



*First session-Bachelor's degree(Bachelor's) -Tourism*

### **Bachelor of Tourism**



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### Mission and Vision Statement

#### *Vision Statement*

We aspire to be a scientific department that contributes positively to the tourism sector and keeps pace with the demands of the labor market by instilling Skills and creative abilities in tourism managementSustainable.

#### *Message statement*

The tourism department seeks toProviding a distinguished educational environment and leading research programs in the fieldtoTourism studies, with a focus on developing academic and professional competencies, and providing students with the knowledge and skills necessary to enhance the tourism sector. In vital specialtiesAccording to the concept of sustainable development.

### Program specifications

|                      |                              |                       |           |
|----------------------|------------------------------|-----------------------|-----------|
| <b>Program code:</b> | Bachelor's degree in Tourism |                       | 240       |
| <b>period:</b>       | 4 levels, 8 semesters        | <b>How to attend:</b> | Full time |

Tourism is a social necessity and a fundamental need given the complexities of modern life. Furthermore, it constitutes a vital economic resource upon which many countries rely to build their economies. Activating tourism can increase national income, raise per capita income, and diversify the

production base. Iraq's religious and cultural landmarks can make tourism a solid foundation for the Iraqi economy, providing alternative resources to traditional sources that are dwindling over time. Therefore, revitalizing the tourism sector becomes an urgent necessity for restructuring the national economy and freeing it from the one-dimensional nature that characterized it in past decades. Qualified human resources to manage this sector are a crucial and fundamental element in achieving the goals of tourism.

This is where the role of the College of Tourism at the University of Kufa comes in, undertaking the task of preparing graduates who are scientifically and practically qualified, according to modern scientific curricula that reflect tourism development in the developed world. Level 1 students learn the fundamentals of tourism and are suitable for progressing to all programs within the tourism program range.

### **Program Objectives**

The management department aims Tourism To prepare graduates N To be successful in the business environment Tourism variable This is achieved by fulfilling the following main objectives:

**First goal:** Curriculum development in the Department of Management Tourism On a regular basis to ensure it keeps up with the latest developments in this field. Labor market requirements.

**Second goal:** Increasing the number of faculty members with advanced degrees in the field Tourism.

**Third goal:** Encouraging students of the Management Department Tourism To participate in scientific research activities by providing them with scientific research opportunities.

**Fourth goal:** Organizing workshops and seminars on Artificial intelligence and sustainability To develop students' skills in this field.

**Fifth goal:** Establishing partnerships with institutions and companies in the sector tourist Private to provide practical training opportunities for students.

### **Student learning outcomes**

| 1. Expected learning outcomes of the program                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Knowledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                              |
| <p>It enables students to learn about tourism phenomena and understand the methods and theories of tourism and economic sciences.</p> <ul style="list-style-type: none"> <li>• Using thinking tools in analyzing economic phenomena.</li> <li>• Understanding advanced topics in tourism sciences and deriving these sciences from economic, administrative, and accounting sciences..</li> <li>• Possessing knowledge in the use of scientific research tools in tourism sciences.</li> <li>• Understanding and comprehending economic and statistical tools in tourism sciences</li> <li>• Understanding the local, regional, and international tourism environment.</li> </ul> | <p>1- Providing basic knowledge of tourism sciences</p> <p>2- Analysis of the economic phenomena of tourism</p> <p>3- The ability to deduce knowledge through understanding the subjects.</p> <p>4- Cognitive awareness using scientific research tools.</p> |
| Skills                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                              |
| <p>* Describing tourism phenomena and analyzing the relationships related to the problem under investigation</p> <p>* The ability to link tourism phenomena to the laws governing them, in accordance with economic and accounting principles.</p> <p>* Analyzing problems using computer techniques and ready-made software packages.</p> <p>* Interpretation of quantitative analysis results according to statistical, mathematical, and macroeconomic methods</p> <p>Critique of the topics raised for discussion.</p>                                                                                                                                                        | <p>1- Deductive reasoning</p> <p>2- Analytical thinking</p> <p>3- Mathematical analysis and computation of problems</p> <p>4- Interpreting quantitative results</p>                                                                                          |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                              |
| Values                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                              |
| <p>* Continuously seeking the best means and methods to develop work in the tourism sector</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <p>1- Developing the desire to learn</p> <p>2- Instilling a spirit of initiative</p>                                                                                                                                                                         |

|                                                                                                                                                                                                                                                                                                                                                                         |                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>* Establishing human values through the scientific and humanistic concept of tourism sciences.</li> <li>* Focus on efficient communication and collaboration between departments to increase departmental performance</li> </ul> <p>Finding the best and most modern ways to increase the productivity of the tourism sector</p> | <p>3- Strengthening cooperation</p> <p>4- Perseverance</p> |
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## Credits, grades, and GPA

### **Credits**

(Name) University of (Name) follows the Bologna Process through the European Credit Transfer System (ECTS). The total number of ECTS credits for the degree program is 240, with 30 ECTS credits per semester. 1 ECTS credit is equivalent to 25 hours of student workload, including both structured and unstructured workload.

### **Labeling**

beforeIn the assessment, results are divided into two subgroups: pass and fail. Therefore, results are independent of students who failed the course. The grading system is defined as follows:

| GRADING SCHEME              |                  |                                |           |                                       |
|-----------------------------|------------------|--------------------------------|-----------|---------------------------------------|
| Grade chart                 |                  |                                |           |                                       |
| Group                       | Grade            | Appreciation                   | Marks (%) | Definition                            |
| Success Group<br>(50 - 100) | A – Excellent    | privilege                      | 90 – 100  | Outstanding Performance               |
|                             | B - Very Good    | very good                      | 80 – 89   | Above average with some errors        |
|                             | C – Good         | good                           | 70 – 79   | Sound works with notable errors       |
|                             | D – Satisfactory | middle                         | 60-69     | Fair but with major shortcomings      |
|                             | E – Sufficient   | acceptable                     | 50-59     | Work meets minimum criteria           |
| Fail Group<br>(0 – 49)      | FX – Fail        | Precipitate - Under processing | (45-49)   | More work required but credit awarded |
|                             | F – Fail         | Precipitate                    | (0-44)    | Considerable amount of work required  |
|                             |                  |                                |           |                                       |
| Note:                       |                  |                                |           |                                       |

Number Decimal places above or below 0.5 will be rounded to the higher or lower full mark (for example a mark of 54.5 will be rounded to 55, whereas a mark of 54.4 will be rounded to 54. The University has a policy NOT to condone “near-pass fails” so the only adjustment to marks awarded by the original marker(s) will be the automatic rounding outlined above.

### *Calculating the Cumulative Grade Point Average (CGPA)*

1. The cumulative grade point average is calculated by summing the points of each module multiplied by its ECTS system, all divided by the total ECTS system for the program.

The cumulative grade point average (GPA) for a 4-year bachelor's degree. Degree:

$$\text{Cumulative GPA} = [(1\text{st Unit Grade} \times \text{ECTS}) + (2\text{nd Unit Grade} \times \text{ECTS}) + \dots] / 240$$

## **Curriculum/Units**

### **Semester 1 | 30 ECTS | 1 ECTS = 25 hrs**

| Code     | Module                       | SSW<br>L | USSW<br>L | ECTS | Type | Pre-request |
|----------|------------------------------|----------|-----------|------|------|-------------|
| TOM111   | Basics of Travel and Tourism | 63       | 87        | 6.00 | C    |             |
| TOM112   | Basics of Accounting         | 63       | 87        | 6.00 | C    |             |
| TOM113   | principles of management     | 63       | 87        | 6.00 | C    |             |
| TOM114   | principles of Statistics     | 48       | 52        | 4.00 | B    |             |
| UNI- 103 | Computer                     | 33       | 42        | 3.00 | B    |             |
| TOM115   | Microeconomics of Tourism    | 48       | 77        | 5.00 | B    |             |

### **Semester 2 | 30 ECTS | 1 ECTS = 25 hrs**

| Code    | Module                        | SSWL | USSW<br>L | ECTS | Type | Pre-request |
|---------|-------------------------------|------|-----------|------|------|-------------|
| TOM121  | Principles of tourism         | 63   | 87        | 6.00 | C    |             |
| TOM122  | Principles of Accounting      | 63   | 87        | 6.00 | C    |             |
| TOM123  | Modern management             | 63   | 87        | 6.00 | C    |             |
| TOM124  | History of Iraqi civilization | 63   | 87        | 6.00 | B    |             |
| UNI-101 | English Language              | 33   | 17        | 2.00 | B    |             |

|         |                          |    |    |      |   |  |
|---------|--------------------------|----|----|------|---|--|
| UNI-104 | Human Rights & Democracy | 33 | 17 | 2.00 | S |  |
| UNI-102 | Arabic Language          | 33 | 17 | 2.00 | S |  |

### Semester 3 | 30 ECTS | 1 ECTS = 25 hrs

| Code    | Module                      | SSW<br>L | USSW<br>L | ECTS | Type | Pre-request |
|---------|-----------------------------|----------|-----------|------|------|-------------|
| TOM211  | Tourist Guidance            | 93       | 107       | 8.00 | C    |             |
| TOM212  | Tourist behavior            | 93       | 107       | 8.00 | C    |             |
| TOM213  | Operations Research by QSB  | 48       | 102       | 6.00 | S    |             |
| TOM214  | Professional ethics         | 63       | 37        | 4.00 | B    |             |
| UNI-204 | English Language            | 33       | 17        | 2.00 | S    |             |
| UNI-201 | Crimes of the Ba'ath regime | 33       | 17        | 2.00 | S    |             |

### Semester 4 | 30 ECTS | 1 ECTS = 25 hrs

| Code    | Module                          | SSWL | USSW<br>L | ECTS | Type | Pre-request |
|---------|---------------------------------|------|-----------|------|------|-------------|
| TOM221  | Tourist attractions             | 93   | 107       | 8.00 | C    |             |
| UNI-203 | Computer                        | 33   | 17        | 2.00 | S    |             |
| TOM222  | Sustainable tourism development | 93   | 107       | 8.00 | C    |             |
| UNI-202 | Arabic                          | 33   | 17        | 2.00 | S    |             |
| TOM223  | The overall tourism economy     | 63   | 87        | 6.00 | B    |             |
| TOM224  | Persian language                | 33   | 67        | 4.00 | B    |             |

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