



**Ministry of Higher Education and Scientific Research
University of Kufa
Faculty of Administration and Economics
Tourism Department**

**The scientific plan of the Department of Tourism for the
academic year**

2022-2021

University of Kufa
Faculty of Administration and Economics
Tourism Department

Scientific plan for the Department
Tourism

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Dean of the College

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Scientific plan of the Department of Tourism

Prepared by

Prof. Abdul Amir Abdullah Zwain

Head of Tourism Department

University of Kufa

Faculty of Administration and Economics

Tourism Department

2022

Organizational Structure of the Tourism Department

Department Board



Head of Department



Coordinator

Department Secretariat



Faculty of School

First: Tourism Department

The department was established as a branch in 2008 affiliated to the Department of Business Administration and then became an independent department in 2014, receives secondary education inputs and seeks to graduate human resources specialized in tourism management, and 112 students were accepted at the beginning of the academic year (2014-2015), and they were also graduated in the year (2017-2018) as the first batch in the tourism management. Also, the evening study was opened in the department in the academic year (2018-2019) to register graduates of the scientific, literary and tourism branches. During the undergraduate stage, the student learns a number of tourism knowledge skills such as foreign languages, the tourism industry, airline management and tourism and travel, organizing tourist trips, economic and administrative materials related to the tourism sector and others. It aims to qualify human resources specialized in modern tourism management.

Second: Vision of Department

The vision of the department is the excellence and competition in the field of tourism education and training and the exchange of specialized and academic experiences to ensure contemporary tourism education.

Third: Message of Department

The Department of Tourism at the College of Administration and Economics is working to graduate highly qualified human resources in the field of tourism studies, tourism guidance and hotel studies to be able to keep pace with the requirements of the local and regional labor market and are committed to the ethics and ethics of the profession through an academic and applied perspective. The department also works on leading the academic tourism specialization in the whole country, which leads to providing the outputs of the scientific departments in an appropriate manner for the labor market, as well as creating interaction between the academic and practical sides, focusing on the disciplines directly related to the tourism aspect, and the department also contributes to the development of

scientific research in the various fields of tourism to serve tourism development and community service.

Fourth: Objectives of department

The department aims to achieve the following:

- 1- Excellence in tourism education.
- 2- Joint cooperation between students, graduates, the field of tourism and the community.
- 3- The application of tourism business within the characteristics and requirements of the hospitality and tourism industry.
- 4- Professional training to provide students with work and communication skills in the tourism sector.
- 5- Demonstrating a high level of service quality in various tourism sectors.
- 6- Analyzing problems using qualitative and quantitative tools facing the tourism sector.
- 7- Providing the tourism sector with specialized and qualified human resources, scientifically and practically.

Fifth: Inputs of department

Our department receives its students according to the instructions set by the Ministry of Higher Education and Scientific Research, graduates of the two studies (practical and literary) and graduates of the first tourism institutes.

Sixth: outputs of department

Graduates of the Department of Tourism in our college obtain a bachelor's degree, which qualifies them to:

- 1 - Completion of the requirements for obtaining a higher diploma, a master's degree, and a doctorate.
- 2 - Work in the state's tourism institutions and the private sector.
- 3 - Working as tourist guides throughout the country.
- 4- Ensuring the graduation of batches of students capable of working in the tourism market and in all fields.

Seventh: Motives for holding the department

Rehabilitation of human resources specialized in the field of tourism guidance and training in how to deal with incoming tourists and familiarity with the customs and traditions that foreign tourists bring to the governorate. Working on how to preserve, and develop historical and cultural monuments and spread the tourism culture in the community Our department and its specialized teaching human resources depend on spreading tourism awareness among citizens and spreading the tourism culture through planning and holding scientific seminars and conferences specialized in tourism to introduce the elements of tourism in our country and to be a tributary for government tourism institutions.

Providing students in the department with various aspects of tourism knowledge, the skills and abilities that qualify them to how to deal with tourists, whether from Iraq or from other countries, and in a way that they can, through these knowledge, provide services to tourists about what our country possesses of antiquities dating back to the oldest civilizations of the world, the civilization of Mesopotamia.

**Eighth: Courses and Units for the Tourism Department
For the four stages**

Table (1) First Stage

| Code | Units No. | Practical | theoretical | Subject | ت |
|----------------------------|-----------|-----------|-------------|--------------------------------|----|
| TOMA111 | 4 | - | 2 | Administration Principles | 1 |
| TOMA105 | 4 | - | 2 | Principal of Accruement | 2 |
| TOMA103 | 4 | - | 2 | Principal of Accruement | 3 |
| TOMA113 | 4 | - | 2 | Statistics Principle | 4 |
| TOMA101 | 4 | - | 2 | Tourism Principle | 5 |
| TOMA106 | 4 | 2 | 1 | Computers | 6 |
| TOMA107 | 6 | 2 | 2 | Specification English Language | 7 |
| TOMA109 | 4 | - | 2 | Right Human | 8 |
| TOMA110 | 4 | - | 2 | Language Arabic | 9 |
| TOMA108 | 6 | 2 | 2 | Language Persian | 10 |
| (44) Total number of units | | | | | |

Table (2) Second Stage

| Code | Units No. | Practical | theoretical | Subject | ت |
|----------------------------|-----------|-----------|-------------|-------------------------------------|----|
| TOMA209 | 4 | - | 2 | Tourist behavior | 1 |
| TOMA203 | 4 | - | 2 | Tourism Geography | 2 |
| TOMA205 | 4 | - | 2 | Civilization and History of Iraq | 3 |
| TOMA403 | 4 | - | 2 | Travel Agency Management | 4 |
| TOMA210 | 4 | - | 2 | Macroeconomic | 5 |
| TOMA213 | 6 | 2 | 2 | English Language | 6 |
| TOMA207 | 4 | - | 2 | Tourism Guidance | 7 |
| TOMA212 | 6 | 2 | 2 | Language Persian | 8 |
| TOMA211 | 4 | - | 2 | Tourist Safety and Security | 9 |
| TOMA206 | 4 | - | 2 | Sustainable Development and Tourism | 10 |
| (44) Total number of units | | | | | |

Table (3) Third Stage

| Code | Units No. | Practical | theoretical | Subject | ت |
|----------------------------|-----------|-----------|-------------|--------------------------------------|----|
| TOMA301 | 4 | - | 2 | Tourism Planning | 1 |
| TOMA304 | 4 | - | 2 | Public Relations | 2 |
| TOMA305 | 4 | - | 2 | Cost Accounting | 3 |
| TOMA306 | 4 | - | 2 | Tourism Information | 4 |
| TOMA308 | 4 | - | 2 | Tourism Investment | 5 |
| TOMA303 | 4 | - | 2 | Management of Etiquette and Ceremony | 6 |
| TOMA310 | 6 | 2 | 2 | Language Persian | 7 |
| TOMA311 | 4 | - | 2 | Landmarks and Tourism attractions | 8 |
| TOMA314 | 6 | 2 | 2 | English Language | 9 |
| TOMA309 | 4 | - | 2 | Tourism Crises Management | 10 |
| (44) Total number of units | | | | | |

Table (4) Fourth Stage

| Code | Units No. | Practical | theoretical | Subject | ت |
|----------------------------|-----------|-----------|-------------|--|----|
| TOMA401 | 4 | - | 2 | HR Management | 1 |
| TOMA404 | 4 | - | 2 | Travel agency management | 2 |
| TOMA412 | 6 | 2 | 2 | English Language | 3 |
| TOMA402 | 4 | - | 2 | Feasibility study and Tourism Projects | 4 |
| TOMA408 | 4 | - | 2 | Information Technology | 5 |
| TOMA405 | 4 | - | 2 | Tourist Marketing | 6 |
| TOMA419 | 4 | - | 2 | Tourist legislation | 7 |
| TOMA409 | 4 | - | 2 | Research preparation methods | 8 |
| TOMA414 | 6 | 2 | 2 | Persian Language | 9 |
| TOMA420 | 4 | - | 2 | Religious culture | 10 |
| (44) Total number of units | | | | | |

**Ninth: Names, titles and specializations of the teaching staff in the
Department of Scientific Tourism for the academic year (2021-2022)**

| Specialization | Academic Specialization | Scientific title | Scientific certificate | Name | No. |
|----------------------------------|--------------------------------|-------------------------|-------------------------------|----------------------------------|------------|
| Tourism Science Management | Tourism Management | Prof. | Master | Abdul Amir Abdallah Kadhim Zuwen | .1 |
| Marketing | Business Management | Prof. | doctorate | Azhar Neama Abdul-Zahra | .2 |
| Economy | Economy | Assistant Prof. | doctorate | Hayder Majeed Abbood | .3 |
| Financial management | Business Management | Assistant Prof. | doctorate | Boshra Mohammed Sami | .4 |
| Tourism Geography | Geography | Assistant Prof. | doctorate | Ahmed Abdel Karim Kazem | .5 |
| Production Operations Management | Business Management | Assistant Prof. | doctorate | Maryam Ibrahim Al-Karaawi | .6 |
| organizational behavior | Business Management | Assistant Prof. | doctorate | Marwah Abdulkareem Mahmood | .7 |
| international economy | Economy | Assistant Prof. | doctorate | Akram Neama Ali | .8 |
| organizational behavior | Business Management | Lecturer | doctorate | Abdalmohsin Jawad Abdulhusein | .9 |
| organizational behavior | Business Management | Lecturer | doctorate | Mohammed Saleh Mahdi | .10 |
| Account | Account | Lecturer | doctorate | Hussien Kareem Jassim | .11 |
| Tourism Management | Tourism Management | Lecturer | doctorate | Adel Turki Farhan | .12 |
| organizational behavior | Business Management | Lecturer | Master | Samia Hani Ajil | .13 |
| Economic development | Economy | Lecturer | Master | Hind Ghanem Mohammed | .14 |
| organizational behavior | Business Management | Lecturer | Master | Hadeel Mohammed Al Qamusi | .15 |
| business economy | Economy | Lecturer | Master | Raed Jawad Kazem | .16 |

| | | | | | |
|----------------------|---------------------|--------------------|-----------|----------------------------|-----|
| Strategic management | Business Management | Lecturer | Master | Karar Muhammad Madloul | .17 |
| Tourism Management | Business Management | Assistant Lecturer | Master | Moataz Hamid Rahim | .18 |
| Ancient History | History | contract | doctorate | Khadija Hassan Ali Khashan | .19 |
| tourism planning | Tourism | contract | Master | Samer Nour Hussein | .20 |

Tenth: Implementation of the scientific plan

1 - Training After agreement with the advisory office in our college, a set of training programs were prepared in the tourism specializations to benefit the public and private tourism sectors, provided that they be implemented within a time schedule in agreement with the said office and the beneficiary. A plan was also developed to train the students of the fourth and third stages in Tariq Alaufiq Tourism Company during the spring break under the supervision of the professors of the department.

2 - Postgraduate studies pursuing the postgraduate program (higher diploma in tourism management) after completing all requirements by the department.

3 - Curricula: Introducing some specialized and applied lectures in the field of tourism to be added to the course description program, with an emphasis on video lectures.

4 - Research Directing professors to adopt scientific research related to presenting problems in the tourism sector and finding solutions and proposals for the advancement of the tourism sector.

5 - Authoring Follow-up to publishing houses about completing the printing of textbooks in the Tourism and Hotels Administration, which were sent to the publisher during the summer vacation, with copies of the college office supplied.

6 - Graduation research emphasizing that the fourth stage graduation research should be in tourism specializations exclusively.

7 – Websites: Activating the websites of the teachers and adopting (power point) lectures during the academic year with the publication of all the academic activities of the teachers in them.

8 - Educational Guidance: Adopting the educational guidance program in coordination with the Educational Guidance Unit in the college, with the guidance lecture installed in the weekly schedule and adherence to it.

9 - Curriculum System Approval of the Curriculum System Program for the first stage after the fundamental approval of the relevant authority.

10 - Scientific Workshops: An academic program has been developed for the scientific workshops that will be held by the Tourism Department in cooperation with the field of work and the beneficiary institutions, provided that the program of workshops begins immediately after the spring break.

11 - Scientific Trips and Visits a scientific trip to the book fair in the province of Najaf was made for a group of teachers in the department.

12 - Cooperation with employers: A cooperative plan has been developed with the field of tourism work, and the department's professors conduct training courses for workers in these institutions from the public and private sectors with the aim of raising performance efficiency and developing skills, including the Holy Shrine and Najaf International Airport and sending a survey of the opinions of the owners of tourism companies on the curricula and their suggestions.

13 - Graduates Follow-up Program: It was agreed to prepare a program to follow up graduates from the Tourism Department and help find job opportunities in agreement with the beneficiary and investment agencies in the governorate.

14 - Follow-up on the publication of scientific research for professors whose publication has already been accepted.

15 - Authoring: It has been suggested to complete the writing of the following methodological books:

| publisher | book type | Author(s) name(s) | Suggested book title | N0. |
|---|------------------|---------------------------------------|--|------------|
| Modern University Office/Arabian Egypt | methodical | Prof. Abdul Amir Abdullah Zwain | Management of tourism, travel and aviation companies | 1 |
| Modern University Office/Arabian Egypt | methodical | Prof. Abdul Amir Abdullah Zwain | Restaurant and conference management | 2 |
| Under writing | methodical | Lecturer. Raed Jawad Kazem | Tourism crisis management | 3 |

16 - Applied Studies Assigning each of the professors below to carry out studies within their specializations in conjunction with the field of work, and they are:

| the beneficiary | Study type | Name of professors | No. |
|--|--|--|------------|
| Al-Rafidain Center for Dialogue | Religious tourism in Najaf | Assistant Prof. Dr. Ahmed Abdel Karim Kazem | -١ |
| Directorate of Education of Najaf Governorate | The problem of e-learning in primary schools | Assistant Prof. Dr. Maryam Ibrahim Al-Karaawi Assistant Prof. Dr. Marwah Abdulkareem Mahmood Lecturer Dr. Mohammed Saleh Mahdi Lecturer. Samia Hani Ajil Lecturer Hind Ghanem Mohammed | -٢ |
| Ministry of Industry and Minerals | Use functional teams to integrate production and marketing for the purpose of product delivery precedence | Lecturer Dr. Abdulmohsin Jawad Abdulhussein | -٣ |

17 - Administrative plan

- a. Preparing the shortcomings of the classrooms.
- b. Completing the postgraduate hall.
- c. Completing the committees for quality, national classification, institutional accreditation, and the remaining committees formed.

//Appendix//

Timetable for the implementation of the scientific activities of the Department of Tourism 2021-2022

| implementers | timing | Activities | ت |
|--|--|---|----|
| <ul style="list-style-type: none"> - Consulting office at the College of Administration and Economics - Tariq al'ufuq company for Travel and Tourism. - Group of government and private tourism organizations. - Training courses for the upper holy shrine and the field of tourism work. | <p style="text-align: center;">spring Holiday Summer Holiday</p> | <p style="text-align: center;">Training</p> | -1 |
| The scientific committee in the department | The ninth month (2021) | Postgraduate Studies (Diploma in Tourism (Management | -2 |
| The scientific committee in the department | The ninth month (2021) | Curriculum development | -3 |
| <p>Fourth stage students under the supervision of the department professors.</p> <p>Subjects:</p> <ol style="list-style-type: none"> 1 - Quality of tourist service. 2 - Human resource planning in the tourism sector. 3 - Tourism marketing in the design of tourism programs. | <p style="text-align: center;">Graduation research (end of the fourth month)</p> <p style="text-align: center;">Tourism studies (end of the (third month</p> | <p style="text-align: center;">Applied - Research</p> <p style="text-align: center;">Each teacher presents research topics within the tourist subjects.</p> | -4 |

| | | | |
|---|--|-----------------------------|-----------|
| <p>4 - Economic development in the development of religious tourism. 5 - Financial management in activating the activity of the tourism sector. 6 - The effect of production efficiency on evaluating the performance of hotel departments. 7 - Behavioral relations in developing the vision of tourism work. 8 - The sensory effects of the tourist in organizing foreign tourism programs.</p> | | | |
| <p>Department professors + educational counselors for all grade levels</p> | <p>One hour per week within the academic schedule for the year (2021-2022)</p> | <p>educational guidance</p> | <p>-5</p> |
| <p>Department professors by - activating websites (video lectures + published research)</p> | <p>The first half of the school year (2021-2022)</p> | <p>websites</p> | <p>-6</p> |
| <p>Professors of the Department of Tourism, with a percentage of 40%, theoretical subject, 60% applied scientific subject Role-playing + case studies +) applications + trips + exercises)</p> | <p>Within the weekly schedule for the academic year (2021-2022)</p> | <p>Applied Courses</p> | <p>-7</p> |
| <p>-The role of tourism investment in infrastructure development. Prof. Abdul Amir Abdullah Zwain - The impact of urban behavior on sustainable tourism development. Assistant Prof. Dr. Ahmed Abdel - Karim Kazem - Intellectual wellness and its role in sustainable tourism. Lecturer Dr. Mohammed Saleh Mahdi - Behavioral dimensions in supporting the tourism product</p> | <p>The third month of academic year (2021-2022)</p> | <p>Scientific workshops</p> | <p>-8</p> |

| | | | |
|--|---|--|-----|
| Lecturer Karar Muhammad Madloul Tourism Industry Workshop Lecturer Raed Jawad Kazem | | | |
| All professors of the department are as follows: -The holy shrines. -Nearby archaeological and heritage cities. -hotels. -Tourism and travel companies. | Fourth month of the year (2021-2022) | Scientific trips and visits | -9 |
| Assistant Prof. Dr. Ahmed Abdel Karim Kazem | Open for participation in previous workshops and training during the year 2021-2022 | Cooperation with the field of tourism work | -10 |
| Assistant Prof. Dr. Ahmed Abdel Karim Kazem Lecturer. Raed Jawad Kazem Lecturer. Hadeel Mohammed Assistant Lecturer. Moataz Hamid Rahim | Open program during the academic year 2022-2021 | Graduate follow-up program | -11 |
| All course professors according to (Folder 2018) prepared by the respected scientific assistant in the Higher Education Program / University of Kufa. | Tenth month 2021 | Course Description | -12 |
| All teachers benefit from the observations of the last academic year and create a database of all the required information and overcome the deficiencies in the previous notes. | Ninth month 2021 | Quality Requirements | -13 |
| The scientific committee in the department benefited from the curriculum of the symposium that was held at the University of Kufa to clarify it and remove the national classification of Arab universities. | Tenth month 2021 | National Ranking | -14 |

| | | | |
|--|-----------------------------------|--|-----|
| Heading the department + the scientific committee in the department + faculty members, while completing the databases required for each teacher. | Beginning of the ninth month 2021 | Evaluate the performance of the teachers | -15 |
|--|-----------------------------------|--|-----|