

**Course Description**

**Travel Agencies and Touristic Guidance**

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| **Faculty of Business Administration** | | | **Department of Tourism Management** | | |
| Course | Travel Agencies and Touristic Guidance | | Prerequisite: |  | |
| Credit Hours:4 | Theoretical:3 | Practical:1 | Course Code: |  | |
| **Description** | | | | | |
| The course aims at introducing the students to various types of Travel Agencies, their activities, such as Hotel businesses, car rent, laying down touristic programs, and cost preparation of trips and programs. It also introduces touristic guidance and highlights the important role and the duties and responsibilities of tourist guides. Moreover, the course focuses on methods of dealing with tourist groups, types of guidance, and the characteristics and skills of a good guide. It also sheds light on the ethics of the profession and the future of the professional guide. | | | | | |
| **Content** | | | | | |
| Lecture1+2: Bookings  Lecture3: Car Rent Services  Lecture4: Touristic Media  Lecture5: Preparing Touristic Programs  Lecture6+7: Cost Preparation of Touristic Programs  Lecture8: Touristic Guidance: definitions, importance and principles  Lecture9: Touristic Guide1  Lecture10: Touristic Guide 2  Lecture11: Travel Documents  Lecture12: Characteristics of Tourists according to Nationality | | | | | |
| **References** | | | | | |
| كتاب وكالات السياحة والسفر – المؤسسة العامة للتدريب التقني والمهني /السعودية  كتاب فن الدلالة السياحية - د. خالد مقابلة / الاردن  مقررات الارشاد السياحي في كلية السياحة والفنادق جامعة البعث/ الجمهورية العربية السورية | | | | | |