

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: 1/9/2025

File Completion Date: 10/3/2026

Signature:

Head of Department Name:

Professor Dr. Raed Amir Abdullah

Date: 12/4/2026



Signature:

Scientific Associate Name:

Assistant Professor

Dr. Zaid Mohamed Alhabbar

Date: 12/4/2026

أ.م.د. زيد محمد طلال الجبار
معاون العميد للشؤون العلمية



The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Assistant Lecturer. Osama Mohammed Ahmed

Date: 19/4/2026

Signature:



Approval of the Dean

أ.د. منال رافت خالد
العميد

courses

**Description
of the third
stage**

Course Description Form

1. Course Name:	
management of travel and tourism companies	
2. Course Code:	
Tu.ts.310	
3. Semester / Year:	
2025–2026	
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	
Course Objectives	<ul style="list-style-type: none"> 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	
Strateg	<ul style="list-style-type: none"> 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	

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

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

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	
2. Course Code:	
Tu.ts. 303	
3. Semester / Year: 2025-2026	
4. Description Preparation Date: 26/10/2025	
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"> • Developing students' skills in reading, writing, listening, and speaking in English. • Teaching students concepts, vocabulary, topics that qualify them for work in the tourism sector.
9. Teaching and Learning Strategies	

Strategy	<ol style="list-style-type: none"> 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.
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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 & Daily quizzes

6	3		Giving directions	Lecture + Exercises	Attendance commitment & Participation in lecture
7	3		Types of holiday	Lecture + Brainstorming	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

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
%		%	%		%	%
(8) Exam	(2) Attendance and participation		(8) Exam	(2) Attendance and participation		

12. Learning and Teaching Resources

Required textbooks (curricular books any)	<p>1-Robin, W. , Keith , H .(2009): Tourism 2: Oxford English for Careers , Oxford : Oxford University Press.</p> <p>2-Ken ,M.(2013):English for tourism :Students' Workbook ,Dili Institute of Technology: Centre for Languages Studies.</p>
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	Dr. Deubelbeiss, D. (2012) : A complete Introductory Course : English Central Course book .
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	
Tu.ts.302	
3. Semester/year	
2025-2026	
4. The date this description was prepared:	
25/11/2025	
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 em sanarya.nabeel@uomosul.edu.iq	
8. Objectives of the decision	
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.	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	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
Questions and discussion	Lectures	Characteristics of the protocol management staff in hotel and tourism organizations	Characteristics of the protocol management staff in hotel and tourism organizations	2	9

Questions and discussion	Lectures	Duties of officials in the Protocol Department	Duties of officials in the Protocol Department	2	10
Questions and discussion	Lectures	The role of the protocol management officer in receiving official guests	The role of the protocol management officer in receiving official guests	2	11
Questions and discussion	Lectures	Etiquette and the art of formal and social interaction	Etiquette and the art of formal and social interaction	2	12
Questions and discussion	Lectures	Clothes	Clothes	2	13
Questions and discussion	Lectures	Dial up	Dial up	2	14
Questions and discussion	Lectures	Presentatio n of flowers	Presentatio n of flowers	2	15
Questions and discussion	Lectures	Precedence	Precedence	2	16
Questions and discussion	Lectures	The art of serving guests or tourists	The art of serving guests or tourists	2	17
Questions and discussion	Lectures	Types of guests and ways to deal with	Types of guests and ways to	2	18

		them	deal with them		
Questions and discussion	Lectures	Regulatory requirements	Regulatory requirements	2	19
Questions and discussion	Lectures	Arrange guests at the tables	Arrange guests at the tables	2	20
Questions and discussion	Lectures	Preparing official parties and banquets	Preparing official parties and banquets	2	21
Questions and discussion	Lectures	General requirements	General requirements	2	22
Questions and discussion	Lectures	I ate the feasts	I ate the feasts	2	23
Questions and discussion	Lectures	The origins of etiquette during eating	The origins of etiquette during eating	2	24
Questions and discussion	Lectures	Leave after dinner	Leave after dinner	2	25
Questions and discussion	Lectures	The garden parties	The garden parties	2	26
Questions and discussion	Lectures	Receptions	Receptions	2	27
Questions and discussion	Lectures	Food and its types	Food and its types	2	28
Questions and discussion	Lectures	Eating some types of fruit	Eating some types of fruit	2	29

Questions and discussion	Lectures	Ceremony of meetings	Ceremony of meetings	2	30
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					
			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:
Tu.ts.308
3. Semester / Year: year
2025-2026
4. Description Preparation Date:
23 / 11/2025

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		<ul style="list-style-type: none"> • 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

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		
			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	
Tourism Investment / Third Stage	
13. Course Code	
Tu.ts.307	
14. Semester / Year	
2025-2026	
15. Date of Preparing This Description	
24/11/2025	
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 opportunities. These 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		३	९
Questions and Discussions	Lectures / Classroom	Areas and Investment Opportunities in Tourism Activity		३	१०
Examination	Lectures / Classroom	First Exam + Exam Review		३	११
Questions and Discussions	Lectures / Classroom	Concept of Financing and Its Importance		३	१२
Questions and Discussions	Lectures / Classroom	Internal Sources of Financing for Tourism Projects		३	१३
Questions and Discussions	Lectures / Classroom	External Sources of Financing for Tourism Projects		३	१४
Questions and Discussions	Lectures / Classroom	Types of Financing		३	१०
Questions and Discussions	Lectures / Classroom	Determinants of Choosing Financing Sources for the Tourism Sector		३	१६
Questions and Discussions	Lectures / Classroom	Direct Government Financing for Tourism Projects		३	१७
Questions and Discussions	Lectures / Classroom	Indirect Government Financing for Tourism Projects		३	१८
Examination	Lectures / Classroom	Second Exam + Exam Review		३	१९
Questions and Discussions	Lectures / Classroom	Economic Evaluation Criteria for Investment in Tourism Projects		३	२०
Questions and Discussions	Lectures / Classroom	Economic Evaluation Criteria for Investment in Tourism Projects		३	२१
Questions and Discussions	Lectures Classroom	Reasons for Variation in Economic Efficiency of Tourism Projects		३	२२
Questions and Discussions	Lectures / Classroom	Investment in Hotel S		३	२३
Questions and Discussions	Lectures / Classroom	Risks of Investment Hotel Stock		३	२४

Examination	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 in 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	٣٠

22. Course Evaluation

Grade Distribution (out of 100) Based on Student Assignments
Such as daily preparation, daily exams, oral exams, monthly exams, written exams, reports, etc.

23. Learning and Teaching Resources

<p>1- Essentials of Financing and Investment in the Tourism Industry, by Dr. Mufaq Adnan Al-Humairi, First Edition, Al-Waraq Foundation, Amman, Jordan, 2010.</p> <p>2- An Integrated Approach to Tourism Investment and Financing, by Ismail Mohammed Ali Al-Dabbagh and Ilham Khudair Shabr, First Edition, Ithora Publishing and Distribution, Jordan, 2015..</p>	<p>Required Textbook (Methodology, if applicable)</p>
<p>Special Requirements (This may include, for example: workshops, journals, software, and websites)</p>	<p>Main References (Sources)</p>
<p>Social Services (This may include, for example: guest lectures, vocational training, and field studies)</p>	<p>Recommended Supporting Books and References)This may include scientific journals, reports, etc(.</p>
	<p>Electronic References, Websites</p>

Course Description

24. Course Name:	
Touristic planning	
25. Course Code:	
Tu.ts.309	
26. Semester / Year:	
2025-2026	
27. Description Preparation Date:	
26/11/2025	
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	<ol style="list-style-type: none"> 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 style="text-align: center;">-</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"> 1. Explain 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. Defining tourism development, its components and objectives 5. Familiarity with tourism planning and environmental, economic and social impacts. <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 at different 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- Subject-specific skills</p> <ul style="list-style-type: none"> - Teaching the student to deal with various situations related to restaurant issues - Identify problems related to the topic and try to overcome them - Identify skills in how - Ability to deduce and evaluate. 	
	<p>Teaching and learning methods (do not change)</p>	
	<p>Providing students with advanced scientific methods to authenticate them through sources available in the library regarding the course</p>	
	<p>Evaluation methods</p> <ul style="list-style-type: none"> - Daily exams - Surprise exams - Giving grades to students in the hall for questions asked to them - Homework 	
	<p>C- Thinking skills</p> <ul style="list-style-type: none"> -Asking questions related to the course topics - Developing the intellectual and mental ability related to tourist sewing 	
	<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"> - Homework assignments - Contributions in daily preparation - Daily surprise exams - Monthly exams 	
	<p>General and transferable skills</p> <ul style="list-style-type: none"> - Skills in adopting advanced and simple methods -Thinking and analysis skills. 	

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"> - The emergence of planning - Planning concept - Advantages and benefits of planning - Planning flaws 	<ul style="list-style-type: none"> Giving lectures Dialogue and discussion - Use clarifications and examples - Student groups 	<ul style="list-style-type: none"> - Oral exams - Written tests - Reports Feedback from students
2	2	Knowledge and skill	<ul style="list-style-type: none"> - Planning methods - Planning element - Planning characteristics - Difficulties facing planning -Types of planning 		

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

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

21	2	Knowledge and skill	Types environmental impacts	=		
			Environmental policies			
22	2	Knowledge and skill	Evaluation environmental impacts			=
			And the economic social impacts			
23	2	Knowledge and skill	Positive effects negative effects			=
			-Social and economic policies			
24	2	Knowledge and skill	-Antiquities monitoring procedures			=
			Economic - social			
25	2	Knowledge and skill	-- Measures to maximize the economic benefit tourism			=
			- Measuring costs of economic benefits			
		Knowledge and skill	Semester exam			
26	2	Knowledge and skill	-Planning institutional elements of tourism			=
		Knowledge and skill	implementation of tourism plan			
27	2		- Planning institutional elements			=
28	2		-Implementing the plan			
		Knowledge and skill	- Review + discuss and questions about the material			
29	2	Knowledge and skill				
30						

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"> • Ghoneim, Othman Muhammad, and Benita Nabil Saad, 1999, Tourism Plan for the sake of comprehensive and integrated spatial planning, first edition Safaa Publishing and Distribution House Amman. Al-Karkhi, Majeed, 2014, Results-Based Strategic Planning, Al-Rayyan Press, Qa 		
Main references (sources)					
Recommended books and references (scientific journals, reports...)					
Electronic References, Websites					

Course Description Form

1. Course Name:
Management of Tourism Projects / Third Phase
2. Course Code:
Tu.ts. 305
3. Semester / Year:
2025-2026
4. Description Preparation Date:
24/11/2025
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: M.M. Rana Khairuddin Hamid Email: rana.khairaldeen@uomosul.edu.iq

8. Course Objectives

Course Objectives	<p>Tourism and hotel organizations need many administrative and communication skills from individuals working in tourism project management to build and establish a reputation, as this management is 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</p>
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9. Teaching and Learning Strategies

Strategy	<p>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..</p>
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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 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

1. Course Name:	
Management and Organization of Conferences and Events	
2. Course Code:	
Tu.ts.301	
3. Semester / Year:	
2025/2026	
4. Description Preparation Date:	
26/11/2025	
5. Available Attendance Forms:	
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: Hiba Khaled Bakr Email: hiba.khalid@uomosul.edu.iq	
8. Course Objectives	
Course Objectives	<ul style="list-style-type: none"> • At the end of the semester, students are expected to have learned • The following: • Concepts and foundations of conference management principles • What is the general culture of conference management? • General facilities for holding conferences • Other concepts related to conference management
9. Teaching and Learning Strategies	
Strategy	1- At the end of the semester, students are expected to have learned the following:

2- Concepts and foundations of conference management.

3- What are the types of conferences?

4- Concepts about the principles of holding conferences

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 .

3- Urging students to be objective in discussions about the challenges facing archaeological sites

From various tourists and to arrive at appropriate solutions and correct methods towards the success of tourism inCountry ..

4- -Teaching students to think in a scientific manner, analyze and deduce.

5- - Motivating students to find realistic problems and solve them in a scientific way.thinking skills

C1- Transferable general and qualifying skills (other skills related to employability and development).Personal)

C 2- Skills in searching for books and research closely related to the specialty.

C3- Skills in using the Internet and the electronic search mechanism.

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>quize</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 exam 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 exam 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, daily oral, 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:	
Tu.ts.304	
3-Semester / Year:	
2025–2026	
4-Description Preparation Date:	
27/11/2025	
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	
Course Objectives Objectives of the study material	1 – Introduce students to the basic concepts of laws regulating the travel and tourism sector -ʹ Enabling students to understand the local and international legal frameworks related to tourism. -ʹ Providing students with the legal skills necessary to resolve tourism disputes. -ʹ Clarifying the rights and duties of tourists and travel companies according to applicable laws.

-°Discussing the laws related to entry vi residence and immigration

9-Teaching and Learning Strategies

Strategy

Strategy Gene 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.

Υ-Preparing research reports related to protecting the rights of tourists and the legal responsibilities of travel agencies and hotels.

Υ-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

- \ -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

	<p>2 -Searching for sources such as books, research and studies related to the scientific material</p> <p>3- Internet use and electronic research skills</p>
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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:	
Tu.ts. 306	
3. Semester / Year: 2025-2026	
4. Description Preparation Date: 26/11/2025	
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"> Developing students' skills in reading, writing, listening, and speaking in English. Teaching students concepts, vocabulary, and topics that qualify them for work in the tourism sector.
9. Teaching and Learning Strategies	
Strategy	<ol style="list-style-type: none"> 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 quize.
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
%		%	%		%	%	100%
(8) Exam	(2) Attendance and participation		(8) Exam	(2) Attendance and participation			

12. Learning and Teaching Resources

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

courses
Description
of the Forth
stage

Course Description Form

1. Course Name:	
Touristic Marketing	
2. Course Code:	
Tu.ts. 405	
3. Semester / Year:	
2025-2026	
4. Description Preparation Date:	
26/10/2025	
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"> - Obaidat, Muhammad, Tourism Marketing, 2008, Wael Publishing House, third edition. - Al-Diwaji, Abi Saeed, The Modern Concept Marketing Management, 2000, Dar Al-Hamid Publishing and Distribution. - Al-Azzawi, Muhammad Abdel-Wahab, Al-Mashhadani, Saad Ibrahim Hamad, 2020, Electronic tourism marketing, Dar Al-Academyon Publishing and Distribution Company Ammaan Jordan. - Al-Humairi, Muwafaq Adnan, Al-Taweel, Rami Fala 2016, Marketing Strategic Hotel and Tourism Services, Dar Al-Hamid for Publishing and Distribution, Ammaan Jordan.
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:	
Tu.ts. 403	
15. Semester / Year: 2025-2026	
16. Description Preparation Date : 26/10/2025	
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	
Course Objectives	<ul style="list-style-type: none"> • Developing students' skills in reading, writing, listening, and speaking in English. • Teaching students concepts, vocabulary, and topics that qualify them for work in the tourism sector.
21. Teaching and Learning Strategies	
Strategy	<p>6. Cooperative learning and encouraging students to study in groups.</p> <p>7. Interactive teaching and engaging students in lectures through discussion, asking questions, and answering them.</p> <p>8. Self-directed learning: Allowing students to enhance their skills and rely on themselves, utilizing technology in the learning process to achieve educational goals.</p> <p>9. Continuous monitoring of students' progress and providing guidance and motivation for continuous improvement.</p>

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

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 & Daily quizzes
6	3		Giving directions	Lecture + Exercises	Attendance commitment & Participation in lecture
7	3		Types of holiday	Lecture + Brainstorming	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 quizzes.

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): Tourism 2: Oxford English for Careers , Oxford : Oxford University Press. 2-Ken ,M.(2013): English for tourism :Students’ Workbook ,Dili Institute of Technology: Centre for Languages Studies. 3_ Deubelbeiss, D . (2012) : A complete Introductory Course : English Central Course book .
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:	
Human Resources Management / Fourth Stage	
14. Course Code:	
Tu.ts.404	
15. Semester / Year:	
2025-2026	
16. Description Preparation Date:	
26/10/2025	
17. Available Attendance Forms:	
Completely Attendance	
18. Number of Credit Hours (Total) / Number of Units (Total)	
60 hours 2 units	
19. Course administrator's name (mention all, if more than one name)	
Name: Safwan Nafi Abdulla Email: safwan.nafi@uomosul.edu.iq	
20. Course Objectives	
Course Objectives	<ul style="list-style-type: none"> • 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. • Identify the functions and tasks of human resources management practiced in tourism facilities • 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.
21. Teaching and Learning Strategies	

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

			- The concept of human resources management	And power point presentation And exchange opinions And external reading	- Duties
2	2	=	- Development of human resources management - Characteristics of human resources in hotels	=	=
3	2	=	- The importance of the human resources management function in hotels - The nature of the human resources management function in tourism and hotel establishments Department	=	=
4	2	=	- The main tasks and responsibilities of human resources management - Organizational structure of the Human Resources Management	=	=
5	2	=	Planning human resources management in tourism and hotel establishments - The concept of planning human resources management in hotels - The importance of the human resources management planning process in hotels - Factors determining the human resources planning process in the hotel	=	=
6	2	=	- Factors affecting the demand for human resources in hotels - Stages of the hotel's human resources planning process	=	=

			- Criteria for successful planning of human resources in hotels		
7	2	=	Job analysis in tourism and hotel establishments - The concept and dimensions of the job analysis process - Job analysis methods	=	=
8	2	=	Job descriptions - Job Description - Job requirements - Preparing a job description card - The importance of job analysis in the areas of human resources management	=	=
9	2	=	Functional structure - 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		Written exam
12	2	=	Attracting human resources in tourism and hotel establishments - 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"> - Advantages and characteristics of employees who hold multiple jobs within the hotel 		
15	2	=	Review + discussion and examples of the material	=	=
16	2	=	<p>Selection and appointment of human resources in hotels</p> <ul style="list-style-type: none"> - The concept of selecting and appointing human resources - The importance of choice - Factors influencing the selection and appointment of human resources in the hotel 	=	=
17	2	=	<p>Stages of the selection process</p> <p>Evaluation of the selection and appointment programme</p>	=	=
18	2	=	<p>Evaluating the performance of employees in tourism and hotel establishments</p> <ul style="list-style-type: none"> - The concept of evaluating the performance of employees in tourism and hotel establishments - The importance of evaluating the performance of employees in tourism and hotel establishments - Methods of evaluating the performance of employees in tourism and hotel establishments: <p>First: How to compare the employee's performance with the job description of the position.</p> <p>Second: How to test employees.</p> <p>Third: The method of relying on the periodic reports of direct work superiors.</p>	=	=

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

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

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

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, 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:	Touristic Crisis Administration
2. Course Code:	Tu.ts. 406
3. Semester / Year:	2025-2026
4. Description Preparation Date:	27/10/2025

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

۱۱	۲		Studies related the relationship crisis management with information systems	Lectures	Questions and discussions
۱۲	۲		The concept and importance of the decision-making process	Lectures	Questions and discussions
۱۳	۲		Administrative functions, specifications and types of crisis decisions	Lectures	Questions and discussions
۱۴	۲		Stages of decision making in times crises	Lectures	Questions and discussions
۱۵	۲		What is quality management for dealing with crises	Lectures	Questions and discussions
۱۶	۲		Quality management standards for dealing with crises	Lectures	Questions and discussions
۱۷	۲		Requirements for achieving high quality crisis management	Lectures	Questions and discussions
۱۸	۲		The concept of the global financial crisis	Lectures	Questions and discussions

19	2		Effects of the global financial crisis	Lectures	Questions and discussions
20	2		Banking crises	Lectures	Questions and discussions
21	2		The role of creative thinking in crisis management	Lectures	Questions and discussions
22	2		Stages and features of the creative thinking process	Lectures	Questions and discussions
23	2		Creative thinking and dealing with marketing crises	Lectures	Questions and discussions
24	2		The advantages of creative thinking in confronting crises	Lectures	Questions and discussions
25	2		The concept and importance of public relations	Lectures	Questions and discussions
26	2		Basic objectives of public relations	Lectures	Questions and discussions

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

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

Course Description Form

1. Course Name:					
Touristic Media					
2. Course Code:					
Tu.ts.408					
3. Semester / Year:					
2025–2026					
4. Description Preparation Date:					
28/10/2025					
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		. 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.			
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	1

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	۲۵

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

25. Course Name:	Research Preparing and Methods
26. Course Code:	Tu.ts.401
27. Semester / Year:	2025/2026
28. Description Preparation Date:	26/10/2025

29. Available Attendance Forms	
In-person meeting	
30. Number of Credit Hours (Total) / Number of Units (Total)	
2 hours /30 hours a year	
31. Course administrator's name (mention all, if more than one name)	
Name: Dr. Haitham Ahmed Hussein Email: haitham_ahmed@uomosul.edu.iq	
32. Course Objectives	
Course Objectives	<ul style="list-style-type: none"> • • Introducing students to the steps of writing scientific research, methods for selecting and solving the problem, and using statistical methods • Occasion.....
33. 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"> • Concepts and foundations of writing scientific research. • - How to employ scientific research to solve a specific problem • - Understanding the basics of scientific research and its types - Providing students with experience and skills in conducting research <p>B- Subject-specific skills Teaching the student how to choose a research problem</p> <ul style="list-style-type: none"> - Determine ways to solve the research problem - Determine the methods for conducting the research and the research sample <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"> - Daily exams

	<ul style="list-style-type: none"> - Giving grades to students in the hall for questions asked to them - Homework <p>C- Thinking skills</p> <ul style="list-style-type: none"> - Asking questions related to the course topics - Developing intellectual and intellectual ability related to research procedures <p>Teaching and learning methods Teaching students how to think and analyze a topic Evaluation methods</p> <ul style="list-style-type: none"> - Homework assignments - Contributions in daily preparation - Monthly exams <p>D- General and transferable skills</p> <ul style="list-style-type: none"> - Calculator skills - Skills in adopting advanced and simple quantitative methods - Thinking and analysis skills. <p>Teaching and learning methods</p> <p>Lectures using (data show. Power point) Directing students to some useful websites</p>
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34. 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

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)

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

1. Course Name:					
Organizing Tourist trips					
2. Course Code:					
Tu.ts.407					
3. Semester / Year:					
2025–2026					
4. Description Preparation Date:					
27/10/2025					
5. Available Attendance Forms:					
physical presence					
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: Huda Abdalaziz Mohamad					
Email: huda.292@uomosul.edu.iq					
8. Course Objectives					
Course Objectives			1- Introducing the stages of tourism development. 2- Explaining the concept of tourist trips and what sightseeing tours entail. 3- Who are the tour organizers?		
9. Teaching and Learning Strategies					
Strategy	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					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method

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	

Airport Management Course Description Template

1. Course Name	Airport Management / Fourth Year
2. Course Code	Tu.ts.410
3. Semester/Year	2025-2026
4. Date of Preparation	27/10/2025
5. Available Attendance Forms	My presence
6. Total Credit Hours	

٩٠ hours, 3 units	
7. Course Instructor's Name (If more than one, please specify)	
Name: Dr. Haitham Ahmed Hussein Email: haitham_ahmed@uomosul.edu.iq	
٨. اهداف المقرر	
Course objectives	<p>1.To discuss the characteristics of airport ownership in the United States and globally.</p> <p>2.To describe the National Integrated Airport Systems Plan (NPIAS) and its applications in classifying public-use airports in the United States</p> <p>3.To describe the U.S. government agencies that oversee airports.</p> <p>4.To identify federal regulations and guidelines that affect airport operations.</p>
9. Teaching and learning strategies	
Strategy	<p>General Objectives:</p> <p>١. To introduce students to the fundamental concepts of airport management and operation at both the local and international level clarifying the role of airports in the air transport system.</p> <p>٢.To clarify the roles and responsibilities of entities operating within airport (airport management, airlines, ground handling companies, security, customs, and air traffic control), and to highlight safety, quality and passenger service standards.</p> <p>٣. To develop research and analytical skills in the field of airport operations, and to enable students to utilize specialized resources to analyze operational and administrative problems within the airport environment.</p>

Specific Course Skills Objectives:

1. To analyze the systems and regulations governing airport management including safety and security procedures and service quality.
2. To prepare analytical reports and studies on airport operations, airport management, and passenger services.
3. To identify the operational and administrative challenges facing airports and propose practical solutions to improve performance and efficiency

Teaching and Learning Methods:

1. Lectures
2. Discussion sessions and case studies.
3. Daily short quizzes.
4. Presentations and practical reports (when needed)

Assessment Methods

1. Written exams.
2. Oral exams.
3. Assignments and research reports.
4. Short daily quizzes.

Affective and Value-Based Objectives

1. To instill the importance of adhering to safety and security standards in the airport environment.
2. To promote a sense of professional responsibility and discipline in the workplace within the airport environment.
3. To reinforce the values of cooperation and teamwork among the various entities operating at the airport.
4. To promote respect for the cultural diversity of travelers and to treat them professionally.

Thinking Skills

	<ol style="list-style-type: none"> 1. General and transferable skills 2. Researching sources such as books, research papers, and studies related to the subject matter 3. Internet and online research skills Strategy
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10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
Knowledge and skills	Knowledge and skills	Knowledge and skills	Overview of Airports in the United States	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	National Airport Governance Structure	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	International Airport Administration	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	National Plan for Integrated Airport Systems (NPIAS)	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Commercial Service Airports	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	General Aviation Airports	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Relief Airports	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Rules Governing Airport Management	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Axis Classifications Used by the Federal Aviation Administration in the NPIAS Plan	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Organizations Influencing Airport Regulatory Policies	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Airport Ownership and Operation	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Airport Privatization	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Airport Planning	Discussion and questions	Lectures

Knowledge and skills	Knowledge and skills	Knowledge and skills	Airport Management as a Profession	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	-----	Midterm exam	exam
Knowledge and skills	Knowledge and skills	Knowledge and skills	Airport Manager Duties	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Education and Training	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Airport Manager and Public Relations	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	The Airport and its Public	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Public Relations Objectives	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	The concept of public relations	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Descriptions for each airport position (Airport Manager + Assistant Manager + Human Resources Manager)	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Descriptions for each airport position (Chief Accountant + Head of Facilities + Procurement Agent)	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Descriptions for each airport position (Public Relations Manager + Assistant Manager + Assistant Operations Manager + Head of Air Operations)	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Descriptions for each airport position (Head of Ground Operations + Assistant Maintenance Manager + Head of Terminals + Head of Land + Head of Vehicles)	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Airport Management as a Profession	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	Education and Training	Discussion and questions	Lectures

Knowledge and skills	Knowledge and skills	Knowledge and skills	The Airport and its Public	Discussion and questions	Lectures
Knowledge and skills	Knowledge and skills	Knowledge and skills	-----	Midterm exam	exam
Knowledge and skills	Knowledge and skills	Knowledge and skills	Discussion Questions	Discussion and questions	Lectures
				Discussion and questions	

11. Course Evaluation

The grade is distributed out of 100 according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc.

12. Learning and Teaching Resources

Required textbooks (methodology, if applicable)	
Main references (sources)	Airport Planning and Management, Alexander T. Wells; Seth B. Young, 2004
Recommended supplementary books and references (scientific journals, reports, etc.)	Managing Airports: An International Perspective – Author: Anne Graham Airport Planning and Management – Author: Richard de Neufville & Amedeo Odoni
Electronic resources, websites	

Course description form

1. Course Name

International economic relations	
2. Course Code	
Tu.ts.409	
3. Term/Year	
2025 / 2026	
4. Date this description was prepared	
27/10/2025	
5. Available attendance formats	
6. Number of hours (total) Number of units (total)	
three	
7. Name of the course coordinator (if there is more than one, mention it).	
Name: M. Ghaydaa Muhammad Nafeh Shaheen Emai:ghaidaa.nafie@uomosul.edu.iq	
8. Course Objectives	
<ul style="list-style-type: none"> • Understanding the international economic system • Analysis of international trade theories • Study the role of international institutions • Preparing students to face contemporary challenges 	Course objectives
9. Teaching and Learning Strategy	
<p>Understanding basic concepts: Enabling students to understand theories of trade (such as comparative advantage and Heckscher-Ohlin), globalization, and capital and labor flows.</p> <p>Critical analysis: Developing analytical skills to evaluate international economic policies and their impact</p> <p>Practical application: Linking theoretical concepts to contemporary issues such as financial crises, trade wars, or climate change.</p> <p>Research skills: Enhancing students' ability to conduct independent research and analyze case studies.</p>	Strategy

10. Course Structure					
Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Weeks	Week
Exams, class participation, attendance, and report writing	The blackboard And the book	Concept and Importance Influencing Factors: Political, Economic, and Social.		3	Week 1
Exams, class participation, attendance, and report writing	The blackboard And the book	International trade theory		3	Week 2
Exams, class participation, attendance, and report writing	The blackboard And the book	Global economic system		3	Week 3
Exams, class participation, attendance, and report writing	The blackboard And the book	The global economy and globalization		3	Week 4
Exams, class participation, attendance, and report writing	The blackboard And the book	International trade		3	Week 5

Exams, class participation, attendance, and report writing	The blackboard And the book	International finance		3	Week 6
Exams, class participation, attendance, and report writing	The blackboard And the book	Contemporary challenges and economic policies		3	Week 7
Exams, class participation, attendance, and report writing	The blackboard And the book	Tourism in International Economic Relations		3	Week 8
Exams, class participation, attendance, and report writing	The blackboard And the book	Tourism as an engine of the global economy		3	Week 9
Exams, class participation, attendance, and report writing	The blackboard And the book	Sustainable tourism and economic integration		3	Week 10
Exams, class participation, attendance, and report writing	The blackboard And the book	Challenges facing tourism in international economic relations		3	Week 11
Exams, class participation, attendance, and report writing	The blackboard And the book	First semester exam		3	Week 12

Exams, class participation attendance, and report writing	The blackboard And the book	Global economic fluctuations		3	Week 13
Exams, class participation attendance, and report writing	The blackboard And the book	High production costs Lack of investment in infrastructure		3	Week 14
Exams, class participation attendance, and report writing	The blackboard And the book	End of semester exam		3	Week 15
Second semester					
Exams, class participation attendance, and report writing	The blackboard And the book	Political and geopolitical challenges Political and security tensions Travel restrictions		3	Week 1
Exams, class participation attendance, and report writing	The blackboard And the book	Changes in international relations		3	Week 2
Exams, class participation attendance, and report writing	The blackboard And the book	Environment and social challenges		3	Week 3

Exams, class participation attendance, and report writing	The blackboard And the book	Sustainable solutions.		3	Week 4
Exams, class participation attendance, and report writing	The blackboard And the book	Economic analysis of international tourism economic relations		3	Week 5
Exams, class participation attendance, and report writing	The blackboard And the book	Tourism and the balance of payments		3	Week 6
Exams, class participation attendance, and report writing	The blackboard And the book	The importance of tourism in the balance of payments; mechanisms by which tourism affects the balance of payments.		3	Week 7
Exams, class participation attendance, and report writing	The blackboard And the book	Tourism and supporting economic growth		3	Week 8
Exams, class participation attendance, and report writing	The blackboard And the book	Tourism and economic integration		3	Week 9

Exams, class participation, attendance, and report writing	The blackboard And the book	Second semester exam		3	Week 10
Exams, class participation, attendance, and report writing	The blackboard And the book	Strategies to enhance the role of tourism in the balance of payments.		3	Week 11
Exams, class participation, attendance, and report writing	The blackboard And the book	Improving the infrastructure environment		3	Week 12
Exams, class participation, attendance, and report writing	The blackboard And the book	Promoting security and political stability		3	Week 13
Exams, class participation, attendance, and report writing	The blackboard And the book	Diversifying tourism markets Developing global marketing campaigns		3	Week 14
Exams, class participation, attendance, and report writing	The blackboard And the book.	End of semester exam		3	Week 15
Course Evaluation . . .					
Exams, class participation, attendance, and report writing					
12. Learning and teaching resources					
		Gilpin, R. (2001). Global Political Economy: Understanding the			

	International Economic Order. Princeton University Press.
	Stiglitz, J. E., & Charlton, A. (2000). Fair Trade for All: How Trade Can Promote Development. Oxford University Press.

Course description

1. Course Name	Modern history of Iraq
2. Course Code	Tu.ts.402
3. Term/Year	2025/ 2026
4. Date this description was prepared	26/10/2025
5. Available attendance formats	
6. Number of hours (total) Number of units (total)	two
7. Name of the course coordinator (if there is more than one, mention it).	Name: M.D Sanarya Nabeel mohameed Emai:sanarya.nabeel@uomosul.edu.iq
8. Course Objectives	Course objectives

<p>1–To understand the political, social, and economic developments of modern Iraq.</p> <p>2– To strengthen national identity and learn lessons from past historical events.</p>					
9. Teaching and Learning Strategy					
<p>Understanding basic concepts: Enabling students to understand theories of trade (such as comparative advantage and Heckscher-Ohlin), globalization, and capital and labor flows.</p> <p>Critical analysis: Developing analytical skills to evaluate international economic policies and their impact</p> <p>Practical application: Linking theoretical concepts to contemporary issues such as financial crises, trade wars, or climate change.</p> <p>Research skills: Enhancing students' ability to conduct independent research and analyze case studies.</p>					Strategy
10. Course Structure					
Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Weeks	week
Exams, class participation, attendance, and report writing	The blackboard And the board	Concept and Importance Influencing Factors: Political, Economic, and Social.		3	week 1
Exams, class participation, attendance, and report writing	The blackboard And the board	International trade theories		3	week 2

Exams, class participation attendance, and report writing	The blackboard And the book	Global economic system		3	Week 3
Exams, class participation attendance, and report writing	The blackboard And the book	The global economy and globalization		3	Week 4
Exams, class participation attendance, and report writing	The blackboard And the book	International trade		3	Week 5
Exams, class participation attendance, and report writing	The blackboard And the book	International finance		3	Week 6
Exams, class participation attendance, and report writing	The blackboard And the book	Contemporary challenges and economic policies		3	Week 7
Exams, class participation attendance, and report writing	The blackboard And the book	Tourism in International Economic Relations		3	Week 8
Exams, class participation attendance, and report writing	The blackboard And the book	Tourism as an engine of the global economy		3	Week 9

Exams, class participation attendance, and report writing	The blackboard And the bo	Sustainable tourism and economic integration		3	Week 10
Exams, class participation attendance, and report writing	The blackboard And the bo	Challenges facing tourism international economic relations		3	Week 11
Exams, class participation attendance, and report writing	The blackboard And the bo	First semester exam		3	Week 12
Exams, class participation attendance, and report writing	The blackboard And the bo	Global economic fluctuations		3	Week 13
Exams, class participation attendance, and report writing	The blackboard And the bo	High production costs Lack of investment in infrastructure		3	Week 14
Exams, class participation attendance, and report writing	The blackboard And the bo	End of semester exam		3	Week 15
Second semester					
Exams, class participation attendance, and report writing	The blackboard And the bo	Political and geopolitical challenges Political and security tensions		3	Week 1

		Travel restrictions			
Exams, class participation, attendance, and report writing	The blackboard And the book	Changes in international relations		3	Week 2
Exams, class participation, attendance, and report writing	The blackboard And the book	Environment and social challenges		3	Week 3
Exams, class participation, attendance, and report writing	The blackboard And the book	Sustainable solutions.		3	Week 4
Exams, class participation, attendance, and report writing	The blackboard And the book	Economic analysis of international tourism economic relations		3	Week 5
Exams, class participation, attendance, and report writing	The blackboard And the book	Tourism and the balance of payments		3	Week 6
Exams, class participation, attendance, and report writing	The blackboard And the book	The importance of tourism in the balance of payments; mechanisms through which tourism affects the balance of payments.		3	Week 7

Exams, class participation attendance, and report writing	The blackboard And the board	Tourism and supporting economic growth		3	Week 8
Exams, class participation attendance, and report writing	The blackboard And the board	Tourism and economic integration		3	Week 9
Exams, class participation attendance, and report writing	The blackboard And the board	Second semester exam		3	Week 10
Exams, class participation attendance, and report writing	The blackboard And the board	Strategies to enhance the role of tourism in the balance of payments.		3	Week 11
Exams, class participation attendance, and report writing	The blackboard And the board	Improving the infrastructure environment		3	Week 12
Exams, class participation attendance, and report writing	The blackboard And the board	Promoting security and political stability		3	Week 13
Exams, class participation attendance, and report writing	The blackboard And the board	Diversifying tourism markets Developing global marketing campaigns		3	Week 14

Exams, class participation, attendance, and report writing	The blackboard And the book.	End of semester exam		3	Week 15
Course Evaluation . . .					
Exams, class participation, attendance, and report writing					
12. Learning and teaching resources					
		Gilpin, R. (2001). Global Political Economy: Understanding the International Economic Order. Princeton University Press.			
		Stiglitz, J. E., & Charlton, A. (2000). Fair Trade for All: How Trade Can Promote Development. Oxford University Press.			