italian Language (3)

Full Course Description:

Couse ID: 901264 **Description:** Italian Language (4)

Full Course Description:

Couse ID: 901301 **Description:** Sustainable Tourism

Full Course Description: Main concepts of tourism, as well as the different impacts it has on tourism attractions and local communities with considering ways for evaluating them, also its relation with sustainable development, finding appropriate solutions through sustainability tools, the course also discusses related forms of tourism, international organizations, and stakeholders playing role in developing tourism and achieving sustainability.

Couse ID: 901311 **Description:** History of Ancient Civilizations (2)

Full Course Description:

Couse ID: 901331 **Description:** History of Ancient Arts (1)

Full Course Description: This course introduces the students to the concept of ancient arts, their rise, developments and relation with human thoughts. The developments of different patterns of arts including sculpture, paintings, ton relief, and metal objects through successive ages and their relation to other cultural aspects will be studied during the course. The peculiarity of each region as compared to other parts of the world will be investigated in the course

Couse ID: 901352 **Description:** French Language (4)

Full Course Description:

Couse ID: 901400 **Description:** Ethics of Tour Guiding

Full Course Description: The concepts of tour guiding, interpretation and other aspects related to this career, the course is aiming at informing students with main skills, ethics and regulations related to tour guiding and dealing with tourists.

Couse ID: 901402 **Description:** Fieldwork Training

Full Course Description: Methods of interpreting different kinds of tourism attractions and sites, presenting them to different groups of tourists, arranging trips, communication skills; and applying all these tasks in field trips conducted for this purpose.

Couse ID: 901410 **Description:** Mesopotamian Archaeology

Full Course Description:

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 901411 **Description:** History of Ancient Civilizations (3)

Full Course Description: This course will deal with the prime civilizations of the classical period, the Persian, Hellenic / Hellenistic, Roman and Byzantine civilizations. Their chronological order and geographical distribution will be presented. An overview on the main archaeological sites, architectural features and the cultural artifacts of those civilizations will be given The course will also focus on the cultural impact of those civilizations on the Eastern Mediterranean region, their relationships with the contemporaneous civilizations and the reasons caused their fall.

Couse ID: 901416 **Description:** Byzantine & Islamic Ruins

Full Course Description: This course is designed as an introduction to Byzantine history and civilization, A.D. 330-1453 and to Islamic History from the beginning till today. Concerning Byzantine history it will trace the social, political and historical situations in Byzantium from its Roman foundation in the reforms following the so-called "Third Century Crises" (c.284 CE) in the Roman Empire to the Fall of Constantinople to the Ottoman Turks (1453 CE) with special attention to the Byzantine History in Jordan. The second part of the course will deal with the Islamic history with great focus on fine arts, architecture and other ruins including numismatics, ceramics, great monuments like palaces and mosques, arabis

Couse ID: 901417 **Description:** Ancient Arab Civilizations

Full Course Description: This course studies detailed reference to some significant archaeological sites the civilizations of Nabataeans, the tribes of Northern Arabian Peninsula (Thamudians, Safaities, Lihyanites), the kingdoms of Southern Arabian Peninsula (Sabaeen, Minaean, Qatabanian, Hadhramite, Awsanian and Himyarite). The Palmyrian and Hatrian as well as the civilizations of Ghassanids and Manathiras. Each of these civilizations will be studied in terms of its geographical distribution, chronological order, architectural patterns and its most significant discoveries. The relation of each civilization to others and its rise and fall will be studied, too.

Couse ID: 901423 **Description:** Greco-Roman Antiquities

Full Course Description: This course deals with the rise of Greek and Roman civilizations in the Near East and their historic role in the region. A special focus will be given to the federation known as Decapolis in Jordan. Different archaeological aspects like architecture, fine arts, and other innovations will be studied during the course.

Couse ID: 901424 **Description:** Byzantine and Islamic Antiquities

Full Course Description: Main archaeological remains of Byzantine and Islamic Periods; these are studied by referring to main archaeological sites in Jordan and Palestine.

Couse ID: 901431 **Description:** History of Ancient Arts (2)

Full Course Description: This course is designed as a survey of Ancient Arts of Jordan including sculpture, painting, and architecture from the Paleolithic, Epi-Paleolithic, Bronze and Iron Ages through the Classical and eventually Islamic periods. A special attention will be given to some archaeological like 'Ain Ghazal, Petra, Jerash, Umm Qays and Umayyad palaces that yielded the most significant arts through Ages.

Couse ID: 901491 **Description:** Seminar

Full Course Description: This course aims at developing the students' abilities to use the right references from the different libraries and other sources. A special focus will be given to the right usage of specialized periodicals and publications. Work is expected to be carried out by the student with the instructor supervising the discussion and directing readings A major paper is required from every student. In addition, presentations of the paper and any other work are required from every student.

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 2901102 **Description:** Tourism Industry

Full Course Description: The course will present the structure of the international tourism industry with consideration of: (1) travel intermediaries. (2) Commercial and non-commercial enterprises. (3) Organizations which influence, to a greater or lesser degree, components of international tourism industry. The remainder of this course will explore integrated planning to ensure that tourism development has the ability to realize the advantages of tourism and reduce the disadvantages.

Couse ID: 2901103 **Description:** Introduction to Tourism

Full Course Description: Acquainting the students with the most significant geographical and historical aspects, its impact on economy and society, different sites in Jordan, also other issues related to tourism, this comes to understand the uniqueness of tourism attractions and to be capable to market, manage and promote them.

Couse ID: 2901111 **Description:** History and Archaeology of Jordan(1)

Full Course Description: Introducing the main historical periods of prehistory and early history through the main representative archaeological and historical sites, and their main cultural remains. The course includes the Stone, Bronze and Iron Ages in the Levant, with comparing them to the contemporary periods in nearby regions.

Couse ID: 2901112 **Description:** History and Archaeology of Jordan (2)

Full Course Description: Studying the Classical (Hellenistic, Roman, Nabataean and Byzantine) and Islamic chronological periods (Umayyad, Abbasid, Ayyubid, Mamluk, and Ottoman) in Jordan through their main representative sites and their cultural remains, as well as Modern Period.

Couse ID: 2901121 **Description:** Principles of Archaeology

Full Course Description: Giving students a brief introduction to the fundamental basics of archaeology, as well as related sciences including geology, chemistry, physics, botany and zoology; goals, methods, theories and dating are also to be part of this course.

Couse ID: 2901201 **Description:** Non Archaeological Tourism

Full Course Description: The theoretical part of this course includes an explanation about tourism and its trends, characteristics, and sites. The practical part is applied by conducting visits to different tourism attraction sites in Jordan.

Couse ID: 2901211 **Description:** History of Ancient Civilizations(1)

Full Course Description: Studying the concept of civilization, main human accomplishments that led to the birth of the earliest high civilizations, these include farming and manufacturing pottery, also different forms of art work and writings.

Couse ID: 2901239 **Description:** Japanese Language (1)

Full Course Description: This course aims at introducing the students to the main basics of Japanese language as chosen among other languages offered at the institute. It aims primarily at developing the student's skill of oral and written methods of communication. Hence, emphasis is put on the four basic skills: listening, speaking, reading, and writing.

Couse ID: 2901240 **Description:** Japanese Language (2)

Full Course Description: This course aims at introducing the students to the main basics of Japanese language as chosen among other languages offered at the institute. It aims primarily at developing the student's skill of oral and written methods of communication. Hence, emphasis is put on the four basic skills: listening, speaking, reading, and writing.

Couse ID: 2901241 **Description:** Japanese Language (3)

Full Course Description: This course as a continuation of Japanese language 2 aims at developing the four language skills: listening, speaking, reading, writing at a more advanced level. A special emphasis will be given to communication skills including art of persuasion, interpretation, promotion and marketing which are necessary for tour guides.

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 2901242 **Description:** Japanese Language (4)

Full Course Description:

Couse ID: 2901249 **Description:** French Language (1)

Full Course Description: This course aims at introducing the students to the main basics of French language as chosen among other languages offered at the institute. It aims primarily at developing the student's skill of oral and written methods of communication. Hence, emphasis is put on the four basic skills: listening, speaking, reading, and writing.

Couse ID: 2901250 **Description:** French Language (2)

Full Course Description: This course as a continuation of French language 1 aims at developing the four language skills: listening, speaking, reading, and writing at more advanced level with special attention to listening and speaking since it devoted for tour guides. It aims at leading the students to specialized language for specific purposes.

Couse ID: 2901251 **Description:** German Language (1)

Full Course Description: This course aims at introducing the students to the main basics of German language as chosen among other languages offered at the institute. It aims primarily at developing the student's skill of oral and written methods of communication. Hence, emphasis is put on the four basic skills: listening, speaking, reading, and writing.

Couse ID: 2901252 **Description:** German Language (2)

Full Course Description: This course as a continuation of German language 1 aims at developing the four language skills: listening, speaking, reading, and writing at more advanced level with special attention to listening and speaking since it devoted for tour guides. It aims at leading the students to specialized language for specific purposes.

Couse ID: 2901253 **Description:** Spanish Language (1)

Full Course Description: This course aims at introducing the students to the main basics of Spanish language as chosen among other languages offered at the institute. It aims primarily at developing the student's skill of oral and written methods of communication. Hence, emphasis is put on the four basic skills: listening, speaking, reading, and writing.

Couse ID: 2901254 **Description:** Spanish Language (2)

Full Course Description: This course as a continuation of Spanish language 1 aims at developing the four language skills listening, speaking, reading, and writing at more advanced level with special attention to listening and speaking since it devoted for tour guides. It aims at leading the students to specialized language for specific purposes.

Couse ID: 2901255 **Description:** Italian Language (1)

Full Course Description: This course aims at introducing the students to the main basics of Italian language as chosen among other languages offered at the institute. It aims primarily at developing the student's skill of oral and written methods of communication. Hence, emphasis is put on the four basic skills: listening, speaking, reading, and writing.

Couse ID: 2901257 **Description:** French Language (3)

Full Course Description: This course as a continuation of French language 2 aims at developing the four language skills: listening, speaking, reading, writing at a more advanced level. A special emphasis will be given to communication skills necessary for tour guides including art of persuasion, interpretation, promotion and marketing.

Couse ID: 2901258 **Description:** French Language (4)

Full Course Description: This course as a continuation of French language 3 aims at developing the four language skills: listening, speaking, reading, writing at a more advanced level. Linguistic Skills of analysis, comparison, and descriptions will be developed through the course. Advanced texts on tourism and marketing will be taught during the course.

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

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Couse ID: 2901259 **Description:** German Language (3)

Full Course Description: This course as a continuation of German language 2 aims at developing the four language skills: listening, speaking, reading, writing at a more advanced level. A special emphasis will be given to communication skills necessary for tour guides including art of persuasion, interpretation, promotion and marketing.

Couse ID: 2901260 **Description:** German Language (4)

Full Course Description: This course as a continuation of German language 3 aims at developing the four language skills: listening, speaking, reading, writing at a more advanced level. Linguistic Skills of analysis, comparison, and descriptions will be developed through the course. Advanced texts on tourism and marketing will be taught during the course.

Couse ID: 2901261 **Description:** Spanish Language (3)

Full Course Description: This course as a continuation of Spanish language 2 aims at developing the four language skills: listening, speaking, reading, writing at a more advanced level. A special emphasis will be given to communication skills necessary for tour guides including art of persuasion, interpretation, promotion and marketing.

Couse ID: 2901262 **Description:** Spanish Language (4)

Full Course Description: This course as a continuation of Spanish language 3 aims at developing the four language skills: listening, speaking, reading, writing at a more advanced level. Linguistic Skills of analysis, comparison, and descriptions will be developed through the course. Advanced texts on tourism and marketing will be taught during the course

Couse ID: 2901263 **Description:** Italian Language (3)

Full Course Description: This course as a continuation of Italian language 2 aims at developing the four language skills: listening, speaking, reading, writing at a more advanced level. A special emphasis will be given to communication skills necessary for tour guides including art of persuasion, interpretation, promotion and marketing.

Couse ID: 2901264 **Description:** Italian Language (4)

Full Course Description: This course as a continuation of Italian language 3 aims at developing the four language skills: listening, speaking, reading, writing at a more advanced level. Linguistic Skills of analysis, comparison, and descriptions will be developed through the course. Advanced texts on tourism and marketing will be taught during the course.

Couse ID: 2901341 **Description:** Japanese Language (5)

Full Course Description: This course aims at enriching students' skills in different communicative situations in both written and oral language. The students will be exposed to more advanced listening and reading comprehension texts related to tourism and archaeology which leads to more specialized and sophisticated usage of the language.

Couse ID: 2901342 **Description:** Japanese Language (6)

Full Course Description: This course focuses on simultaneously interpreting dialogues from Japanese into Arabic and vice-versa. Students practice interpreting telephone calls, meetings, and interviews. This course provides opportunities for students to apply their knowledge, skills, and experience in various interpreting settings including tour guiding, business, public travel agencies, and freelance interpreting. Students participate in supervised interpreting field work and receive feedback and guidance from mentor interpreters.

Couse ID: 2901351 **Description:** French Language (5)

Full Course Description: This course aims at enriching students' skills in different communicative situations in both written and oral language. The students will be exposed to more advanced listening and reading comprehension texts related to tourism and archaeology which leads to more specialized and sophisticated usage of the language.

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 2901352 **Description:** French Language (6)

Full Course Description: This course focuses on simultaneously interpreting dialogues from French into Arabic and vice-versa. Students practice interpreting telephone calls, meetings, and interviews. This course provides opportunities for students to apply their knowledge, skills, and experience in various interpreting settings including tour guiding, business, public travel agencies, and freelance interpreting. Students participate in supervised interpreting field work and receive feedback and guidance from mentor interpreters. □
□

Couse ID: 2901353 **Description:** German Language (5)

Full Course Description: This course aims at enriching students' skills in different communicative situations in both written and oral language. The students will be exposed to more advanced listening and reading comprehension texts related to tourism and archaeology which leads to more specialized and sophisticated usage of the language.

Couse ID: 2901354 **Description:** German Language (6)

Full Course Description: This course focuses on simultaneously interpreting dialogues from German into Arabic and vice-versa. Students practice interpreting telephone calls, meetings, and interviews. This course provides opportunities for students to apply their knowledge, skills, and experience in various interpreting settings including tour guiding, business, public travel agencies, and freelance interpreting. Students participate in supervised interpreting field work and receive feedback and guidance from mentor interpreters.

Couse ID: 2901355 **Description:** Spanish Language (5)

Full Course Description: This course aims at enriching students' skills in different communicative situations in both written and oral language. The students will be exposed to more advanced listening and reading comprehension texts related to tourism and archaeology which leads to more specialized and sophisticated usage of the language.

Couse ID: 2901356 **Description:** Spanish Language (6)

Full Course Description: This course focuses on simultaneously interpreting dialogues from Spanish into Arabic and vice-versa. Students practice interpreting telephone calls, meetings, and interviews. This course provides opportunities for students to apply their knowledge, skills, and experience in various interpreting settings including tour guiding, business, public travel agencies, and freelance interpreting. Students participate in supervised interpreting field work and receive feedback and guidance from mentor interpreters.

Couse ID: 2901357 **Description:** Italian Language (5)

Full Course Description: This course aims at enriching students' skills in different communicative situations in both written and oral language. The students will be exposed to more advanced listening and reading comprehension texts related to tourism and archaeology which leads to more specialized and sophisticated usage of the language.

Couse ID: 2901358 **Description:** Italian Language (6)

Full Course Description: This course focuses on simultaneously interpreting dialogues from Italian into Arabic and vice-versa. Students practice interpreting telephone calls, meetings, and interviews. This course provides opportunities for students to apply their knowledge, skills, and experience in various interpreting settings including tour guiding, business, public travel agencies, and freelance interpreting. Students participate in supervised interpreting field work and receive feedback and guidance from mentor interpreters.

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 2901401 **Description:** Ancient Semitic Inscription

Full Course Description: This course gives an introduction to the history of Semitic languages and the evolution of writing from pictographic into alphabetic form. The students will be exposed to samples of Semitic writings like North Semitic languages (Edomite, Moabite, and Ammonite) as well as to Arab Southern Semitic languages (Sabaic, Minaean, Qatabanian, Hadramite, and Himyarite).

Couse ID: 2901413 **Description:** History of Greeks & Romans

Full Course Description:

Couse ID: 2901414 **Description:** Archaeology of Ancient Egypt

Full Course Description:

Couse ID: 2901415 **Description:** Archaeology of Bilad Al-Sham

Full Course Description:

Couse ID: 2901441 **Description:** Ancient Semitic Languages

Full Course Description:

Couse ID: 3901100 **Description:** Archaeology & Tourism Science

Full Course Description: Introducing the students the concept and methods of archaeology, its relation with other sciences, as well as giving a general clarification about the archaeology of Jordan; the course also is dealing with tourism in general, its types, sectors, importance to economies and cultures, and other aspects related to its growth and development.

Couse ID: 3901102 **Description:** Tourism Industry

Full Course Description: The main concept of tourism, its development as a modern phenomenon, the course deals with the main related theories, structural components of tourism, resources, markets, attractions stakeholders and development issues.□
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Couse ID: 110901103 **Description:** Introduction to Tourism

Full Course Description: The general concept of tourism, its structural components and supporting services, different tourism impacts and its contribution to economy and development, these topics will be clarified as applies to Jordan.

Couse ID: 110901111 **Description:** History and Archaeology of Jordan(1)

Full Course Description:

Couse ID: 110901112 **Description:** History of Jordan (2)

Full Course Description:

Couse ID: 110901121 **Description:** Principles of Archaeology

Full Course Description:

Couse ID: 110901201 **Description:** Tourism Resources and Trends

Full Course Description: The student in this course get familiarized with methods of segmenting tourism markets, also their characteristics and preferred destinations, the course discusses as well international trends, general topics as globalization, influence of political events and technological development on tourism. The course explains then tourism product and markets in Jordan. □

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 110901202 **Description:** Cultural Heritage of Jordan

Full Course Description: This course emphasizes the different aspects of culture and heritage of Jordan during different archaeological and historical periods, particularly modern history, and what relates to it as ethic groups, also tangible and intangible elements of the Jordanian heritage (language, traditions, daily life aspects...etc) since all of these form significant cultural tourism resources.

Couse ID: 110901203 **Description:** Tourism Sites in Jordan (1)

Full Course Description: ☐ This course makes students familiar with Jordanian tourism sites that include the following categories of resources: archaeological, historical, religious, museology, and MICE resources.

Couse ID: 110901204 **Description:** International Tourism Geography

Full Course Description: ☐ The course provides the students with basic concepts of geography which plays an important role in the travel and tourism around the world, students will recognize important tourism regions and their different landmarks, various destinations and tourist activities, also information that traveler must know before the trip as health-related issues and climate, as well as customs and traditions of the host communities.☐

Couse ID: 110901205 **Description:** Tourism and Travel

Full Course Description:

Couse ID: 110901206 **Description:** Tourism Sites in Jordan (2)

Full Course Description: This course makes students familiar with Jordanian tourism sites that include the following categories of resources: topography, flora, fauna, water, and climate resources.

Couse ID: 110901211 **Description:** History of Ancient Civilizations (1)

Full Course Description:

Couse ID: 110901224 **Description:** Ancient Languages

Full Course Description:

Couse ID: 110901231 **Description:** History of Ancient Arts (1)

Full Course Description:

Couse ID: 110901301 **Description:** Sustainable Tourism

Full Course Description: The course explains the different impacts of tourism on economy, environments and societies, then it clarifies the relation between tourism and sustainable tourism, sustainable tourism agenda and its aims, policy areas needed to achieve them, and how to prepare a strategy that involves all concerned stakeholders, that is in addition to tools of sustainability.

Couse ID: 110901303 **Description:** Tourism Establishments Management

Full Course Description:

Couse ID: 110901311 **Description:** History of Ancient Civilizations (2)

Full Course Description:

Couse ID: 110901332 **Description:** History of Ancient Arts (2)

Full Course Description:

Couse ID: 110901401 **Description:** Tour Guiding (1)

Full Course Description: In this course, the student recognizes the definition of the tour guide, and his role in tourism operations, also skills and occupational tasks during the tours. Ethics and training of tour guiding are explained as well.

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 110901402 **Description:** Fieldwork Training

Full Course Description: As student pass (90) credit hours, the student takes the opportunity of training under the supervision of a tourist guide, this is in coordination with Association of Tour Guides, where the focus is on achieving the needs of the student, and the entity that conducts training, with the approval and academic supervision by the department, the student is expected to get knowledge and skills needed to lead tour groups in different sites and provide commentary.

Couse ID: 110901403 **Description:** Tour Guiding (2)

Full Course Description: This course focuses on the interpretation of different sites, also communication with tourists and workers in the tourism industry, different types of communication and cultural differences are also considered, that is in addition to issues concerning emergency cases and taking care of oneself (health and intellectual aspects).

Couse ID: 110901423 **Description:** Greco-Roman Antiquities

Full Course Description:

Couse ID: 110901424 **Description:** Byzantine and Islamic Antiquities

Full Course Description:

Couse ID: 110901491 **Description:** Seminar

Full Course Description: The course aims at making students able to address and discuss current and critical issues of tourism, different updated topics will be selected to be discussed and presented by students.

Couse ID: 130901121 **Description:** History of Jordan(1)

Full Course Description:

Couse ID: 130901406 **Description:** Special Topics in Tourism

Full Course Description: The course aims at discussing in-depth contemporary issues of tourism industry from different disciplines. These include the relation between tourism and: politics, globalization, environmental crises, child labor ...etc.

Couse ID: 140901102 **Description:** Tourism Infrastructure and Services

Full Course Description: The course discusses different tourism establishments and services; such hotels, travel agencies, food and beverage services...etc. The organizational hierarchy for each of these will be explained; also job description and operations for different occupations tasks, human and financial resources management will be also included. This course focuses on planning and design methods and implementation of physical infrastructure that contributes to development of tourism facilities at micro and macro levels. Effective government involvement and quality of infrastructure maintenance are given special attention. The management of infrastructure offers tourism services that include training and market-oriented jobs. Transportation, drainage system, public facility, utility, recreation, landscape, architecture and environment are among important infrastructure. Discussion is also centered on development of tourism facility and services particularly accommodation, resort, park and other tourism product

Couse ID: 140901104 **Description:** Tourism and Travel Impact

Full Course Description: Increasing attention is being paid to regional economic development to improve the level of income for communities through tourism. The objectives of this course are to providing students with the fundamental concepts of tourism impacts and the areas that tourism linking with, and some methods to evaluate this impact. Students will study types of economic impacts on tourism such as direct, indirect and induced impact. And study the social, cultural, environmental, and political impact of tourism and the role that tourism play in the current time. The course will discuss some assessment impacts methods such as Input-Output method IO, Tourism Satellite Accounts TSA, Travel Cost Method, CVM, and other valuation methods. The students will get chance to study the case of Jordan and explore the economic impact of tourism in Jordan.

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 140901201 **Description:** Tour Programmes Planning

Full Course Description:

Couse ID: 140901202 **Description:** Cultural Tourism

Full Course Description:

Couse ID: 140901203 **Description:** Tourism Marketing

Full Course Description: The concept of marketing, its significance in tourism, also the uniqueness of tourism product, its components of supply and demand, also marketing mix, promotion tools, conducting marketing research and preparing plans, also studying tourism market segments.

Couse ID: 140901211 **Description:** Travel Agencies and Tour Transportation Management

Full Course Description: The role of tour operating and travel agencies in the tourism process, their functions, organizational structure, management, and business planning, also organizing and marketing individual and group tours, transportation by air, land and sea in terms of their importance and advantages, that is in addition to their use in the development of tourism activity, as well as the management and organization of its facilities.

Couse ID: 140901212 **Description:** Tourism Accommodation Management

Full Course Description: Clarifying the different types of tourism accommodations as hotels, motels, hotel apartments, and tourist camps; also their departments, functions, organizing, management and divisions. The course gives also a general explanation on hotel environmental management.

Couse ID: 140901213 **Description:** Food & Beverage Services Management

Full Course Description: The course explains the different types of food and beverage establishments, also their functions, organizing, management and generally menus design process. The course clarifies also operations as purchase, issuing and storage.

Couse ID: 140901214 **Description:** Tour Programs Planning

Full Course Description: The Process of developing and planning tour programs, selecting different components of these programs (services), also explaining cost analysis and different distribution channels.

Couse ID: 140901302 **Description:** Communication Skills for Tourism

Full Course Description: The course explains verbal and non-verbal communication skills needed in tourism context for serving and dealing with different cultural groups.

Couse ID: 140901351 **Description:** Tour Operation Information Technology

Full Course Description: The basic knowledge of software and information systems (Central Reservation System (CRS)) used in tour operating offices reservations (as Galileo and Amadeus).

Couse ID: 140901352 **Description:** Hotel Information Technology

Full Course Description: The basic knowledge of software and information systems used in the accommodation establishments' reservations (as PMS: Property Management System).

Couse ID: 140901404 **Description:** Practical Training

Full Course Description: As student pass (90) credit hours, the student takes the opportunity of training under the supervision of a tourist guide, this is in coordination with Association of Tour Guides, where the focus is on achieving the needs of the student, and the entity that conducts training, with the approval and academic supervision by the department, the student is expected to get knowledge and skills needed to lead tour groups in different sites and provide commentary.

Couse ID: 140901405 **Description:** Tourist Segmentation and Behavior

Full Course Description: This course is discussing the process in which consumers make buying decisions, also different categories of segmenting and studying tourism markets, such as demographic, behavioristic, psychographic, and geographical categories.

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 140901406 **Description:** Special Topics in Tourism

Full Course Description:

Couse ID: 140901407 **Description:** Tourism Legislations, Ethics & Strategies

Full Course Description: ☐

The course familiarizes students with legislations and laws concerning the operations and performance of tourism establishments, as well rights and responsibilities of different stakeholders involved in tourism development. The roles, function and relationship of public and private sector on tourism are discussed in greater depth. Special attention will also be given to monitoring trend and control mechanisms that have been implemented by the government in tourism sector particularly towards tourist's safety and security, infrastructure maintenance, quality of services and consumer satisfaction ☐

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Couse ID: 140901412 **Description:** Tourism Attractions Development and Management

Full Course Description: The course provides students with principles of managing different tourist sites. Issues related to developing and interpreting these sites so that sustainable tourism development is achieved are also considered.

Couse ID: 140901413 **Description:** Human Resources Management in Tourism

Full Course Description: This course discusses issues related to human resources in tourism as job analysis, recruiting, selection, orientation, training and development, career planning, performance appraisal, compensation, health and safety and labor relations.

Couse ID: 140901442 **Description:** Tourism Yield Management

Full Course Description: Revenue management strategies, and design management strategies to maximize revenues using a range of techniques

Couse ID: 140901443 **Description:** Tourism Economics

Full Course Description: Tourism is one of the most important sources of income for thousands of people in many countries around the world. Many sectors benefit from tourism activities, including airlines, hotels, restaurants, ground transportation, and local communities. The tourism sector has developed rapidly during the last 20 years. This course will focus on providing students with understanding of the basic economic concepts in tourism and its role in developed and developing countries' economy. Different aspects of tourism will be analyzed in the course such as sustainability, exchange rate, and demand side of tourism (types of factors influencing tourism demand, tourist's decision and behavior). Supply side of tourism (inputs of tourism, outputs of tourism, and types of variables influencing tourism supply)

Couse ID: 160901102 **Description:** Tourism Services Manegement

Full Course Description:

Couse ID: 160901117 **Description:** Introduction to Tourism Management

Full Course Description:

Couse ID: 160901161 **Description:** French Language (1) for Tourism & Hospitality

Full Course Description:

Couse ID: 160901162 **Description:** Spanish Language (1) for Tourism & Hospitality

Full Course Description:

Couse ID: 160901204 **Description:** International Tourism Geography

Full Course Description:

Couse ID: 160901211 **Description:** Hotel Management

Full Course Description:

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College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 160901261 **Description:** French Language (2) for Tourism & Hospitality

Full Course Description:

Couse ID: 160901262 **Description:** Spanish Language (2) for Tourism & Hospitality

Full Course Description:

Couse ID: 160901263 **Description:** English for Tourism (1)

Full Course Description:

Couse ID: 160901264 **Description:** English for Tourism (2)

Full Course Description:

Couse ID: 160901265 **Description:** English for Tourism (3)

Full Course Description:

Couse ID: 160901311 **Description:** Management and Planning of Tourism Events

Full Course Description:

Couse ID: 160901312 **Description:** Tourism Crisis Management

Full Course Description:

Couse ID: 160901313 **Description:** Tourism and Heritage Destintion Management

Full Course Description:

Couse ID: 160901353 **Description:** Tavel Agencies and Hotel Reservation Systems

Full Course Description:

Couse ID: 160901361 **Description:** French Language (3) for Tourism & Hospitality

Full Course Description:

Couse ID: 160901362 **Description:** Spanish Language (3) for Tourism & Hospitality

Full Course Description:

Couse ID: 160901401 **Description:** Tourism Ethics and Code

Full Course Description: The legislations and laws concerning the operations and performance of tourism establishments, as well rights and responsibilities of different stakeholders involved in tourism development. The roles, function and relationship of public and private sector on tourism are discussed in greater depth. Special attention will also be given to monitoring trend and control mechanisms that have been implemented by the government in tourism sector particularly towards tourist's safety and security, infrastructure maintenance, quality of services and consumer satisfaction

Couse ID: 160901404 **Description:** Practical Training

Full Course Description:

Couse ID: 160901421 **Description:** Ancient Epigraphy in Jordan

Full Course Description:

Couse ID: 160901422 **Description:** Ancient Arts in Jodan

Full Course Description:

Couse ID: 160901423 **Description:** Ancient Civilations and Kingdoms in Jordan

Full Course Description:

Couse ID: 160901455 **Description:** Electronic Tourism

Full Course Description:

Courses Description

College: Queen Rania'S Faculty Of Tourism& Heritage

Department: Sustainable Tourism

Couse ID: 160901461	Description: French Language (4) for Tourism & Hospitality
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Full Course Description:

Couse ID: 160901462	Description: Spanish Language (4) for Tourism & Hospitality
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Full Course Description: