

 **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: BookingsLecture3: Car Rent ServicesLecture4: Touristic MediaLecture5: Preparing Touristic ProgramsLecture6+7: Cost Preparation of Touristic ProgramsLecture8: Touristic Guidance: definitions, importance and principlesLecture9: Touristic Guide1Lecture10: Touristic Guide 2Lecture11: Travel DocumentsLecture12: Characteristics of Tourists according to Nationality |
| **References** |
| كتاب وكالات السياحة والسفر – المؤسسة العامة للتدريب التقني والمهني /السعوديةكتاب فن الدلالة السياحية - د. خالد مقابلة / الاردنمقررات الارشاد السياحي في كلية السياحة والفنادق جامعة البعث/ الجمهورية العربية السورية |