

**Ministry of Higher Education and Scientific Research  
Scientific Supervision and Scientific Evaluation Apparatus  
Directorate of Quality Assurance and Academic Accreditation  
Accreditation Department**



# **Academic Program and Course Description Guide**

**2024**

## **Introduction:**

The educational program is a well-planned set of courses that include procedures and experiences arranged in the form of an academic syllabus. Its main goal is to improve and build graduates' skills so they are ready for the job market. The program is reviewed and evaluated every year through internal or external audit procedures and programs like the External Examiner Program.

The academic program description is a short summary of the main features of the program and its courses. It shows what skills students are working to develop based on the program's goals. This description is very important because it is the main part of getting the program accredited, and it is written by the teaching staff together under the supervision of scientific committees in the scientific departments.

This guide, in its second version, includes a description of the academic program after updating the subjects and paragraphs of the previous guide in light of the updates and developments of the educational system in Iraq, which included the description of the academic program in its traditional form (annual, quarterly), as well as the adoption of the academic program description circulated according to the letter of the Department of Studies T 3/2906 on 3/5/2023 regarding the programs that adopt the Bologna Process as the basis for their work.

In this regard, we can only emphasize the importance of writing an academic programs and course description to ensure the proper functioning of the educational process.

## Concepts and terminology:

**Academic Program Description:** The academic program description provides a brief summary of its vision, mission and objectives, including an accurate description of the targeted learning outcomes according to specific learning strategies.

**Course Description:** Provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the students to achieve, proving whether they have made the most of the available learning opportunities. It is derived from the program description.

**Program Vision:** An ambitious picture for the future of the academic program to be sophisticated, inspiring, stimulating, realistic and applicable.

**Program Mission:** Briefly outlines the objectives and activities necessary to achieve them and defines the program's development paths and directions.

**Program Objectives:** They are statements that describe what the academic program intends to achieve within a specific period of time and are measurable and observable.

**Curriculum Structure:** All courses / subjects included in the academic program according to the approved learning system (quarterly, annual, Bologna Process) whether it is a requirement (ministry, university, college and scientific department) with the number of credit hours.

**Learning Outcomes:** A compatible set of knowledge, skills and values acquired by students after the successful completion of the academic program and must determine the learning outcomes of each course in a way that achieves the objectives of the program.

**Teaching and learning strategies:** They are the strategies used by the faculty members to develop students' teaching and learning, and they are plans that are followed to reach the learning goals. They describe all classroom and extra-curricular activities to achieve the learning outcomes of the program.

## Academic Program Description Form

University Name: Mosul University

Faculty/Institute: Tourism Science Faculty

Scientific Department: Department of Tourism Studies

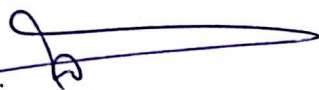
Academic or Professional Program Name: Bachelor of Science in Tourism

Final Certificate Name: Bachelor of Science in Tourism

Academic System: annual

Description Preparation Date:

File Completion Date:

Signature: 

Head of Department Name:

harkhan ahmed hussein

Date:

8/4/2025

Signature: 

Scientific Associate Name:

manal Refat Khalid

Date:

20/4/2025

The file is checked by:


Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Osama Mohammed Ahmed

Date: 13/4/2025

Signature: 

  
Approval of the Dean

## **1. Program Vision**

The department aspires to be a cornerstone of innovative education in the tourism and hospitality industry, serving the community both locally and globally in a sustainable manner.

## **2. Program Mission**

To provide innovative and integrated education that combines academic knowledge with practical application, preparing professionals with vision and high-level skills to keep pace with developments in tourism and hospitality, while fostering creativity and innovation to serve the community and advance the future of the tourism sector.

## **3. Program Objectives**

- 1 Design and implement modern academic programs that keep up with contemporary developments in tourism.
- 2 Promote sustainable development through education and the dissemination of a culture of peace and environmental protection.
- 3 Equip students with theoretical knowledge and practical skills to meet the needs of the tourism job market.
- 4 Provide practical training opportunities in collaboration with tourism institutions and companies.
- 5 Support scientific research to address challenges in the tourism sector locally and regionally.
- 6 Conduct studies in sustainable tourism and promote the responsible use of resources.
- 7 Implement awareness programs to raise cultural and tourism awareness in the local community.
- 8 Build strategic partnerships with tourism entities to achieve common goals.

#### 4. Program Accreditation

Does the program have program accreditation? And from which agency?

No

#### 5. Other external influences

Is there a sponsor for the program?

No

#### 6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements	12	21	40%	
College Requirements	12	26	40%	
Department Requirements	6	13	20%	
Summer Training				
Other				

\* This can include notes whether the course is basic or optional.

#### 7. Program Description

Year/level	Course code	Course name	Credit hours	
			theoretical	practical
Third				
	Ttr4	Management and Organization of Conferences and Events	۲	
	Ttr8	Management of Tourism protocols	۳	

	<b>Ttr2</b>	English Language	١	
	<b>Ttr3</b>	Travel and Tourism Laws	١	
	<b>Ttr9</b>	Management of Tourism Projects	٣	
	<b>Ttr10</b>	Quality of Tourism Services	٣	
	<b>Ttr7</b>	Touristic Investment	٣	
	<b>Ttr1</b>	French language	١	
	<b>Ttr6</b>	Touristic planning	٣	
	<b>Ttr5</b>	Management of travel and tourism companies	٣	
<b>Forth</b>				
	<b>Ttf5</b>	French language	٢	
	<b>Ttf8</b>	Touristic media	٢	
	<b>Ttf2</b>	Touristic sites analysis	٢	
	<b>Ttf7</b>	Touristic crisis administration	٢	
	<b>Ttf1</b>	English language	٣	
	<b>Ttf3</b>	Research preparation and methods	٢	
	<b>Ttf9</b>	Tourism legal legislation	٢	
	<b>Ttf6</b>	Touristic marketing	٢	
	<b>Ttf4</b>	Human resources management	٢	
	<b>Ttf10</b>	Tours organization	٢	



## 8. Expected learning outcomes of the program

### Knowledge

#### Learning Outcomes 1

- The ability to solve tourism-related problems using general data and applying modern and scientific methods in addressing them.
- Tourism studies as a foundation of scientific knowledge and its provision.
- The relationship between the country's economic situation and tourism, including foreign currency inflows.
- Understanding the tourism environment at the national, regional, or international level.

### Skills

#### Learning Outcomes 2

- Adopting well-studied scientific description and analysis to explain tourism phenomena and their relation to the addressed problem.
- Understanding the law and legal texts, and organizing the regulatory framework for tourism-related matters.
- Using accounting and mathematical systems to analyze problems facing the tourism sector.
- Applying constructive criticism and scientific analysis to topics under discussion.

### Ethics

#### Learning Outcomes 4

- The ability to recognize ethical and professional responsibilities in the field of tourism.
- Commitment to adopting modern and advanced practices to promote and develop work in the tourism sector.
- Applying modern approaches used in developed countries to enhance the productivity of the tourism sector at the local level.
- Working toward coordination and collaboration between academic departments at both local and international

	universities to achieve better performance in those departments.
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## 9. Teaching and Learning Strategies

- **Direct Education:** Conducted through academic lectures where the professor plays the primary role. The content is delivered in a simple and accessible manner, with the student as the recipient.
- **Indirect Education:** Involves a high level of student participation through observations, verification, and active engagement in proposing alternatives or solving problems. The university professor acts as a direct and active supervisor.
- **E-Learning:** Utilizes the latest technologies such as virtual reality and machine learning, integrating them with educational scientific concepts to create a methodology designed to enhance the acquisition of knowledge and skills.

## 10. Evaluation methods

- **Scientific Exams:** The traditional method used by university professors to assess the student's level and understanding of the subject.
- **Research Papers:** Students are assigned by the course professor to write research papers on a topic agreed upon in advance. This enhances the student's ability to conduct scientific research, find solutions to problems, and benefit from the experience in a practical way.
- **Reports:** Students are encouraged to explore specialized websites and write reports, supported by library resources and scientific curricula. Emphasis is placed on the method of report writing, presentation, and discussion with peers—making this one of the main learning and evaluation tools.
- **Discussions and Questions:** Discussion sessions are organized among students under the supervision of the teaching staff, involving critical thinking questions. The quality of answers helps the professor gauge the students' levels of understanding and comprehension, making this one of the key methods of evaluation.
- **Graduation Project or Thesis:** A study requirement that also serves to showcase the intellectual, academic, and practical skills the student has acquired. It involves selecting a topic from the curriculum studied during the academic program.

11. Faculty						
Faculty Members						
Academic Rank	Specialization		Special Requirement s/Skills (if applicable)		Number of the teaching staff	
	General	Special			Staff	Lecturer
Professor Dr	Philosophy of physical education	Philosophy and history of physical education			1	
Assistant Professor Doctor	geography	Human geography			1	
Doctor teacher	English language	Critical style			1	
Doctor teacher	Ancient ruins	Antiquities and civilizations of the ancient Near East			1	
assistant teacher	special law	Proceedings law			1	
assistant teacher	business management	business management			1	
assistant teacher	Ancient ruins	Ancient Iraqi languages			1	
assistant teacher	Management Information Systems	Management Information Systems			1	
assistant teacher	accounting	Financial accounting and auditing			1	
assistant teacher	Economy	Sciences in economics			1	
assistant teacher	translation	Linguistic meaning			1	
assistant teacher	Banking and Financial Sciences	Banking and Financial Sciences			1	
assistant teacher	French	French novel				1
assistant teacher	French	French language and literature				1

assistant teacher	business management	Financial management			1	
assistant teacher	business management	marketing			1	
assistant teacher	management and economy	business management			1	
assistant teacher	management and economy	business management			1	
18					16	2

## 12. Professional Development

### Mentoring new faculty members

The Department of Tourism Studies adopts a program to develop new faculty members by offering training lectures under the supervision of a qualified departmental team. The program also involves engaging new faculty in departmental activities under the guidance of more experienced staff members, in addition to organizing training courses and conducting discussion seminars.

### Professional development of faculty members

- Involving faculty members in scientific courses and seminars that contribute to the development and enhancement of their specialized expertise.
- Encouraging the organization of scientific workshops, seminars, conferences, and training courses to advance the professional level of the faculty members.

## 13. Acceptance Criterion

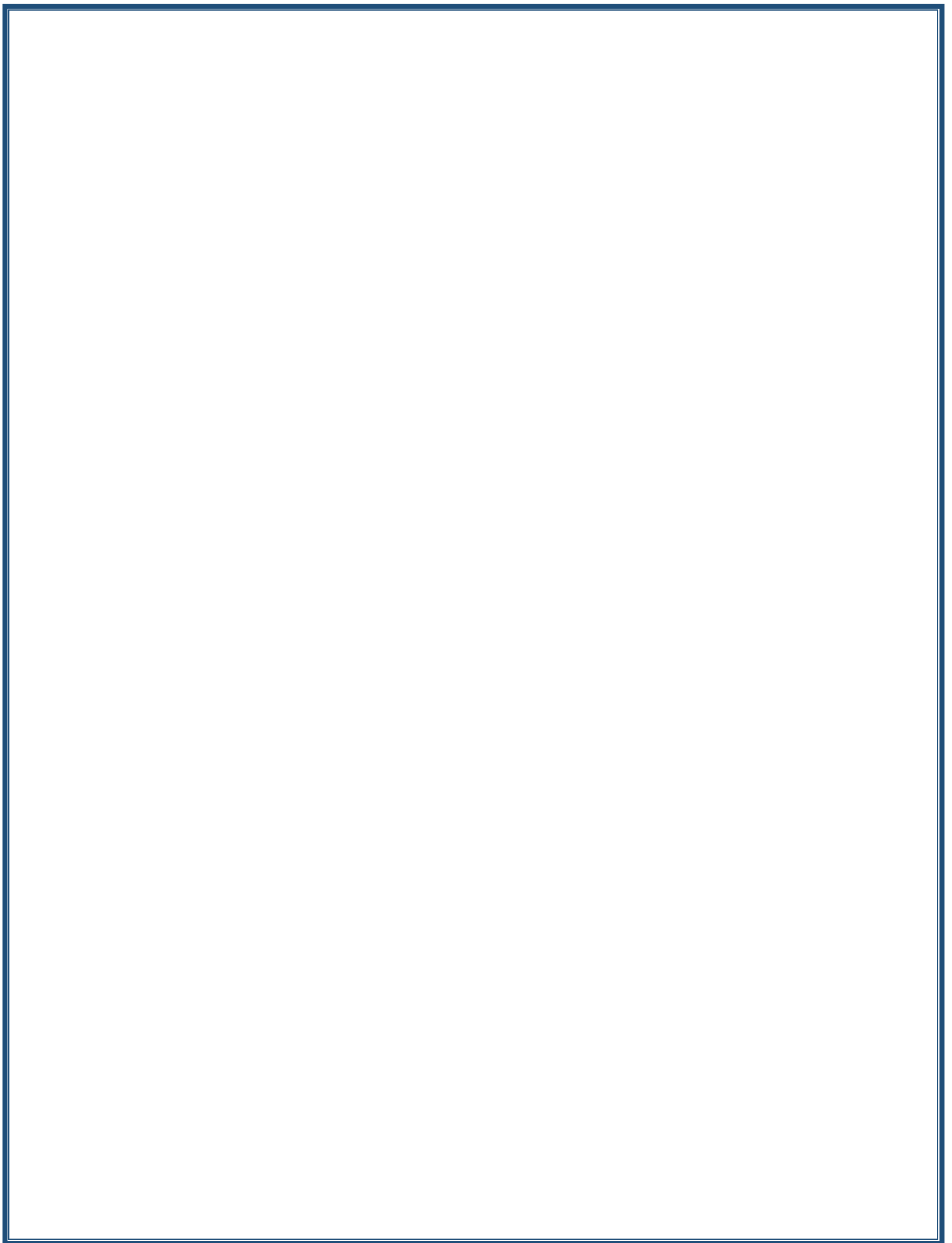
- Adopting the centralized admission plan with its conditions, in accordance with the department's annual academic plan.
- Admitting top graduates from tourism institutes according to the current regulations of the Ministry of Higher Education and Scientific Research.
- Personal interview.

## 14. The most important sources of information about the program

- The department's academic guide approved by the university and the ministry.
- The university and college official websites.

## 15. Program Development Plan

- Striving to attract additional students by simplifying admission criteria and expanding the number of seats available for prospective students.
- Working on developing the academic department by offering graduate programs (Master's and Ph.D.) to ensure the department's sustainability with specialized teaching staff.
- Developing the teaching staff in the department through scientific workshops, training courses, field visits, and knowledge and academic exchange between corresponding departments at local and international universities.
- Integrating theory and practice by incorporating required scientific subjects in the curriculum through field visits to both public and private tourism institutions and organizing scientific seminars by inviting tourism officials, directors, or experienced professionals to enhance practical experience in the field.
- Providing all possible resources to offer the best services and facilities to students, including modern furniture, air conditioning for classrooms, laboratories, and a well-equipped library with a wide range of up-to-date books, available for both undergraduate and graduate students.



Program Skills Outline															
				Required program Learning outcomes											
Year/Level	Course Code	Course Name	Basic or optional	Knowledge				Skills				Ethics			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
Third Stage	Ttr4	Management and Organization of Conferences and Events	basic			√				√				√	
	Ttr8	Management of Tourism protocols	basic			√				√				√	
	Ttr2	English Language	basic			√				√				√	
	Ttr3	Travel and Tourism Laws	basic			√				√				√	
	Ttr9	Management of Tourism Projects	basic			√				√				√	
	Ttr10	Quality of Tourism Services	basic			√				√				√	
	Ttr7	Touristic Investment	basic			√				√				√	
	Ttr1	French language	basic			√				√				√	
	Ttr6	Touristic planning	basic			√				√				√	

	Ttr5	Management of travel and tourism companies	basic			√				√				√	
Fourth Stage	Ttf8	Touristic media	basic				√				√				√
	Ttf5	French language	basic				√				√				√
	Ttf2	Touristic sites analysis	basic				√				√				√
	Ttf7	Touristic crisis administration	basic				√				√				√
	Ttf1	English language	basic				√				√				√
	Ttf3	Research preparation and methods	basic				√				√				√
	Ttf9	Tourism legal legislation	basic				√				√				√
	Ttf6	Touristic marketing	basic				√				√				√
	Ttf4	Human resources management	basic				√				√				√
	Ttf10	Tours organization	basic				√				√				√

- Please tick the boxes corresponding to the individual program learning outcomes under evaluation.





# **courses**

# **Description of the third stage**

## Course Description Form

1. Course Name:	
management of travel and tourism companies	
2. Course Code:	
Ttr5	
3. Semester / Year:	
2024–2025	
4. Description Preparation Date:	
20/2/2025	
5. Available Attendance Forms:	
physical presence	
6. Number of Credit Hours (Total) / Number of Units (Total):	
(2) hours/ (2) Units	
7. Course administrator's name (mention all, if more than one name)	
Name: Huda Abdalaziz Mohamad Email: huda.292@uomosul.edu.iq	
8. Course Objectives	
<b>Course Objectives</b>	1- Defining the accounting cycle from recording and posting to daily journals and general ledgers. 2- Introducing the concept of companies and their types such as partnership companies, capital companies, and joint-stock
9. Teaching and Learning Strategies	
<b>Strateg</b>	1-Teaching students to think scientifically through analysis and deduction. 2-Motivating students by giving them the opportunity to present and discuss their ideas. 3-Lectures and solving examples. 4-Discussion sessions. 5- Monthly exams and daily quizzes.
10. Course Structure	

<b>Wee k</b>	<b>Hou rs</b>	<b>Required Learning Outcomes</b>	<b>Unit or subject name</b>	<b>Learning method</b>	<b>Evaluation method</b>
<b>1</b>	<b>2</b>	Knowledge and skill	Introductory lecture.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>2</b>	<b>2</b>	Knowledge and skill	Registration and deportation.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>3</b>	<b>2</b>	Knowledge and skill	Concept of companies and their characteristics .	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>4</b>	<b>2</b>	Knowledge and skill	Types of companies.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>5</b>	<b>2</b>	Knowledge and skill	Accounting treatments for joint companies.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>6</b>	<b>2</b>	Knowledge and skill	Accounting treatments for increasing capital	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>7</b>	<b>2</b>	Knowledge and skill	Accounting treatments for partner withdrawal	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>8</b>	<b>2</b>	Knowledge and skill	Accounting treatments for liquidating joint companies	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>9</b>	<b>2</b>	Knowledge and skill	Monthly examination	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>

<b>10</b>	<b>2</b>	Knowledge and skill	Submission of assets and liabilities for the individual project.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>11</b>	<b>2</b>	Knowledge and skill	Budgeting.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>12</b>	<b>2</b>	Knowledge and skill	Personal withdrawals.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>13</b>	<b>2</b>	Knowledge and skill	Monthly examination.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>14</b>	<b>2</b>	Knowledge and skill	Loans.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>15</b>	<b>2</b>	Knowledge and skill	Contributing companies.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>16</b>	<b>2</b>	Knowledge and skill	Methods of capital repayment.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>17</b>	<b>2</b>	Knowledge and skill	Dedicated extinction account.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>18</b>	<b>2</b>	Knowledge and skill	Liquidation entries.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>19</b>	<b>2</b>	Knowledge and skill	Repayment from partners' funds.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>20</b>	<b>2</b>	Knowledge and skill	Repayment from company funds.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>21</b>	<b>2</b>	Knowledge and skill	Accounting treatments for partner loans.	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>

22	2	Knowledge and skill	Monthly examination.	Lecture + Discussion	Attendance commitment& Participation in lecture
23	2	Knowledge and skill	Opening profit and loss account.	Lecture + Discussion	Attendance commitment& Participation in lecture
24	2	Knowledge and skill	Opening trading account	Lecture + Discussion	Attendance commitment& Participation in lecture
25	2	Knowledge and skill	Distribution of interest on capital	Lecture + Discussion	Attendance commitment& Participation in lecture
26	2	Knowledge and skill	Proof of withdrawals entries for partners	Lecture + Discussion	Attendance commitment& Participation in lecture
27	2	Knowledge and skill	Budget preparation	Lecture + Discussion	Attendance commitment& Participation in lecture
28	2	Knowledge and skill	Liquidation of companies and their types	Lecture + Discussion	Attendance commitment& Participation in lecture
29	2	Knowledge and skill	Accounting treatments for company liquidation	Lecture + Discussion	Attendance commitment& Participation in lecture
30	2	Knowledge and skill	Monthly examination	Lecture + Discussion	Attendance commitment& Participation in lecture

### 11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc

### 12. Learning and Teaching Resources

Required textbooks (curricular books any)

Main references (sources)

\_Financial Accounting Principles,(2000): Abdulalkareem Ali.

	_Accounting Principles,(2005):Mikd Aljalili
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	

### Course Description Form

1. Course Name: English Language Course	
2. Course Code:	
3. Semester / Year: 2024-2025	
4. Description Preparation Date: ٢٠٢٥/٢/١٩	
5. Available Attendance Forms: physical ,and online presence	
6. Number of Credit Hours (Total) / Number of Units (Total): (1 hour)+(1 unit)	
7. Course administrator's name (mention all, if more than one name)	
Name: Rahma E. Abdulkareem Email: Rahma.aithar@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<ul style="list-style-type: none"> <li>• Developing students' skills in reading, writing, listening, and speaking in English.</li> <li>• Teaching students concepts, vocabulary, topics that qualify them for work in the tourism sector.</li> </ul>

9. Teaching and Learning Strategies					
Strategy	<div>1. Cooperative learning and encouraging students to study in groups.</div> <div>2. Interactive teaching and engaging students in lectures through discussion, asking questions, and answering them</div> <div>3. Self-directed learning: Allowing students to enhance their skills and rely on themselves, utilizing technology in the learning process to achieve educational goals.</div> <div>4. Continuous monitoring of students' progress and providing guidance and motivation for continuous improvement.</div> <div>5. Diversifying teaching methods and using various educational resources such as images, videos, and presentations to meet the needs of all students.</div>				
10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	3		Introductory lecture	Lecture + Discussion	Attendance commitment
2	3		Car hiring	Lecture + Discussion	Attendance commitment ,  Participation in lecture&  Various activities
3	3		Describing arrival services	Lecture	Participation in lecture &  Attendance commitment
4	3		Welcoming visitors	Lecture + Role-playing	Attendance commitment,  Participation in lecture&  Completion of required exercises
5	3		New arrivals	Lecture + Role-playing	Attendance commitment,  Participation in lecture&



					<b>Daily quizzes</b>
<b>6</b>	<b>3</b>		<b>Giving directions</b>	<b>Lecture + Exercises</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>7</b>	<b>3</b>		<b>Types of holiday</b>	<b>Lecture + Brainstorming</b>	<b>Attendance commitment, Participation in lecture&amp; Daily quizzes</b>
<b>8</b>	<b>3</b>		<b>Conversation and exercise</b>	<b>Conversation + Exercises</b>	<b>Attendance commitment , Participation in lecture&amp; Various activities</b>
<b>9</b>	<b>3</b>		<b>Food tourism</b>	<b>Lecture + Discussion</b>	<b>Attendance commitment, Participation in lecture&amp; Completion of required exercises</b>
<b>10</b>	<b>3</b>		<b>Describing dishes</b>	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>11</b>	<b>3</b>		<b>Front office duties</b>	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>12</b>	<b>3</b>		<b>Dealing with complaint</b>	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>13</b>	<b>3</b>		<b>Problems on tour</b>	<b>Lecture + Brainstorming</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>14</b>	<b>3</b>		<b>Conversation and Exercise</b>	<b>Conversation + Exercises</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>15</b>	<b>3</b>		<b>Exam</b>	<b>Exam</b>	<b>Monthly Exam</b>

<b>16</b>	<b>3</b>		<b>Jobs provided by tourism</b>	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>17</b>	<b>3</b>		<b>Skills required for tourism</b>	<b>Lecture</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>18</b>	<b>3</b>		<b>Tour operator and package holiday</b>	<b>Lecture + Discussion</b>	<b>Attendance commitment, Participation in lecture&amp; Daily quizze.</b>
<b>19</b>	<b>3</b>		<b>Travel agent</b>	<b>Lecture + Discussion</b>	<b>Attendance commitment, Participation in lecture&amp; Completion of required exercises</b>
<b>20</b>	<b>3</b>		<b>Travel agency</b>	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>21</b>	<b>3</b>		<b>How to Email a client</b>	<b>Lecture + Role-playing</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>22</b>	<b>3</b>		<b>Customer care</b>	<b>Lecture + Role-playing</b>	<b>Attendance commitment, Participation in lecture&amp; Completion of required exercises</b>
<b>23</b>	<b>3</b>		<b>Tourism advertisement</b>	<b>Lecture + Discussion</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>24</b>	<b>3</b>		<b>Tourism attraction</b>	<b>Lecture + Exploratory Video</b>	<b>Attendance commitment&amp; Participation in lecture</b>
<b>25</b>	<b>3</b>		<b>Tourist motivation</b>	<b>Lecture + Exploratory Video</b>	<b>Attendance commitment,</b>

					Participation in lecture& Daily quizzes.
26	3		Transport in tourism	Lecture + Exercises	Attendance commitment& Participation in lecture
27	3		Word destinations :countries and nationalities	Lecture	Attendance commitment& Participation in lecture
28	3		Tourism sectors	Lecture	Attendance commitment, Participation in lecture& Completion of required exercises
29	3		Review of all the previous lessons	Review	Student participation & asking questions about previous lectures
30	3		Exam	Exam	Monthly exam

### 11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc

First Semester		Midterm Exam	Second Semester		The cumulative grade	Final Exam
٪١٠		٪٢٠	٪١٠		٪٤٠	٪٦٠
(8) Exam	(2) Attendance and participation		(8) Exam	(2) Attendance and participation		

### 12. Learning and Teaching Resources

Required textbooks (curricular books any)	1-Robin, W. , Keith , H .(2009): <b>Tourism 2: Oxford English for Careers</b> , Oxford : Oxford University Press. 2-Ken ,M.(2013): <b>English for tourism :Students' Workbook</b>
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	,Dili Institute of Technology: Centre for Languages Studies. ₪_Deubelbeiss, D . (2012 ) : <b>A complete Introductory Course : English Central Course book .</b>
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	1_www.Learn English online.com 2_ar.talkenglish.com

### Model description

1. Course Name:	Management of Tourism Protocol
2. Symbol of decision	Tts2
3. Semester/year	2024-2025
4. The date this description was prepared:	20/2/2025
5. Available forms of attendance: Attendance and electronic physical presence	
6. Number of hours (total)/ number of units (total)	60/2
7. Name of the course administrator (if more than one name is mentioned)	Name: M.M. sanarya nabeel Mohammed ema sanarya.nabeel@uomosul.edu.iq
8. Objectives of the decision	Objectives of the study material
Tourism and hotel organizations need to form build a reputation for many administrative communication skills by the individuals working the hotel and tourism protocol management as department serves as a front for the organization.	
9. Teaching and learning strategies	Strategy
Providing students with advanced scientific methods to communicate information through the sources available in t	

library about the course is provided to the student from modern sources in the course.					
).Structure of the decision					
Method of assessment	Way of learning	Name of unit or subject	Required learning outcomes	Hours	The week
Questions and discussion	Lectures	Introduction to the article	Introduction to the article	2	1
Questions and discussion	Lectures	The concept of tourism and hotel protocol management	The concept of tourism and hotel protocol management	2	2
Questions and discussion	Lectures	Protocol and etiquette	Protocol and etiquette	2	3
Questions and discussion	Lectures	The relationship of the Department of Protocol to Science and Art.	The relationship of the Department of Protocol to Science and Art.	2	4
Questions and discussion	Lectures	The first exam	The first exam	2	5
Questions and discussion	Lectures	Difference between Protocol Management and Public Relations	Difference between Protocol Management and Public Relations	2	6
Questions and discussion	Lectures	It is tidy	It is tidy	2	7
Questions and discussion	Lectures	Protocol and etiquette management relationship	Protocol and etiquette management relationship	2	8

<b>Questions and discussion</b>	<b>Lectures</b>	<b>Characteristics of the protocol management staff in hotel and tourism organizations</b>	<b>Characteristics of the protocol management staff in hotel and tourism organizations</b>	<b>2</b>	<b>9</b>
<b>Questions and discussion</b>	<b>Lectures</b>	<b>Duties of officials in the Protocol Department</b>	<b>Duties of officials in the Protocol Department</b>	<b>2</b>	<b>10</b>
<b>Questions and discussion</b>	<b>Lectures</b>	The role of the protocol management officer in receiving official guests	The role of the protocol management officer in receiving official guests	<b>2</b>	<b>11</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Etiquette and the art of formal and social interaction	Etiquette and the art of formal and social interaction	<b>2</b>	<b>12</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Clothes	Clothes	<b>2</b>	<b>13</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Dial up	Dial up	<b>2</b>	<b>14</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Presentation of flowers	Presentation of flowers	<b>2</b>	<b>15</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Precedence	Precedence	<b>2</b>	<b>16</b>
<b>Questions and discussion</b>	<b>Lectures</b>	The art of serving guests or tourists	The art of serving guests or tourists	<b>2</b>	<b>17</b>

<b>Questions and discussion</b>	<b>Lectures</b>	Types of guests and ways to deal with them	Types of guests and ways to deal with them	<b>2</b>	<b>18</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Regulatory requirements	Regulatory requirements	<b>2</b>	<b>19</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Arrange guests at the tables	Arrange guests at the tables	<b>2</b>	<b>20</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Preparing official parties and banquets	Preparing official parties and banquets	<b>2</b>	<b>21</b>
<b>Questions and discussion</b>	<b>Lectures</b>	General requirements	General requirements	<b>2</b>	<b>22</b>
<b>Questions and discussion</b>	<b>Lectures</b>	I ate the feasts	I ate the feasts	<b>2</b>	<b>23</b>
<b>Questions and discussion</b>	<b>Lectures</b>	The origins of etiquette during eating	The origins of etiquette during eating	<b>2</b>	<b>24</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Leave after dinner	Leave after dinner	<b>2</b>	<b>25</b>
<b>Questions and discussion</b>	<b>Lectures</b>	The garden parties	The garden parties	<b>2</b>	<b>26</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Receptions	Receptions	<b>2</b>	<b>27</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Food and its types	Food and its types	<b>2</b>	<b>28</b>

<b>Questions and discussion</b>	<b>Lectures</b>	Eating some types of fruit	Eating some types of fruit	<b>2</b>	<b>29</b>
<b>Questions and discussion</b>	<b>Lectures</b>	Ceremony of meetings	Ceremony of meetings	<b>2</b>	<b>30</b>
<b>1. Evaluation of the decision</b>					
A grade of 100 is distributed according to the tasks assigned to the student such as					
<b>Daily exams</b>					
<b>Surprise exams</b>					
<b>- Giving grades to students in the room for questions asked</b>					
<b>The homework</b>					
<b>2. Sources of learning and teaching</b>					
			Required book (methodology, if any)		
Recent literature on etiquette and protocol management			Principal references (sources)		
			كتاب ادوار الادارة والقيادة / سلطان احمد خليف/دار وائل للطباعة والنشر والتوزيع ٢٠٠٥		
Recent reports from the Internet that belong to the tourist attractions of the Iraqi provinces			Electronic references Internet sites		

### Course Description Form

1. Course Name:
French language
2. Course Code:
3. Semester / Year: year



2024– 2025

4. Description Preparation Date:

19 / 2/2025

5. Available Attendance Forms:

In presence

6. Number of Credit Hours (Total) / Number of Units (Total)

2/30

7. Cours administrator's (mention all, if more than one name)

Name: Maha Ammar Yousef

Email: maha.yousif@uomosul.edu.iq

8. Course Objectives

**Course Objectives**

Teaching French, one of the world's major languages, in the field of tourism, and instructing students on how to build grammatically correct sentences and structures.

9. Teaching and Learning Strategies

**Strategy**

- Lecture.
- Dialogue and Discussion.
- Collaborative Learning and Grouping.
- Brainstorming.
- Using Presentation Screens and Audio Devices.

10. Course Structure

WEEK	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
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1	2		Règles de ponctuations	Cours	Examen
2	2		Types des accents	Cours	Examen
3	2		Se présenter quelqu'un	Cours	Examen
4	2		Des Salutations	Cours	Examen
5	2		Les nombres cardinaux	Cours	Examen
6	2		Les nombres ordinaux	Cours	Examen
7	2		Les jours de la semaine	Cours	Examen
8	2		Les saisons de l'année	Cours	Examen
9	2		Les moments de la journée	Cours	Examen
10	2		Expression interrogative	Cours	Examen
11	2		Le verbe en premier groupe	Cours	Examen
12	2		Le verbe en deuxième groupe	Cours	Examen
13	2		Le menu de repas en français	Cours	Examen
14	2		Les fruits et les légumes	Cours	Examen
15	2		Le pays des gourmandes	Cours	Examen
16	2		La cuisine française	Cours	Examen
17	2		Les mois de l'année	Cours	Examen
18	2		Le futur proche	Cours	Examen
19	2		Les prépositions de lieu	Cours	Examen
20	2		La négation	Cours	Examen
21	2		L'heur et le temps	Cours	Examen
22	2		Le futur simple	Cours	Examen
23	2		Le passé composé	Cours	Examen
24	2		Les prépositions	Cours	Examen
25	2				

26	2		Les couleurs	Cours	Examen
27	2		Le féminin	Cours	
28	2		Des monuments en France	Cours	
29	2		Des monuments en Egypte	Cours	
30	2		Les membres de la famille	Cours	
			Exprimer la douleur physique		
			Exéman final		

#### 11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc.

#### 12. Learning and Teaching Resources

Required textbooks (curricular books any)	Cours de langue et de civilisation françaises , 1959
Main references (sources)	G. MAUGER, Libraire Hachette, 1964.
Recommended books and references (scientific journals, reports...)	Entre nous, les éditions Didier, 2016.

## Course Description Form

1 .Course Name	
<b>Tourism Investment / Third Stage</b>	
13. Course Code	
14. Semester / Year	
٢٠٢٥ / ٢٠٢٤	
15. Date of Preparing This Description	
٢٠٢٥ / ٢ / ١٦	
16. Available Attendance Modes	
In-Person	
17. Total Study Hours / Total Units	
٦٠ Hour ٣ Unit	
18. Name of the Course Coordinator	
Name: Ghaidaa Mohammed Nafeh Shaheen Email ghaidaa.nafie@uomosul.edu.iq	
19. Course Objectives	
To provide the student with a clear understanding of the concept of investment, its importance, and types. The course will also cover the concept of tourism investment, its significance, characteristics, areas, and funding sources, whether internal or external. In order to foster development in the tourism sector, it is essential to establish economic evaluation criteria for tourism investment projects and to identify the key factors influencing tourism investment in Iraq.	
Course Objectives	
20. Teaching and Learning Strategies	

Strategy	<p>The teaching and learning strategies in tourism investment rely on a combination of theoretical and practical methods to enhance deep understanding of the tourism market and its investment. The strategies include project-based learning, where students work on case studies of real tourism investment projects, as well as simulations and interactive games that mimic actual work environments. Field visits to tourism establishments are used to reinforce hands-on experience. Additionally, collaborative learning is emphasized through group discussions and market trend analysis. E-learning and online training are modern tools that support the development of students' skills and expand their knowledge of tourism investment.</p>
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## 21. Course Structure

Assessment Method	Learning Method	Unit or Topic Name	Required Learning Outcomes	Hours	Week
Questions and Discussions	Lectures / Classroom	Concept of Investment		3	1
Questions and Discussions	Lectures / Classroom	Importance of Investment		3	2
Questions and Discussions	Lectures / Classroom	Types of Investment		3	3
Questions and Discussions	Lectures / Classroom	Determinants of Investment		3	4
Questions and Discussions	Lectures / Classroom	Project Financing		3	5
Questions and Discussions	Lectures / Classroom	The Relationship Between Investment and Economic Planning		3	6
Questions and Discussions	Lectures / Classroom	Concept of Tourism Investment		3	7
Questions and Discussions	Lectures / Classroom	Importance of Tourism Investment		3	8
Questions and Discussions	Lectures / Classroom	Characteristics of Tourism Investment		3	9
Questions and Discussions	Lectures / Classroom	Areas and Investment Opportunities in Tourism Activity		3	10
Examination	Lectures / Classroom	First Exam + Exam Review		3	11
Questions and Discussions	Lectures / Classroom	Concept of Financing and Its Importance		3	12

Questions and Discussions	Lectures / Classroom	Internal Sources of Financing for Tourism Projects		٣	١٣
Questions and Discussions	Lectures / Classroom	External Sources of Financing for Tourism Projects		٣	١٤
Questions and Discussions	Lectures / Classroom	Types of Financing		٣	١٥
Questions and Discussions	Lectures / Classroom	Determinants of Choosing Financing Sources for the Tourism Sector		٣	١٦
Questions and Discussions	Lectures / Classroom	Direct Government Financing for Tourism Projects		٣	١٧
Questions and Discussions	Lectures / Classroom	Indirect Government Financing for Tourism Projects		٣	١٨
<b>Examination</b>	Lectures / Classroom	Second Exam + Exam Review		٣	١٩
Questions and Discussions	Lectures / Classroom	Economic Evaluation Criteria for Investment in Tourism Projects		٣	٢٠
Questions and Discussions	Lectures / Classroom	Economic Evaluation Criteria for Investment in Tourism Projects		٣	٢١
Questions and Discussions	Lectures Classroom	Reasons for Variation in Economic Efficiency of Tourism Projects		٣	٢٢
Questions and Discussions	Lectures / Classroom	Investment in Hotel Stock		٣	٢٣
Questions and Discussions	Lectures / Classroom	Risks of Investment in Hotel Stock		٣	٢٤
<b>Examination</b>	Lectures / Classroom	First Exam + Exam Review		٣	٢٥
Questions and Discussions	Lectures Classroom	Determinants of Tourism Investment in Iraq		٣	٢٦
Questions and Discussions	Lectures / Classroom	Calculating the Fixed Capital Ratio in Tourism Projects		٣	٢٧
Questions and Discussions	Lectures / Classroom	Calculating Occupancy Rate of Hotel Projects		٣	٢٨
Questions and Discussions	Lectures / Classroom	Factors Encouraging Increased Investment in the Tourism Industry		٣	٢٩

Examination	Lectures / Classroom	Second Exam + Exam Review		٣	٣.
<b>22. Course Evaluation</b>					
Grade Distribution (out of 100) Based on Student Assignments Such as daily preparation, daily exams, oral exams, monthly exams, written exams, reports, etc.					
<b>23. Learning and Teaching Resources</b>					
1- <b>Essentials of Financing and Investment in the Tourism Industry</b> , by Dr. Mufaq Adnan Al-Humairi, First Edition, Al-Waraq Foundation, Amman, Jordan, 2010. 2- <b>An Integrated Approach to Tourism Investment and Financing</b> , by Ismail Mohammed Ali Al-Dabbagh and Ilham Khudair Shabr, First Edition, Ithora Publishing and Distribution, Jordan, 2015..			Required Textbo (Methodology, if applicable)		
Special Requirements (This may include, for example: workshops, journals, software, and websites)			Main References (Sources)		
Social Services (This may include, for example: guest lectures, vocational training, and field studies)			Recommended Supporting Books and References )This may include scientific journals, reports, etc(. )		
			Electronic References, Websites		

### Course Description

<b>24. Course Name:</b>
Tourism planning
<b>25. Course Code:</b>
Tts9
<b>26. Semester / Year:</b>

2023-2024	
27. Description Preparation Date:	
1/4/2024	
28. Available Attendance Forms:	
In-person lectures	
29. Number of Credit Hours (Total) / Number of Units (Total)	
60/2	
30. Course administrator's name (mention all, if more than one name)	
Name: Abdullah Muhammad Taher Email: Abdulla.Altai@uomosul.edu.iq	
31. Course Objectives	
Objectives of the study subject	1. Know what tourism planning and planning is. 2. Explain the importance and characteristics of tourism planning 3. Differentiating between the spatial levels of tourism planning 4. Interpretation of tourism development, its components and objectives 5. Familiarity with tourism planning and environmental, economic and social impacts.
32. Teaching and Learning Strategies	
Strategy	<p>-</p> <p>- Learning outcomes and methods of teaching, learning and evaluation The student is expected to be able to:</p> <ol style="list-style-type: none"> <li>1. Explain what tourism planning and planning is.</li> <li>2. Explain the importance and characteristics of tourism planning</li> <li>3. Differentiating between the spatial levels of tourism planning</li> <li>4. Defining tourism development, its components and objectives</li> <li>5. Familiarity with tourism planning and environmental, economic and social impacts.</li> </ol> <p>A- Knowledge and understanding (for example, it can be changed from F This course is studied as an introduction to the foundations and elements of tourism planning is and what are the characteristics of good tourism planning levels, for comprehensive and integrated planning in harmony with the environment (economic and social) of tourism, taking into account changes for the future.</p> <p><b>B- Subject-specific skills</b></p> <ul style="list-style-type: none"> <li>- Teaching the student to deal with various situations related to restaurant</li> <li>- Identify problems related to the topic and try to overcome them</li> <li>- Identify skills in how</li> <li>- Ability to deduce and evaluate.</li> </ul> <p><b>Teaching and learning methods (do not change)</b></p> <p>Providing students with advanced scientific methods to authenticate the sources available in the library regarding the course</p> <p><b>Evaluation methods</b></p>



		<ul style="list-style-type: none"> <li>- Daily exams</li> <li>- Surprise exams</li> <li>- Giving grades to students in the hall for questions asked to them</li> <li>- Homework</li> </ul>	
		<b>C- Thinking skills</b> <ul style="list-style-type: none"> <li>-Asking questions related to the course topics</li> <li>- Developing the intellectual and mental ability related to tourist sewing</li> </ul>	
		Teaching and learning methods	
		Teaching students how to think and analyze a topic	
		Evaluation methods <ul style="list-style-type: none"> <li>- Homework assignments</li> <li>- Contributions in daily preparation</li> <li>- Daily surprise exams</li> <li>- Monthly exams</li> </ul>	
		General and transferable skills <ul style="list-style-type: none"> <li>- Skills in adopting advanced and simple methods</li> <li>-Thinking and analysis skills.</li> </ul>	

### 33. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method	
1	2	Knowledge and skill	<ul style="list-style-type: none"> <li>- The emergence of planning</li> <li>- Planning concept</li> <li>- Advantages and benefits of planning</li> <li>- Planning flaws</li> </ul>	<ul style="list-style-type: none"> <li>- Giving lectures</li> <li>- Dialogue and discussion</li> <li>- Use clarifications and examples</li> <li>- Student groups</li> </ul>	<ul style="list-style-type: none"> <li>- Oral exams</li> <li>- Written tests</li> <li>- Reports</li> <li>- Feedback from students</li> </ul>	
2	2	Knowledge and skill	<ul style="list-style-type: none"> <li>- Planning methodology</li> <li>- Planning elements</li> <li>- Planning characteristics</li> </ul>		=	
3			<ul style="list-style-type: none"> <li>- Difficulties facing planning</li> <li>-Types of planning</li> </ul>	=		
	2	Knowledge and skill			=	

4	2	Knowledge and skill	Tourism planning - The emergence of tourism planning and its concept - The importance of tourism planning and its objectives - Characteristics of good tourism planning	=	
5	2	Knowledge and skill	- Spatial levels of tourism planning	=	
6	2	Knowledge and skill	Geographic information systems and tourism planning	=	
7	2	Knowledge and skill	Tourism development and its components - Tourism planning at the national and regional levels - The tourism planning process at the national and regional levels	=	
8	2	Knowledge and skill	Tourist attractions	=	
9	2	Knowledge and skill	tourist markets, facilities, services and infrastructure	=	
10	2	Knowledge and skill	Data analysis and synthesis	=	
11	2	Knowledge and skill	Key considerations for tourism planning at the national and regional levels	=	
12	2	Knowledge and skill	Semester exam	=	
13	2	Knowledge and skill	Tourism planning at local level Planning and design of tourist sites	=	

14	2	Knowledge and skill	Standards developing tourist sites	=				
15	2	Knowledge and skill	Building design considerations tourist sites	=		=		
16	2	Knowledge and skill	Review discussion examples of material	=		=		
17	2	Knowledge and skill	Planning managing attractions	=		=		
18	2	Knowledge and skill	Planning management cultural attractions	=		=		
19	2	Knowledge and skill	some types attractions 1. Planning tourist resorts -Regional relations resorts -Environmental analysis of locations and relationships of resorts -Determine the need for facilities infrastructure land uses for resorts	=		=		
20	2	Knowledge and skill	-Principles resort planning -Preparing development plan the resort -Developing improving existing resorts - Planning tourist activities in urban areas					
21	2	Knowledge and skill	Tourism planning environmental impacts economic social Tourism planning natural environment					

		Knowledge and skill	Types environmental impacts	=		=	
22	2					=	
		Knowledge and skill					
23	2		Environmental policies				
						=	
24	2	Knowledge and skill	Evaluation environmental impacts				
			And the economic social impacts			=	
			Positive effects				
25	2	Knowledge and skill	negative effects				
			-Social and economic policies			=	
			-Antiquities monitoring procedures				
			Economic - social				
26	2	Knowledge and skill	-- Measures to maximize the economic benefits of tourism			=	
		Knowledge and skill					
			- Measuring costs of economic benefits				
27	2	Knowledge and skill				=	
28	2		Semester exam				
			-Planning institutional elements of tourism implementation of tourism plan				
		Knowledge and skill	- Planning institutional elements				
29	2	Knowledge and skill	-Implementing the				
30			- Review + discussion and questions about the material				
34. Course Evaluation							
Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc							

35. Learning and Teaching Resources	
Required textbooks (curricular books, if a	<ul style="list-style-type: none"> <li>• Ghoneim, Othman Muhammad, and Benita Nabil Saad, 1999, Tourism Planning for the sake of comprehensive and integrated spatial planning, first edition Safaa Publishing and Distribution House Amman.</li> <li>Al-Karkhi, Majeed, 2014, Results-Based Strategic Planning, Al-Rayyan Press, Qa</li> </ul>
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	

### Course Description Form

1. Course Name:	
Management of Tourism Projects / <b>Third Phase</b>	
2. Course Code:	
3. Semester / Year:	
2024-2025	
4. Description Preparation Date:	
2/2/2025	
5. Available Attendance Forms:	
In-person and electronic	
6. Number of Credit Hours (Total) / Number of Units (Total)	
3/90	
7. Course administrator's name (mention all, if more than one name)	
Name: <b>M.M. Rana Khairuddin Hamid</b> Email: <b>rana.khairaldeen@uomosul.edu.iq</b>	
8. Course Objectives	
Course Objectives	Tourism and hotel organizations need many administrative and communication skills from individuals working in tourism projects

	management to build and establish a reputation, as this management considered a facade for the organization and the continuity of its survival and success.3– Nurturing human ties in society, gaining the support of masses and ensuring complete understanding between institutions of all types and activities
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## 9. Teaching and Learning Strategies

Strategy	Providing students with advanced scientific methods to deliver information through the resources available in the library about the course and the modern sources provided to the student in the course.library regarding the course..
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## 10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	3		Small business concept	Lectures	Questions and discussions
2	3		Small business forms	Lectures	Questions and discussions
3	3		Small business goals	Lectures	Questions and discussions
4	3		Types of small projects	Lectures	Questions and discussions

5	3		Types of small projects	Lectures	Questions and discussions
6	3		Types of small projects	Lectures	Questions and discussions
7	3		Types of small projects	Lectures	Questions and discussions
8	3		Types of small projects	Lectures	Questions and discussions
9	3		Types of small projects	Lectures	Questions and discussions
10	3		Project Manager Responsibilities and Duties	Lectures	Questions and discussions
11	3		Difficulties facing those conducting the feasibility study	Lectures	Questions and discussions
12	3		Difficulties facing those conducting the feasibility study	Lectures	Questions and discussions

13	3		Project selection	Lectures	Questions and discussions
14	3		Internal environment	Lecture	Questions and discussions
15	3		External environment	Lectures	Questions and discussions
16	3		Chapter Test	Lectures	Questions and discussions
17	3		Concept of hotel establishments	Lectures	Questions and discussions
18	3		Concept of hotel establishments	Lectures	Questions and discussions
19	3		The importance of hotel establishments	Lectures	Questions and discussions
20	3		Types and classification	Lectures	Questions and discussions



21	3		Types and classification	Lectures	Questions and discussions
22	3		Distinctive characteristics of hotel establishments	Lectures	Questions and discussions
23	3		Factors that contribute the success of hotel establishments	Lectures	Questions and discussions
24	3		The foundations that hotel establishments rely on and strive for	Lectures	Questions and discussions
25	3		The foundations that hotel establishments rely on and strive for	Lectures	Questions and discussions
26	3		Seasonality: Concept, Types and Causes	Lectures	Questions and discussions
27	3		Seasonality: Concept, Types and Causes	Lectures	Questions and discussions
28	3		Profitability: Concept and Importance	Lectures	Questions and discussions

29	3		Profitability: Concept and Importance	Lectures	Questions and discussions
30	3		Chapter Test	Lectures	Questions and discussions

### 11. Course Evaluation

Distributing the grade out of 100 according to the tasks assigned to the student, such as:

- Daily exams
- Surprise exams
- Granting grades to students inside the hall for questions asked of them
- Homework

### 12. Learning and Teaching Resources

Required textbooks (curricular books and any)	Abdul Redha, Janan, Tourism Project Management Book, 2016, Dar Al-Ayyam for Publishing and Distribution.
Main references (sources)	A collection of sources taken from master's theses and doctoral dissertations.
Recommended books and references (scientific journals, reports...)	Research on public relations
Electronic References, Websites	Electronic and applied resources on public relations

## Course Description Form

<b>1. Course Name:</b>	
Management and Organization of Conferences and Events	
<b>2. Course Code:</b>	
<b>3. Semester / Year:</b>	
2024/2025	
<b>4. Description Preparation Date:</b>	
18/2/2025	
<b>5. Available Attendance Forms:</b>	
<b>6. Number of Credit Hours (Total) / Number of Units (Total)</b>	
3/90	
<b>7. Course administrator's name (mention all, if more than one name)</b>	
Name: Hiba Khaled Bakr Email: hiba.khalid@uomosul.edu.iq	
<b>8. Course Objectives</b>	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>At the end of the semester, students are expected to have learned</li> <li>The following:               <ul style="list-style-type: none"> <li>Concepts and foundations of conference management principles</li> <li>What is the general culture of conference management?</li> <li>General facilities for holding conferences</li> <li>Other concepts related to conference management</li> </ul> </li> </ul>
<b>9. Teaching and Learning Strategies</b>	
<b>Strategy</b>	<ol style="list-style-type: none"> <li>1- At the end of the semester, students are expected to have learned the following:</li> <li>2- Concepts and foundations of conference management.</li> <li>3- What are the types of conferences?</li> <li>4- Concepts about the principles of holding conferences</li> </ol>

### **Skills objectives for the course**

- 1- Identify the nature of conferences.
  - 2- The importance of supporting conferences and developing their capabilities and their impact on the general economic and social situation And culturally.
  - 3- Developing the work of conference management, including training and holding seminars on how to deal with them.
  - 4- Identify the most important work pressures and strive to reduce them to the least possible extent
- The field of tourism sector in the country.

### **Teaching and learning methods**

- 1- Lectures
  - 2- Discussion seminars
  - 3- Daily exams
- Evaluation methods
- 1- Written exams
  - 2- Oral exams
  - 3- Duties assigned to students
  - 4- Daily exams

### **Emotional and value goals**

- 1- Teaching students to search for problems, link them to the scientific material, and ways to solve them in a logical order and sequence.
  - 2- - Teaching students to search for realistic problems, link them to the scientific material, and present them in an order and sequence
- Logical .

	<p>3- Urging students to be objective in discussions about the challenges facing archaeological sites</p> <p>From various tourists and to arrive at appropriate solutions and correct methods towards the success of tourism inCountry ..</p> <p>4- -Teaching students to think in a scientific manner, analyze and deduce.</p> <p>5- - Motivating students to find realistic problems and solve them in a scientific way.thinking skills</p> <p>C1- Transferable general and qualifying skills (other skills related to employability and development).Personal)</p> <p>C 2- Skills in searching for books and research closely related to the specialty.</p> <p>C3- Skills in using the Internet and the electronic search mechanism.</p>
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#### 10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	3	Knowledge and skills	Presenting the subject's vocabulary to the students and the plan	discussion	Lectures
2	3	Knowledge and skills	Conference concept	discussion	Lectures
3	3	Knowledge and skills	The concept of conference management	Discussion and exam As a test	Lectures

			✓		
4	3	Knowledge and skills	Fundamentals of conference management	discussion	Lectures
5	3	Knowledge and skills	Factors that helped Holding conferences	<i>quizzes</i>	Lectures
6	3	Knowledge and skills	Types of conferences and meetings	discussion	Lectures
7	3	Knowledge and skills	Suitable facilities for establishment Conferences	Written exam	Lectures
8	3	Knowledge and skills	Accompanying services To hold conferences	discussion	Lectures
9	3	Knowledge and skills	Conference supplies	discussion	Lectures

10	3	Knowledge and skills	Contracting for conferences	discussion	Lectures
11	3	Knowledge and skills	Contracting for conferences	Acting scenes Video about Performance skills For the tourist student	Lectures
12	3	Knowledge and skills	Stages of conference contracting	Daily exam	Lectures
13	3	Knowledge and skills	Marketing events and conferences	discussion	Lectures
14	3	Knowledge and skills	Tasks of the conference unit	discussion	Lectures
15	3	Knowledge and skills	Exam 2	Written exam	Lectures
16	3	Knowledge and skills	Types of conferences	discussion	Lectures

17	3	Knowledge and skills	Elements of cultural attraction And historical	Daily examAnd discussion	Lectures
18	3	Knowledge and skills	The success of holding the conference	discussion	Lectures
19	3	Knowledge and skills	Duties of conference workers	discussion	Lectures
20	3	Knowledge and skills	Preparing the party hall	discussion	Lectures
21	3	Knowledge and skills	Types of parties	Daily examAnd discussion	Lectures
22	3	Knowledge and skills	Chapter exam	Written exam	Lectures
23	3	Knowledge and skills	Contracting for parties	discussion	Lectures
24	3	Knowledge and skills	Conference marketing	Daily examAnd discussion	Lectures



25	3	Knowledge and skills	Sales development	discussion	Lectures
26	3	Knowledge and skills	Hotel employee programs	discussion	Lectures
27	3	Knowledge and skills	Party menus	discussion	Lectures
28	3	Knowledge and skills	Organization during the ceremony	discussion	Lectures
29	3	Knowledge and skills	Special development trendsBy conferences	discussion	Lectures
30	3	Knowledge and skills	Second semester exam	Exam	Lectures

### 11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, dailyoral, monthly, or written exams, reports .... etc

### 12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	
Main references (sources)	نيفين شريف ،أسس ادارة الحفلات والمؤتمرات، الاسكندرية ،٢٠١٢.
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	

## Course Description Form

1-Course Name:	
Travel and Tourism Laws / Third Stage	
2-Course Code:	
Ttsr	
3-Semester / Year:	
2024-2025	
4-Description Preparation Date:	
20/2/2025	
5-Available Attendance Forms:	
Fully Attendance	
6-Number of Credit Hours (Total) / Number of Units (Total)	
30 hours, 1 unit	
7-Course administrator's name (mention all, if more than one name)	
Name: Dr. Haitham Ahmed Hussein Email: haitham_ahmed@uomosul.edu.iq	
8-Course Objectives	
<b>Course Objectives</b> Objectives of the study material	<b>1</b> – Introduce students to the basic concepts of laws regulating the travel and tourism sector -٢ Enabling students to understand the local and international legal frameworks related to tourism.  -٣ Providing students with the legal skills necessary to resolve tourism disputes.  -٤ Clarifying the rights and duties of tourists and travel companies according to applicable laws.  -٥ Discussing the laws related to entry, residence and immigration

## 9-Teaching and Learning Strategies

### Strategy

### Strategy General objectives

- 1 -Introducing students to the basic legal concepts governing the travel and tourism sector, whether internationally or locally.
- 2 -Clarifying the rights and duties of the various parties, both tourists and entities working in the sector, and highlighting consumer protection and legal responsibilities.
- 3- Developing the ability to research and analyze legally, enabling students to use legal sources and research tools to analyze cases and issues related to travel and tourism.

### Skill objectives for the course:

- 1 -Analyzing the laws and regulations related to organizing travel and tourism agencies, airlines and tourist accommodation.
- ٢-Preparing research reports related to protecting the rights of tourists and the legal responsibilities of travel agencies and hotels.
- ٣-Identifying the difficulties facing the student and working to codify them in the field of travel and tourism laws.

### Teaching and learning methods.

- 1 -Lectures - 2- Discussion groups - 3- Daily exams

### Evaluation methods

- ١-Written exams - 2- Oral exams - 3- Assignments assigned to the student - 4- Daily exams

### Emotional and value-based objectives

- 1 -Instilling the importance of respecting and adhering to the laws and regulations governing travel and tourism.
- 2 -Promoting respect for the rights and duties of all parties in the tourism sector, including tourists, companies and government institutions.
- 3 -Promoting the values of respect and cooperation in dealing with tourists from different cultures and backgrounds.

### Thinking skills

- 1 -General and transferable qualification skills
- 2 -Searching for sources such as books, research and studies related to the scientific material

		3- Internet use and electronic research skills			
10–Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	1	Knowledge and skills	General principles and concepts	Discussion and questions	Lectures
2	1	Knowledge and skills	The nature and concept of law	Discussion and questions	Lectures
3	1	Knowledge and skills	Characteristics of the legal rule	Discussion and questions	Lectures
4	1	Knowledge and skills	Branches of law and types of legislation	Discussion and questions	Lectures
5	1	Knowledge and skills	The nature and concept of travel	Discussion and questions	Lectures
6	1	Knowledge and skills	the international legal regulation of freedom of travel and movement	Discussion and questions	Lectures
7	1	Knowledge and skills	The national legal regulation of freedom of travel and movement	Discussion and questions	Lectures
8	1	Knowledge and skills	The nature of residence in countries	Discussion and questions	Lectures
9	1	Knowledge and skills	The concept of international residence	Discussion and questions	Lectures
10	1	Knowledge and skills	Types of residence	Discussion and questions	Lectures
11	1	Knowledge and skills	And conditions of residence	Discussion and questions	Lectures
12	1	Knowledge and skills	Naturalization and passport laws	Discussion and questions	Lectures
13	1	Knowledge and skills	Naturalization laws	Discussion and questions	Lectures
14	1	Knowledge and skills	The concept of nationality	Discussion and questions	Lectures
15	1	Knowledge and skills	-----	Discussion and questions	Lectures
16	1	Knowledge and skills	The concept of naturalization	Discussion and questions	Lectures

17	1	Knowledge and skills	Cases of granting citizenship to a foreigner	Discussion and questions	Lectures
18	1	Knowledge and skills	Revocation and withdrawal of citizenship	Discussion and questions	Lectures
19	1	Knowledge and skills	Passport laws	Discussion and questions	Lectures
20	1	Knowledge and skills	The concept of passport	Discussion and questions	Lectures
21	1	Knowledge and skills	Types of passports	Discussion and questions	Lectures
22	1	Knowledge and skills	The crime of passport forgery	Discussion and questions	Lectures
23	1	Knowledge and skills	Prohibition and meaning of travel ban	Discussion and questions	Lectures
24	1	Knowledge and skills	The legal basis for travel ban	Discussion and questions	Lectures
25	1	Knowledge and skills	The consequences of travel ban	Discussion and questions	Lectures
26	1	Knowledge and skills	Foreigners' residence laws	Discussion and questions	Lectures
27	1	Knowledge and skills	Foreigners - concept - legal status - rights and duties	Discussion and questions	Lectures
28	1	Knowledge and skills	The concept of foreigner	Discussion and questions	Lectures
29	1	Knowledge and skills	----- ----	Discussion and questions	Lectures
30	1	Knowledge and skills		Discussion and questions	Lectures

### 11–Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc

### 12–Learning and Teaching Resources

Required textbooks (curricular books any)	
Main references (sources)	1- Abdul-Baqi Al-Bakri and Zuhair Bashir, Introduction to the Study of Law, Baghdad 2019. 2- Amjad Hassan Al-Azzam and Omar Jawabreh Al-Malkawi, Tourism and Hotel Legislation, Amman 2009
Recommended books and references (scientific journals, reports...)	1 -Iraqi Foreigners Residence Law No. 76 of 2017

	2- Robert Alexey, Philosophy of Law - The Concept of Law and Its Application, Beirut 2013
Electronic References, Websites	

### Course Description Form

1. Course Name: Quality of tourism services	
2. Course Code:	
3. Semester / Year: 2023-2024	
4. Description Preparation Date: ٢٠٢٥/٢/٩	
5. Available Attendance Forms: physical ,and online presence	
6. Number of Credit Hours (Total) / Number of Units (Total): (1 hour)+(1 unit)	
7. Course administrator's name (mention all, if more than one name)	
Name:Sanarya Nabeel Mohammed	
Email: sanarya.nabeel@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<ul style="list-style-type: none"> <li>• Developing students' skills in reading, writing, listening, and speaking in English.</li> <li>• Teaching students concepts, vocabulary, and topics that qualify them for work in the tourism sector.</li> </ul>
9. Teaching and Learning Strategies	
Strategy	1. Cooperative learning and encouraging students to study in groups 2. Interactive teaching and engaging students in lectures

- through discussion, asking questions, and answering them.
3. Self-directed learning: Allowing students to enhance their skills and rely on themselves, utilizing technology in the learning process to achieve educational goals.
  4. Continuous monitoring of students' progress and providing guidance and motivation for continuous improvement.
  5. Diversifying teaching methods and using various educational resources such as images, videos, and presentations to meet the needs of all students.

#### 10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	3	The concept of tourism services	Introductory lecture	Lecture + Discussion	Attendance commitment
2	3	The Importance of Tourism Services	Car hiring	Lecture + Discussion	Attendance commitment , Participation in lecture & Various activities
3	3	Characteristics of Tourism Services	Describing arrival services	Lecture	Participation in lecture & Attendance commitment
4	3	Measuring the Quality of Tourism Services	Welcoming visitors	Lecture + Role-playing	Attendance commitment, Participation in lecture & Completion of required exercises
5	3	Methods for Developing Tourism Services	New arrivals	Lecture + Role-playing	Attendance commitment, Participation in lecture & Daily quizzes
6	3	Basics of Tourism Demand	Giving directions	Lecture + Exercises	Attendance commitment & Participation in lecture
7	3	The Concept of Tourism Demand	Types of holiday	Lecture + Brainstorming	Attendance commitment,

					Participation in lecture& Daily quizzes
8	3	Types of Tourism Demand and Its Characteristics	Conversation and exercise	Conversation + Exercises	Attendance commitment , Participation in lecture& Various activities
9	3	Factors Influencing Tourism Demand	Food tourism	Lecture + Discussion	Attendance commitment, Participation in lecture& Completion of required exercises
10	3	Tourism Services and Their Relationship to Tourism Demand	Describing dishes	Lecture + Discussion	Attendance commitment& Participation in lecture
11	3	The Role of Service Quality in Increasing Tourism Demand	Front office duties	Lecture + Discussion	Attendance commitment& Participation in lecture
12	3	The Role of Service Quality in Changing Tourist Attitudes	Dealing with complaint	Lecture + Discussion	Attendance commitment& Participation in lecture
13	3	The Role of Service Quality in Stimulating Domestic Tourism	Problems on tour	Lecture + Brainstorming	Attendance commitment& Participation in lecture
14	3	General Introduction to the Tourist Complex	Conversation and Exercise	Conversation + Exercises	Attendance commitment& Participation in lecture
15	3	Establishment of the Tourist Complex	Exam	Exam	Monthly Exam
16	3	The Role of Service Quality in Changing Tourist Attitudes	Jobs provided by tourism	Lecture + Discussion	Attendance commitment& Participation in lecture



17	3	Services Provided at the Tourist Complex Introduction to the Organizational Structure and Objectives of the Complex	Skills required for tourism	Lecture	Attendance commitment & Participation in lecture
18	3	The Role of Tourism Service Quality in Achieving Customer Satisfaction	Tour operator and package holiday	Lecture + Discussion	Attendance commitment, Participation in lecture & Daily quizze.
19	3	Knowing the Customer	Travel agent	Lecture + Discussion	Attendance commitment, Participation in lecture & Completion of required exercises
20	3	The Concept of the Customer	Travel agency	Lecture + Discussion	Attendance commitment & Participation in lecture
21	3	Factors Influencing Customer Behavior	How to Email a client	Lecture + Role-playing	Attendance commitment & Participation in lecture
22	3	The Importance of Customer Satisfaction	Customer care	Lecture + Role-playing	Attendance commitment, Participation in lecture & Completion of required exercises
23	3	The Customer and the Quality of Tourism Services	Tourism advertisement	Lecture + Discussion	Attendance commitment & Participation in lecture
24	3	The Conceptual Framework for Tourism Service Quality	Tourism attraction	Lecture + Exploratory Video	Attendance commitment & Participation in lecture

25	3	Factors Influencing Customer Perceptions of Tourism Service Quality	Tourist motivation	Lecture + Exploratory Video	Attendance commitment, Participation in lecture & Daily quizzes.
26	3	Analyzing Customer Satisfaction and Its Relationship to Quality	Transport in tourism	Lecture + Exercises	Attendance commitment & Participation in lecture
27	3	The Strategic Role of Customer Satisfaction and Loyalty in Tourism	World destinations :countries and nationalities	Lecture	Attendance commitment & Participation in lecture
28	3	Customer satisfaction analysis and its relationship to tourism quality	Tourism sectors	Lecture	Attendance commitment, Participation in lecture & Completion of required exercises
29	3	Quality Introduction to the field of study and tourism services	Review of all the previous lessons	Review	Student participation & asking questions about previous lectures
30	3	General information about tourism services	Exam	Exam	Monthly exam

## 11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc

First Semester		Midterm Exam	Second Semester		The cumulative grade	Final Exam	Final Grade
%١٠		%٢٠	%١٠		%٤٠	%٦٠	100%
(8) Exam	(2) Attendance and participation		(8) Exam	(2) Attendance and participation			

## 12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	1-Robin, W. , Keith , H .(2009): <b>Tourism 2: Oxford English for Careers</b> , Oxford : Oxford University Press. 2-Ken ,M.(2013): <b>English for tourism :Students’ Workbook</b> ,Dili Institute of Technology: Centre for Languages Studies. 3_Deubelbeiss, D . (2012 ) : <b>A complete Introductory Course : English Central Course book</b> .
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	1_www.Learn English online.com 2_ar.talkenglish.com

# **courses**

# **Description**

# **of the Forth**

# **stage**

**Course Description Form**

1. Course Name:	
Tourism Marketing	
2. Course Code:	
3. Semester / Year:	
2024-2025	
4. Description Preparation Date:	
١٧/٢/2024	
5. Available Attendance Forms:	
In-person and electronic	
6. Number of Credit Hours (Total) / Number of Units (Total):	
60/2	
7. Course administrator's name (mention all, if more than one name)	
Name: assist. Lecturer. : Zahraa Abdel-Ghani Mustafa Email: zahraa.abdulghani@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<p>1– Enabling the student to understand marketing and its methods.</p> <p>2– Providing the student with the skills that qualify him to work in the field of tourism marketing.</p> <p>3– Enabling the student to innovate by studying the tourism marketing environment, types of markets, and creating marketing opportunities.</p> <p>4– Knowing the quality of customers and how to increase their loyalty to tourism services.</p> <p>5– Knowledge of the basic marketing mix elements for the tourism product.</p>
9. Teaching and Learning Strategies	
Strategy	Adopting advanced scientific methods to deliver information through the sources available in the library about the course and what is provided to the student from modern sources in the course.
10. Course Structure	

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2		Marketing concepts, core marketing concepts, needs and desires	Lectures	Questions and discussion
2	2		Marketing and its relationship to other concepts	Lectures	Questions and discussion
3	2		Marketing study methods	Lectures	Questions and discussion
4	2		Market objectives and market efficiency	Lectures	Questions and discussion
5	2		Tourism market mix	Lectures	Questions and discussion
6	2		Domestic tourism marketing environment	Lectures	Questions and discussion
7	2		External tourism marketing environment (law and competitive influences)	Lectures	Questions and discussion
8	2		External tourism marketing environment (political and economic influences)	Lectures	Questions and discussion
9	2		Tourism product strategy, concept and specification of the tourism product	Lectures	Questions and discussion
10	2		Marketing characteristics of tourism	Lectures	Questions and discussion
11	2		Components of tourism product factors affecting tourism product	Lectures	Questions and discussion
12	2		The mental image of the tourism product, the tourism product and the tourism marketing strategy	Lectures	Questions and discussion
13	2		Tourism product pricing strategy, pricing concept and objectives	Lectures	Questions and discussion
14	2		The role of research in determining	Lectures	Questions

			tourism product prices		and discussion
15	2		Factors affecting the determination of tourism product prices	Lectures	Questions and discussion
16	2		Tourism product prices, tourism law and discounts	Lectures	Questions and discussion
17	2		Exams	Lectures	Questions and discussion
18	2		Tourism product distribution strategy, concept and objectives	Lectures	Questions and discussion
19	2		Tourism product distribution outlets	Lectures	Questions and discussion
20	2		The role of the Ministry of Tourism in the internal and external distribution strategy	Lectures	Questions and discussion
21	2		Tourist offers and tour operators	Lectures	Questions and discussion
22	2		Tourism flyers, travel and tourism agents	Lectures	Questions and discussion
23	2		International contracts (hotels and airlines)	Lectures	Questions and discussion
24	2		The main global distribution systems, their importance and problems	Lectures	Questions and discussion
25	2		Strategy to improve the use of global distribution systems in developing countries	Lectures	Questions and discussion
26	2		Tourism product promotion strategy concepts and objectives	Lectures	Questions and discussion
27	2		Tourism promotion means, local and international advertising, tour brochures and publications	Lectures	Questions and discussion
28	2		Tourism promotional materials, tourism exhibitions and conferences and tourism personal selling	Lectures	Questions and discussion

29	2		Public relations tourism support: Managing the tourism promotion strategy and tourism promotion budget	Lectures	Questions and discussion
30	2		Tourism marketing through the Internet, the concept and importance of e-tourism Requirements for designing an electronic tourism website, challenges of electronic tourism marketing	Lectures	Questions and discussion

### 11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student:

1. - Evaluating homework and class assignments.
2. Evaluation of research papers.
3. Daily surprise exams at the end of the lecture to determine the extent of comprehension of the lecture.
4. Weekly and monthly exams, the mid-year exam, and the final exam.

### 12. Learning and Teaching Resources

Required textbooks (curricular books if any)	<ul style="list-style-type: none"> <li>- Obaidat, Muhammad, Tourism Marketing, 2008, Wael Publishing House, third edition.</li> <li>- Al-Diwaji, Abi Saeed, The Modern Concept Marketing Management, 2000, Dar Al-Hamid Publishing and Distribution.</li> <li>- Al-Azzawi, Muhammad Abdel-Wahab, Al-Mashhadani, Saad Ibrahim Hamad, 2020, Electronic tourism marketing, Dar Al-Academyon Publishing and Distribution Company Ammaan Jordan.</li> <li>- Al-Humairi, Muwafaq Adnan, Al-Taweel, Rami Fala 2016, Marketing Strategic Hotel and Tourism Services, Dar Al-Hamid for Publishing and Distribution, Ammaan Jordan.</li> </ul>
Main references (sources)	
Recommended books and references (scientific journals, reports...)	Recent reports from the Internet related to tourism and hotel marketing
Electronic References, Websites	



## Course Description Form

13.	Course Name: English Language Course	
14.	Course Code:	
15.	Semester / Year: 2024-2025	
16.	Description Preparation Date: ٢٠٢٥/٢/١٩	
17.	Available Attendance Forms: physical ,and online presence	
18.	Number of Credit Hours (Total) / Number of Units (Total): (1 hour)+(1 unit)	
19.	Course administrator's name (mention all, if more than one name)	
Name: Rahma E. Abdulkareem Email: Rahma.aithar@uomosul.edu.iq		
20.	Course Objectives	
<b>Course Objectives</b>		<ul style="list-style-type: none"> <li>Developing students' skills in reading, writing, listening, and speaking in English.</li> <li>Teaching students concepts, vocabulary, and topics that qualify them for work in the tourism sector.</li> </ul>
21.	Teaching and Learning Strategies	
<b>Strategy</b>	6. Cooperative learning and encouraging students to study in groups. 7. Interactive teaching and engaging students in lectures through discussion, asking questions, and answering them. 8. Self-directed learning: Allowing students to enhance their skills and rely on themselves, utilizing technology in the learning process to achieve educational goals. 9. Continuous monitoring of students' progress and providing	

	guidance and motivation for continuous improvement. 10. Diversifying teaching methods and using various educational resources such as images, videos, and presentations to meet the needs of all students.				
22. Course Structure					
Wee k	Hour s	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	3		Introductory lecture	Lecture + Discussion	Attendance commitment
2	3		Car hiring	Lecture + Discussion	Attendance commitment ,  Participation in lecture&  Various activities
3	3		Describing arrival services	Lecture	Participation in lecture &  Attendance commitment
4	3		Welcoming visitors	Lecture + Role- playing	Attendance commitment,  Participation in lecture&  Completion of required exercises
5	3		New arrivals	Lecture + Role- playing	Attendance commitment,  Participation in lecture&  Daily quizzes
6	3		Giving directions	Lecture + Exercises	Attendance commitment&  Participation in lecture
7	3		Types of holiday	Lecture + Brainstormi ng	Attendance commitment,  Participation in lecture&  Daily quizzes

8	3		Conversation and exercise	Conversation + Exercises	Attendance commitment , Participation in lecture& Various activities
9	3		Food tourism	Lecture + Discussion	Attendance commitment, Participation in lecture& Completion of required exercises
10	3		Describing dishes	Lecture + Discussion	Attendance commitment& Participation in lecture
11	3		Front office duties	Lecture + Discussion	Attendance commitment& Participation in lecture
12	3		Dealing with complaint	Lecture + Discussion	Attendance commitment& Participation in lecture
13	3		Problems on tour	Lecture + Brainstorming	Attendance commitment& Participation in lecture
14	3		Conversation and Exercise	Conversation + Exercises	Attendance commitment& Participation in lecture
15	3		Exam	Exam	Monthly Exam
16	3		Jobs provided by tourism	Lecture + Discussion	Attendance commitment& Participation in lecture
17	3		Skills required for tourism	Lecture	Attendance commitment& Participation in lecture
18	3		Tour operator and package holiday	Lecture + Discussion	Attendance commitment,

					Participation in lecture& Daily quizze.
19	3		Travel agent	Lecture + Discussion	Attendance commitment, Participation in lecture& Completion of required exercises
20	3		Travel agency	Lecture + Discussion	Attendance commitment& Participation in lecture
21	3		How to Email a client	Lecture + Role-playing	Attendance commitment& Participation in lecture
22	3		Customer care	Lecture + Role-playing	Attendance commitment, Participation in lecture& Completion of required exercises
23	3		Tourism advertisement	Lecture + Discussion	Attendance commitment& Participation in lecture
24	3		Tourism attraction	Lecture + Exploratory Video	Attendance commitment& Participation in lecture
25	3		Tourist motivation	Lecture + Exploratory Video	Attendance commitment, Participation in lecture& Daily quizzes.
26	3		Transport in tourism	Lecture + Exercises	Attendance commitment& Participation in lecture
27	3		Word destinations :countries and nationalities	Lecture	Attendance commitment&

					Participation in lecture
28	3		Tourism sectors	Lecture	Attendance commitment, Participation in lecture & Completion of required exercises
29	3		Review of all the previous lessons	Review	Student participation & asking questions about previous lectures
30	3		Exam	Exam	Monthly exam

### 23. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc

First Semester		Midterm Exam	Second Semester		The cumulative grade	Final Exam
%		%	%		%	%
(8) Exam	(2) Attendance and participation		(8) Exam	(2) Attendance and participation		

### 24. Learning and Teaching Resources

Required textbooks (curricular books any)	1-Robin, W. , Keith , H .(2009): <b>Tourism 2: Oxford English for Careers</b> , Oxford : Oxford University Press. 2-Ken ,M.(2013): <b>English for tourism :Students' Workbook</b> ,Dili Institute of Technology: Centre for Languages Studies. ₪_ Deubelbeiss, D . (2012 ) : <b>A complete Introductory Course : English Central Course book</b> .
Main references (sources)	

Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	1_www.Learn English online.com 2_ar.talkenglish.com

## Course Description Form

13. Course Name:	
French language	
14. Course Code:	
15. Semester / Year: year	
2024- 2025	
16. Description Preparation Date:	
19 / 2/2025	
17. Available Attendance Forms:	
In presence	
18. Number of Credit Hours (Total) / Number of Units (Total)	
2/30	
19. Cours administrator's (mention all, if more than one name)	
Name: Maha Ammar Yousef Email: maha.yousif@uomosul.edu.iq	
20. Course Objectives	
<b>Course Objectives</b>	Teaching French, one of the world's major languages, in the field of tourism, and instructing students on how to build grammatically correct sentences and structures.
21. Teaching and Learning Strategies	
<b>Strategy</b>	<ul style="list-style-type: none"> <li>Lecture.</li> <li>Dialogue and Discussion.</li> <li>Collaborative Learning and Grouping.</li> <li>Brainstorming.</li> <li>Using Presentation Screens and Audio Devices.</li> </ul>

## 22. Course Structure

WEEK	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2		Règles de ponctuations	Cours	Examen
2	2		Types des accents	Cours	Examen
3	2		Se présenter quelqu'un	Cours	Examen
4	2		Des Salutations	Cours	Examen
5	2		Les nombres cardinaux	Cours	Examen
6	2		Les nombres ordinaux	Cours	Examen
7	2		Les jours de la semaine	Cours	Examen
8	2		Les saisons de l'année	Cours	Examen
9	2		Les moments de la journée	Cours	Examen
10	2		Expression interrogative	Cours	Examen
11	2		Le verbe en premier groupe	Cours	Examen
12	2		Le verbe en deuxième groupe	Cours	Examen
13	2		Le verbe en deuxième groupe	Cours	Examen
14	2		Les fruits et les légumes	Cours	Examen
15	2		Le menu de repas en français	Cours	Examen
16	2		Le pays des gourmandes	Cours	Examen
17	2		La cuisine française	Cours	Examen
18	2		Les mois de l'année	Cours	Examen
19	2		Le futur proche	Cours	Examen
20	2		Les prépositions de lieu	Cours	Examen
21	2		La négation	Cours	Examen

22	2		L'heur et le temps	Cours	Examen
23	2		Le futur simple	Cours	Examen
24	2		Le passé composé	Cours	Examen
25	2		Les prépositions	Cours	Examen
26	2		Les couleurs	Cours	Examen
27	2		Le féminin	Cours	
28	2		Des monuments en France	Cours	
29	2		Des monuments en Egypte	Cours	
30	2		Les membres de la famille	Cours	
			Exprimer la douleur physique	Cours	
			Exéman final		

### 23. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc.

### 24. Learning and Teaching Resources

Required textbooks (curricular books any)	Cours de langue et de civilisation françaises , 1959
Main references (sources)	G. MAUGER, Libraire Hachette, 1964.
Recommended books and references (scientific journals, reports...)	Entre nous, les éditions Didier, 2016.



## Course Description Form

25.	Course Name:		
Human Resources Management / Fourth Stage			
26.	Course Code:		
27.	Semester / Year:		
2024/ 2025			
28.	Description Preparation Date:		
2024/ 2025			
29. Available Attendance Forms:			
Completely Attendance			
30. Number of Credit Hours (Total) / Number of Units (Total)			
60 hours			
2 units			
31.	Course administrator's name (mention all, if more than one name)		
Name: Safwan Nafi Abdulla			
Email: <a href="mailto:safwan.nafi@uomosul.edu.iq">safwan.nafi@uomosul.edu.iq</a>			
32.	Course Objectives		
Course Objectives		<ul style="list-style-type: none"> <li>• It helps the student to recognize the importance of the human resource as it is the basic foundation for the existence of any organization in general and human resources management in particular, in tourism establishments.</li> <li>• Identify the functions and tasks of human resources management practiced in tourism facilities</li> <li>• Identifying the skills, abilities and potentials that individuals possess and thus how to conduct job analysis and descriptions and then conduct the selection process for individuals who possess competence, experience, talent and evaluation.</li> </ul>	

### 33. Teaching and Learning Strategies

<b>Strategy</b>	<p>A- Knowledge and understanding</p> <ul style="list-style-type: none"> <li>• Concepts and foundations of human resources management.</li> <li>• How to use the characteristics of the human resources management function and link it with the development taking place in the world.</li> <li>• Understand the analysis and job description.</li> <li>• Providing students with experience and skills in human resources management and their relationship with the tourism organization and the external environment</li> </ul> <p>B- Subject-specific skills</p> <ul style="list-style-type: none"> <li>• Teaching the student to deal with various situations related to human resources management topics</li> <li>• Identify problems related to the topic and try to overcome them</li> <li>• The ability to conclude and evaluate.</li> </ul> <p>B- Thinking skills</p> <ul style="list-style-type: none"> <li>• Ask questions related to the course topics.</li> <li>• Developing intellectual and intellectual capacity related to human resources management.</li> </ul> <p>C- Teaching and learning mechanisms.</p> <ul style="list-style-type: none"> <li>• Lecture in addition to discussion and dialogue</li> <li>• PowerPoint presentations</li> <li>• HomeWorks</li> <li>• Sharing external readings</li> <li>• Student groups and the use of brainstorming for case studies</li> </ul> <p>D- Evaluation methods</p> <ul style="list-style-type: none"> <li>• Daily exams</li> <li>• Surprise exams</li> <li>• Semester exams</li> <li>• Giving grades to students in the hall for questions asked to them</li> <li>• Homework</li> </ul>
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### 34. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Knowledge and skill	Introduction to human resources management	Lecture style And discussion	- Oral exams -Written tests

			<ul style="list-style-type: none"> <li>- The concept of human resources management</li> </ul>	And power point presentation And exchange opinions And external reading	-Student activity and participation - Duties
2	2	=	<ul style="list-style-type: none"> <li>- Development of human resources management</li> <li>- Characteristics of human resources in hotels</li> </ul>	=	=
3	2	=	<ul style="list-style-type: none"> <li>- The importance of the human resources management function in hotels</li> <li>- The nature of the human resources management function in tourism and hotel establishments</li> </ul> Department	=	=
4	2	=	<ul style="list-style-type: none"> <li>- The main tasks and responsibilities of human resources management</li> <li>- Organizational structure of the Human Resources Management</li> </ul>	=	=
5	2	=	<b>Planning human resources management in tourism and hotel establishments</b> <ul style="list-style-type: none"> <li>- The concept of planning human resources management in hotels</li> <li>- The importance of the human resources management planning process in hotels</li> <li>- Factors determining the human resources planning process in the hotel</li> </ul>	=	=
6	2	=	<ul style="list-style-type: none"> <li>- Factors affecting the demand for human resources in hotels</li> <li>- Stages of the hotel's human resources planning process</li> </ul>	=	=

			- Criteria for successful planning of human resources in hotels		
7	2	=	<b>Job analysis in tourism and hotel establishments</b> - The concept and dimensions of the job analysis process - Job analysis methods	=	=
8	2	=	<b>Job descriptions</b> - Job Description - Job requirements - Preparing a job description card - The importance of job analysis in the areas of human resources management	=	=
9	2	=	<b>Functional structure</b> - The concept of functional structure - The importance of the hotel's functional structure	=	=
10	2	=	- Characteristics of the hotel's functional structure - Negative recruitment for some job descriptions	=	=
11	2		Semester exam		<b>Written exam</b>
12	2	=	<b>Attracting human resources in tourism and hotel establishments</b> - The concept of attracting human resources in hotels - Sources of obtaining human resources	=	=
13	2	=	- The importance of hotel recruitment - Making the decision to apply for a job at the hotel	=	=
14	2	=	-Determinants of work in the hotel	=	=

			<ul style="list-style-type: none"> <li>- Advantages and characteristics of employees who hold multiple jobs within the hotel</li> </ul>		
15	2	=	Review + discussion and examples of the material	=	=
16	2	=	Selection and appointment of human resources in hotels <ul style="list-style-type: none"> <li>- The concept of selecting and appointing human resources</li> <li>- The importance of choice</li> <li>- Factors influencing the selection and appointment of human resources in the hotel</li> </ul>	=	=
17	2	=	Stages of the selection process Evaluation of the selection and appointment programme	=	=
18	2	=	Evaluating the performance of employees in tourism and hotel establishments <ul style="list-style-type: none"> <li>- The concept of evaluating the performance of employees in tourism and hotel establishments</li> <li>- The importance of evaluating the performance of employees in tourism and hotel establishments</li> <li>- Methods of evaluating the performance of employees in tourism and hotel establishments:</li> </ul> First: How to compare the employee's performance with the job description of the position. Second: How to test employees. Third: The method of relying on the periodic reports of direct work superiors.	=	=

19	2	=	<p><b>Problems of evaluating employee performance in hotels</b></p> <p>The problems that may face the process of evaluating employee performance can be divided as follows:</p> <ul style="list-style-type: none"> <li>- Problems related to the resident.</li> <li>- Problems related to the evaluation tool.</li> <li>- Employee-related problems.</li> </ul> <p><b>Components of the employee performance evaluation system in tourism and hotel establishments.</b></p>	=	=
20	2	=	<p><b>Training human resources in tourism and hotel establishments</b></p> <ul style="list-style-type: none"> <li>- Training concept</li> <li>- The importance of training in tourism and hotel establishments</li> <li>- The important benefits that the management of the tourism and hotel facility gains through the training process</li> </ul>	=	=
21	2	=	<b>Challenges that guide the training process</b>	=	=
22	2	=	<p><b>Training methods</b></p> <p><b>First: Training within the tourist and hotel facility.</b></p> <p><b>a. On-the-job training.</b></p> <ul style="list-style-type: none"> <li>- It is one of the best methods used in the hospitality industry for reasons.</li> <li>- This type of training can be adopted in cases</li> <li>- The basic conditions that must be met to ensure the success of this training method</li> </ul> <p><b>-On-the-job training procedures (O.J.T)</b></p> <p><b>- Benefits of this method</b></p>	=	=

			<ul style="list-style-type: none"> <li>- Disadvantages of this method</li> <li>- The employee, especially the new one, will be able to rotate the work</li> </ul> <p><b>B. Training outside the scope of work.</b></p>		
23	2	=	<p><b>Second: Training outside the tourist and hotel facility.</b></p> <ul style="list-style-type: none"> <li>- Advantages of these training centers.</li> <li>- External training can be approved in cases:</li> </ul> <p><b>Disadvantages of this type of training:</b></p> <p><b>Training methods and approaches vary according to:</b></p> <ul style="list-style-type: none"> <li>-Computer training</li> <li>- Potential benefits of computer-based training</li> </ul>	=	=
24	2	=	<ul style="list-style-type: none"> <li>- Stages of designing the training program</li> <li>- Levels of evaluation of the training program for hotel employees</li> </ul>	=	=
25	2		Semester exam		<b>Written exam</b>
26	2	=	<p><b>Compensation system in tourist and hotel establishments</b></p> <ul style="list-style-type: none"> <li>- The concept of salaries and wages</li> <li>- Systems for paying wages and salaries in tourist and hotel establishments</li> <li>- Hotel payroll system</li> <li>- The importance of using this system in hotel work</li> </ul> <p><b>This system has some drawbacks</b></p> <ul style="list-style-type: none"> <li>- Determine the level of salaries in the hotel</li> </ul>	=	=
27	2	=	<ul style="list-style-type: none"> <li>- Designing the hotel's payroll system</li> <li>- Related to the hotel's payroll system</li> <li>- Vacation system in tourist and hotel establishments</li> </ul>	=	=

28	2	=	<b>Types of motivation</b> <b>First - indirect stimulation</b> <b>Second: Direct stimulation</b>	=	=
29	2	=	<b>- Hotel incentive systems</b>	=	=
30	2	=	<b>Review + discussion and examples of the material</b>	=	=

### 35. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc

### 36. Learning and Teaching Resources

Required textbooks (curricular books, if a	
Main references (sources)	Khalifa, Qusay Qahtan, 2015, Human Resources Management in Hotel Tourism Establishments, Dar Al-Moataz for Publishing and Distribution, Amman, Jordan.
Recommended books and references (scientific journals, reports...)	Al-Taie, Yousef Hajim and Al-Abadi, Hashem Fawzi, 2015, Human Resources Management, Contemporary Issues in Administrative Thought, first edition, Safaa Publishing and Distribution House, Amman. Introduction to Hotel Human Resources Management, 1429 AH, Kingdom of Saudi Arabia, General Organization for Technical and Vocational Training, General Administration for Curriculum Design and Development
Electronic References, Websites	

1. Course Name:

**Tourism crisis management**

2. Course Code:

3. Semester / Year:

**2024-2025**

4. Description Preparation Date:



1/2/2024

5. Available Attendance Forms:

**In-person and electronic**

6. Number of Credit Hours (Total) / Number of Units (Total)

**2/60**

7. Course administrator's name (mention all, if more than one name)

Name: **M.M. Rana Khairuddin Hamid**

Email: **rana.khairaldeem@uomosul.edu.iq**

8. Course Objectives

Course Objectives	<p>. 1 The study of this subject requires keeping up with what is happening in the world in terms of developments in tourism crisis management To benefit from it in the future career of students</p> <p>2– Enhancing the student's understanding of the term crises in general and focusing on the concept of tourism crises.</p> <p>3– Providing the student with a set of skills to try to confront and solve tourism crises</p>
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9. Teaching and Learning Strategies

Strategy	<p>Providing students with quantitative methods and adopting advanced scientific methods to deliver them through the sources available in the library. About the course, in addition to using modern external sources such as doctoral theses and master's theses.</p>
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10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2		Crisis: its concept and types	Lectures	Questions and discussions
2	2		The crisis has causes	Lectures	Questions and discussions

٣	٢		<b>Characteristics crises</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٤	٢		<b>Stages of crises</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٥	٢		<b>Crisis management: concept a influencing factors</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٦	٢		<b>Stages of cri management</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٧	٢		<b>The role leadership a ways to deal w the crisis</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٨	٢		<b>Crisis managem strategy</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٩	٢		<b>The concept of t crisis informati system and importance</b>	<b>Lectures</b>	<b>Questions and discussions</b>
١٠	٢		<b>The role of t information system preventing a managing crises</b>	<b>Lectures</b>	<b>Questions and discussions</b>

١١	٢		<b>Studies related the relationship crisis management with information systems</b>	<b>Lectures</b>	<b>Questions and discussions</b>
١٢	٢		<b>The concept and importance of the decision-making process</b>	<b>Lectures</b>	<b>Questions and discussions</b>
١٣	٢		<b>Administrative functions, specifications and types of crisis decisions</b>	<b>Lectures</b>	<b>Questions and discussions</b>
١٤	٢		<b>Stages of decision making in times crises</b>	<b>Lectures</b>	<b>Questions and discussions</b>
١٥	٢		<b>What is quality management for dealing with crises</b>	<b>Lectures</b>	<b>Questions and discussions</b>
١٦	٢		<b>Quality management standards for dealing with crises</b>	<b>Lectures</b>	<b>Questions and discussions</b>
١٧	٢		<b>Requirements for achieving high quality crisis management</b>	<b>Lectures</b>	<b>Questions and discussions</b>
١٨	٢		<b>The concept of the global financial crisis</b>	<b>Lectures</b>	<b>Questions and discussions</b>

١٩	٢		<b>Effects of t global financ crisis</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٢٠	٢		<b>Banking crises</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٢١	٢		<b>The role creative thinki in cri management</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٢٢	٢		<b>Stages a features of t creative thinki process</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٢٣	٢		<b>Creative thinki and dealing w marketing crise</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٢٤	٢		<b>The advantages creative thinki capable confronting cris</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٢٥	٢		<b>The concept a importance public relations</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٢٦	٢		<b>Basic objectives public relations</b>	<b>Lectures</b>	<b>Questions and discussions</b>

٢٧	٢		<b>What are the types of public relations in crisis management</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٢٨	٢		<b>Problems faced in public relations</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٢٩	٢		<b>The role of public relations in crisis management</b>	<b>Lectures</b>	<b>Questions and discussions</b>
٣٠	٢		<b>Skills for transitioning to total quality</b>	<b>Lectures</b>	<b>Questions and discussions</b>

#### 11. Course Evaluation

**Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc**

**Distribution of the grade out of 100 according to the tasks assigned to the student:**

**1-Assessing homework and class assignments.**

**2- Evaluation of research papers.**

**3- Daily surprise exams at the end of lectures.**

**4-Weekly, monthly, mid-year and end-of-year exams**

#### 12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	<b>Al-Lami, Ghassan Qassem, and Al-Issawi, Khaled Abdullah, 2015, Crisis Management: Foundations and Applications</b>
Main references (sources)	<b>A collection of sources taken from master's theses and doctoral dissertations.</b>
Recommended books and references (scientific journals, reports...)	<b>Research on crisis management</b>
Electronic References, Websites	<b>Electronic and applied resources on tourism crises</b>

### Course Description Form

1. Course Name:					
Tourism media					
2. Course Code:					
3. Semester / Year:					
2024-2025					
4. Description Preparation Date:					
18/2/2025					
5. Available Attendance Forms:					
In presence					
6. Number of Credit Hours (Total) / Number of Units (Total)					
2/60					
7. Course administrator's name (mention all, if more than one name)					
Name: Hiba Khalid Baker Email:hiba.khalid@uomosul.edu.iq					
8. Course Objectives					
Course Objectives		<p>. The course aims to raise students' understanding of the subject of tourism media and contribute to developing their leadership skills in the field of tourism and the ability to manage and operate pioneering future projects. The course aims to provide the student with scientific, practical, theoretical and academic experiences in the field of tourism and media given the subject's cultural and cultural heritage.</p>			
9. Teaching and Learning Strategies					
Strategy		Adopting advanced scientific methods to deliver information through the sources available in the library about the course and what is provided to the student from modern sources in the course.			
10. Course Structure					
Evaluation method	Learning method	Required Learning outcome	Unit or subject name	Hours	Week

Examen	Cours		The importance of tourism	2	۱
Examen	Cours		The concept of tourism and tourism media	2	۲
Examen	Cours		The concept of tourism and tourism media	2	۳
Examen	Cours		Tourism media	2	۴
Examen	Cours		Tourism media	2	۵
Examen	Cours		Tourism media	2	۶
Examen	Cours		Tasks and objectives of tourism media	2	۷
Examen	Cours		Tasks and objectives of tourism media	2	۸
Examen	Cours		Tourism advertising as a function of advertising	2	۹
Examen	Cours		Tourism advertising as a function of advertising	2	۱۰
Examen	Cours		Types of advertising in tourism marketing	2	۱۱
Examen	Cours		Types of advertising in tourism marketing	2	۱۲
Examen	Cours		Planning requirements needed by tourism media	2	۱۳
Examen	Cours		Curriculum review	2	۱۴
Examen	Cours		Semester exam	2	۱۵
Examen	Cours		Tourism public relations	2	۱۶
Examen	Cours		Tourism promotion concept	2	۱۷
Examen	Cours		The importance of tourism promotion	2	۱۸
Examen	Cours		The role of relations in the tourism field	2	۱۹
Examen	Cours		Public relations concept	2	۲۰
Examen	Cours		The concept of public relations, its functions, goals, types and principles	2	۲۱
Examen	Cours		Tourism media and planning	2	۲۲
Examen	Cours		Tourism media and planning	2	۲۳
Examen	Cours		Tourism media and planning	2	۲۴

Examen	Cours		Advertising means and their role in tourism	2	٢٥
Examen	Cours		Advertising means and their role in tourism	2	٢٦
Examen	Cours		Tourism media strategy in the Kingdom of Saudi Arabia	2	٢٧
Examen	Cours		Tourism media strategy in the Kingdom of Saudi Arabia	2	٢٨
Examen	Cours		Curriculum review	2	٢٩
Examen	Cours		Semester exam	2	٣٠

### 11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc

### 12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	خطاب، محمد، ٢٠١٦، الاعلام السياحي والعلاقات العامة، دار امجد للنشر والتوزيع، الطبعة الاولى. آل دغيم، خالد عبدالرحمن، ٢٠١٤، الاعلام السياحي والتنمية السياحية الوطنية، دار أسامة للنشر والتوزيع، الطبعة الاولى.
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	Websites

## Course Description Form

1. Title:	Tourism legislation
2. Symbol of decision	Thf9
3. Semester/year	2024-202520
4. The date this description was prepared:	20/2/2025
5. Available forms of attendance:	



6. Number of hours (total)/ number of units (total)

60/2

7. Name of the course administrator (if more than one name is mentioned)

Name: M.M. Fadia Abdul Hamid Saleh email: fadia\_salih@uomosul.edu.iq

8. Objectives of the decision

Arming students legally prevents them from falling into the wrong circle when doing their work in the community Tourism after graduating in the near future by getting to know what the law is and the most important legislation Which governs the tourism sector in Iraq and familiarizing them with the importance of the article of legislation in the development of activity Tourism on a local and global level.

**Objectives of the study material**

9. Teaching and learning strategies

Providing students with advanced scientific methods to communicate information through the sources available in the library about the course is provided to the student from modern sources in the course.

**Strategy**

.Structure of the decision

Method of assessment	Way of learning	Required Learning outcome	Name of unit or subject	Hours	The week
Questions and discussion	Lectures		Introduction to the article	2	1
Questions and discussion	Lectures		General principles of law:– Definition of law	2	2
Questions and discussion	Lectures		Historical development of tourism legislation	2	3

<b>Questions and discussion</b>	<b>Lectures</b>		The role of legislation in the tourism industry and its promotion	<b>2</b>	<b>4</b>
<b>Questions and discussion</b>	<b>Lectures</b>		The first exam	<b>2</b>	<b>5</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Tourist facilities	<b>2</b>	<b>6</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Characteristics of tourist facilities	<b>2</b>	<b>7</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Establishment of non-governmental tourism facilities	<b>2</b>	<b>8</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Classification of tourist establishments	<b>2</b>	<b>9</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Special conditions for the classification and operation of some of the	<b>2</b>	<b>10</b>

			tourist facilities in Iraq		
<b>Questions and discussion</b>	<b>Lectures</b>		Tourist camps	<b>2</b>	<b>11</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Control of tourist facilities	<b>2</b>	<b>12</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Establishment of tourism companies	<b>2</b>	<b>13</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Establishment of tourism companies	<b>2</b>	<b>14</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Effects of the hotel contract	<b>2</b>	<b>15</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Tourist guidance	<b>2</b>	<b>16</b>
<b>Questions and discussion</b>	<b>Lectures</b>		The role of transport patterns in the tourism industry	<b>2</b>	<b>17</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Requirements for tourism development	<b>2</b>	<b>18</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Regulatory requirements	<b>2</b>	<b>19</b>

<b>Questions and discussion</b>	<b>Lectures</b>		Environmental requirements	<b>2</b>	<b>20</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Administrative requirements	<b>2</b>	<b>21</b>
<b>Questions and discussion</b>	<b>Lectures</b>		General requirements	<b>2</b>	<b>22</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Aspects of tourism development	<b>2</b>	<b>23</b>
<b>Questions and discussion</b>	<b>Lectures</b>		The vertical aspect of tourism development	<b>2</b>	<b>24</b>
<b>Questions and discussion</b>	<b>Lectures</b>		The horizontal aspect of tourism development	<b>2</b>	<b>25</b>
<b>Questions and discussion</b>	<b>Lectures</b>		The role of international agreements in the protection of monuments and tourist attractions during peace	<b>2</b>	<b>26</b>
<b>Questions and discussion</b>	<b>Lectures</b>		International protection of	<b>2</b>	<b>27</b>

			antiquities during armed conflicts		
<b>Questions and discussion</b>	<b>Lectures</b>		The role of Iraqi legislation in the protection of antiquities and cultural heritage	<b>2</b>	<b>28</b>
<b>Questions and discussion</b>	<b>Lectures</b>		Penalties for theft of antiquities	<b>2</b>	<b>29</b>
<b>Questions and discussion</b>	<b>Lectures</b>		The role of legislation in the strategy of developing tourism in Iraq	<b>2</b>	<b>30</b>

#### 1. Evaluation of the decision

A grade of 100 is distributed according to the tasks assigned to the student such as

##### **Daily exams**

##### **Surprise exams**

– **Giving grades to students in the room for questions asked**

##### **The homework**

#### 2. Sources of learning and teaching

The body of Iraqi laws related to general principles and tourism legislation and the author of Dr. Sahar toward Ghanem

Required books (methodology, if any)

كتاب امجد حسن العزالم وعمر جوابرة كاوي النشر مؤسسة الوراق للنشر والتوزيع /١ يناير ٢٠٠٩	Principal references (sources)
Recent reports from the Internet that belong to the tourist attractions of the Iraqi provinces	Recommended books and supporting references (scientific journals, reports...)
	Electronic references, Internet sites

### Course Description Form

37. Course Name:	
Research methods	
38. Course Code:	
Thf3	
39. Semester / Year:	
2024/2025	
40. Description Preparation Date:	
20/2/2025	
41. Available Attendance Forms	
In-person meeting	
42. Number of Credit Hours (Total) / Number of Units (Total)	
2 hours /30 hours a year	
43. Course administrator's name (mention all, if more than one name)	
Name: Dr. Haitham Ahmed Hussein Email: haitham_ahmed@uomosul.edu.iq	
44. Course Objectives	
Course Objectives	<ul style="list-style-type: none"> <li>• Introducing students to the steps of writing scientific research, methods for selecting and solving the problem, and using statistical methods</li> <li>• Occasion.....</li> </ul>
45. Teaching and Learning Strategies	
Strategy	

	<p>Providing students with quantitative methods and adopting advanced scientific methods for their authenticity Through the resources available in the library about the Course - Knowledge and understanding</p> <ul style="list-style-type: none"> <li>• Concepts and foundations of writing scientific research.</li> <li>• - How to employ scientific research to solve a specific problem</li> <li>• - Understanding the basics of scientific research and its types</li> </ul> <p>- Providing students with experience and skills in conducting research</p> <p>B- Subject-specific skills</p> <p>Teaching the student how to choose a research problem</p> <ul style="list-style-type: none"> <li>- Determine ways to solve the research problem</li> <li>- Determine the methods for conducting the research and the research sample</li> </ul> <p>Teaching students how to think and analyze the topic)</p> <p>Providing students with quantitative methods and adopting advanced scientific methods to investigate them Through the resources available in the library about the course</p> <p>Evaluation methods</p> <ul style="list-style-type: none"> <li>- Daily exams</li> <li>- Giving grades to students in the hall for questions asked to them</li> <li>- Homework</li> </ul> <p>C- Thinking skills</p> <ul style="list-style-type: none"> <li>- Asking questions related to the course topics</li> <li>- Developing intellectual and intellectual ability related to research procedures</li> </ul> <p>Teaching and learning methods</p> <p>Teaching students how to think and analyze a topic</p> <p>Evaluation methods</p> <ul style="list-style-type: none"> <li>- Homework assignments</li> <li>- Contributions in daily preparation</li> <li>- Monthly exams</li> </ul> <p>D- General and transferable skills</p> <ul style="list-style-type: none"> <li>- Calculator skills</li> <li>- Skills in adopting advanced and simple quantitative methods</li> <li>- Thinking and analysis skills.</li> </ul> <p>Teaching and learning methods</p>
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	Lectures using (data show. Power point) Directing students to some useful websites				
46. Course Structure					
Evaluation method	Learning method	Required Learning Outcomes	Unit or subject name	Hours	Week
Questions And discussion	Lecturers		'Scientific research methods and supervisor selection	2	1
Questions and discussion	Lecturers		Stages of research preparation	2	2
Questions and discussion	Lecturers		Research title and problem	2	3
Questions and discussion	Lecturers		The importance of research and its hypotheses	2	4
Questions and discussion	Lecturers		Research areas and statistical methods	2	5
Questions and discussion	Lecturers		Data collection methods	2	6
Questions and discussion	Lecturers		Questionnaire	2	7
Questions and discussion	Lecturers		the interview	2	8
Questions and discussion	Lecturers		empirical research	2	9
Monthly exam	Monthly exam		Monthly exam	2	10
Questions and discussion	Lecturers		Writing scientific research and introduction	2	11



Questions and discussion	Lecturers		Documentation by scientific research	2	12
Questions and discussion	Lecturers		Electronic sources	2	13
Questions and discussion	Lecturers		Books and references	2	14
Mid-year exam	Mid-year exam		Mid-year exam	2	15
<b>47. Course Evaluation</b>					
Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc					
<b>48. Learning and Teaching Resources</b>					
Required textbooks (curricular books, if a					
Main references (sources)			عامر، فرج المبروك عمر ، خطوات كتابة البحث -العلمي، القاهرة ، ٢٠١٩		
Recommended books and references (scientific journals, reports...)			- A collection of lectures taken from - Master's and doctoral theses		
Electronic References, Websites					

### Course Description Form

<b>1. Course Name:</b>
Analysis of tourist sites
<b>2. Course Code:</b>
<b>3. Semester / Year:</b>
2023-2024
<b>4. Description Preparation Date:</b>
14/4/2024
<b>5. Available Attendance Forms:</b>
In-person and electronic

6. Number of Credit Hours (Total) / Number of Units (Total)	
60 hours / 2 units	
7. Course administrator's name (mention all, if more than one name)	
Name: Dr. Haitham Ahmed Hussein Email: haitham_ahmed@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<p>The course aims to introduce students to the importance of analyzing any site to create a tourism project on it</p> <p>The importance of studying tourism geography and relying on scientific foundations in implementing the tourism project</p> <p>It also aims to know the future plan for developing the tourist site through studying the climate, soil and plants</p> <p>Human life and prevailing economic activities</p>
9. Teaching and Learning Strategies	
Strategy	<p><b>Cognitive objectives -</b></p> <p>1- Highlighting the important role of analyzing tourist sites and their relationship to the success of the tourism sector</p> <p>2-Identify the important means and tools that will develop the tourism market in relation to the geographical location of the tourist areas.</p> <p>3- Providing students with the necessary information and experiences order to qualify them to avoid problems through analysis of tourist sites.</p> <p><b>-Methods of teaching and learning -</b></p> <p>Electronic lectures - audio recordings - discussion panels - reports - evaluation methods - written exams - oral exams - reports - discussion questions</p>

10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
١	٢	Knowledge and skills	The importance of studying site analysis	Discussion and questions	Lectures
٢	٢	Knowledge and skills	Definition of location, location, place, and types and forms of tourist sites	Discussion and questions	Lectures
٣	٢	Knowledge and skills	Maps, their types, and drawing scales	Discussion and questions	Lectures
٤	٢	Knowledge and skills	Geolocation system and its current and future uses	Discussion and questions	Lectures
٥	٢	Knowledge and skills	Requirements for choosing a tourist site	Discussion and questions	Lectures
٦	٢	Knowledge and skills	Analysis of the personality of the tourist site	Discussion and questions	Lectures
٧	٢	Knowledge and skills	Land uses and infrastructure patterns	Discussion and questions	Lectures
٨	٢	Knowledge and skills	Socio-economic characteristics of the site and surrounding areas	Discussion and questions	Lectures
٩	٢	Knowledge and skills	Spatial distribution of tourism services and activities	Discussion and questions	Lectures

١٠	٢	Knowledge and skills	Communication and movement within the tourist site	Discussion and questions	Lectures
١١	٢	Knowledge and skills	Necessary considerations for choosing a tourist site	Discussion and questions	Lectures
١٢	٢	Knowledge and skills	Necessary considerations for planning a tourist site	Discussion and questions	Lectures
١٣	٢	Knowledge and skills	Necessary considerations for developing water bodies sites for tourism purposes	Discussion and questions	Lectures
١٤	٢	Knowledge and skills	Requirements for developing water activities	Discussion and questions	Lectures
١٥	٢	Knowledge and skills	Zone system	First semester exam	First semester exam
١٦	٢	Knowledge and skills	Stages of preparing the basic design of the tourist site. The initial preparation stage	Discussion and questions	Lectures
١٧	٢	Knowledge and skills	Urban and regional studies stage	Discussion and questions	Lectures
١٨	٢	Knowledge and skills	Market study and analysis stage	Discussion and questions	Lectures

١٩	٢	Knowledge and skills	The financial analysis stage of establishing the project	Discussion and questions	Lectures
٢٠	٢	Knowledge and skills	Operational information phase and implementation phase	Discussion and questions	Lectures
٢١	٢	Knowledge and skills	Design principles for tourist buildings and resorts	Discussion and questions	Lectures
٢٢	٢	Knowledge and skills	The role of tourism in preserving the environment	Discussion and questions	Lectures
٢٣	٢	Knowledge and skills	Theories and methods of explaining the development of tourist sites	Discussion and questions	Lectures
٢٤	٢	Knowledge and skills	Descriptive method	Discussion and questions	Lectures
٢٥	٢	Knowledge and skills	Simulation method	Discussion and questions	Lectures
٢٦	٢	Knowledge and skills	Geographic information systems definition and importance	Discussion and questions	Lectures
٢٧	٢	Knowledge and skills	Geographic information systems definition and importance	Discussion and questions	Lectures

٢٨	٢	Knowledge and skills	Foundations of geographic information systems	Second semester exam	Second semester exam
٢٩	٢	Knowledge and skills	Use of geographical information systems	Discussion and questions	Lectures
	٢	Knowledge and skills	Benefits of GIS applications in tourism planning	Discussion and questions	Lectures

### 11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc

Final exam	First semester	mid-year	second semester
	Monthly exam + preparation + attendance	Mid-year exam	Monthly exam + preparation + attendance
60 degrees	10 degrees	20 degrees	10 degrees

### 12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	
Main references (sources)	<b>Barakat Kamel Al-Muhairat, Tourist Regions in the World, Amman 2011</b>
Recommended books and references (scientific journals, reports...)	<b>Amna Abu Hajar, Tourism Geography, Amman 2011</b>
Electronic References, Websites	

## Course Description

<b>1. Course Name:</b>					
Tours organization					
<b>2. Course Code:</b>					
Ttf10					
<b>3. Semester / Year:</b>					
2023–2024					
<b>4. Description Preparation Date:</b>					
1/4/2024					
<b>5. Available Attendance Forms:</b>					
physical presence					
<b>6. Number of Credit Hours (Total) / Number of Units (Total):</b>					
(60) hours/ (2) Units					
<b>7. Course administrator's name (mention all, if more than one name)</b>					
<b>Name: Huda Abdalaziz Mohamad</b> <b>Email: huda.292@uomosul.edu.iq</b>					
<b>8. Course Objectives</b>					
<b>Course Objectives</b>			<b>1- Introducing the stages of tourism development.</b> <b>2- Explaining the concept of tourist trips and what sightseeing tours entail.</b> <b>3- Who are the tour organizers?</b>		
<b>9. Teaching and Learning Strategies</b>					
<b>Strategy</b>	<b>1-Teaching students to think scientifically through analysis and deduction.</b> <b>2-Motivating students by giving them the opportunity to present and discuss their ideas.</b> <b>3-Lectures and solving examples.</b> <b>4-Discussion sessions.</b> <b>5- Monthly exams and daily quizzes.</b>				
<b>10. Course Structure</b>					
<b>Week</b>	<b>Hours</b>	<b>Required Learning Outcomes</b>	<b>Unit or subject name</b>	<b>Learning method</b>	<b>Evaluation method</b>
1	2		Introductory Lecture		

2	2		Stages of Tourism Development		
3	2		Tourism Companies		
4	2		Establishment Requirements		
5	2		Organizational Structure		
6	2		Tour Organizers		
7	2		Preparation of Tour Reports		
8	2		Monthly Exam		
9	2		Travel Agencies		
10	2		Steps for Agency Opening		
11	2		Market Study		
12	2		Competitor Study		
13	2		Types of Tourism		
14	2		Tourism Program Sections		
15	2		Review + Exam		
16	2		Tourist Guide		
17	2		Vouchers		
18	2		Company Establishment Conditions		
19	2		Site Selection for Headquarters		
20	2		Ecotourism		
21	2		Daily Exam		
22	2		Types of Tourist Trips		
23	2		Adventure Tourism		
24	2		Motivations of Travel		



25	2		Independence		
26	2		Tourist Language		
27	2		Tourist Guidance		
28	2		Tourism Program Sections		
29	2		Types of Guides		
30	2		Review		

### 11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports .... etc

### 12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	
Main references (sources)	"The New System for Tour Organization" (2012), by Ahmed Fahad Al-Mujaid.
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	