



جامعة الكوفة

University of Kufa

First Cycle – Bachelor's Degree (B.me.) - Tourism Management

بكالوريوس – ادارة سياحة



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1. Overview

This catalogue is about the courses (modules) given by the program of Tourism to gain the Bachelor of Tourism Management degree. The program delivers (48) Modules with (6000) total student workload hours and 240 total ECTS. The module delivery is based on the Bologna Process.

نظرة عامة

يتناول هذا الدليل المواد الدراسية التي يقدمها برنامج السياحة للحصول على درجة بكالوريوس إدارة سياحة. يقدم البرنامج (48) مادة دراسية، على سبيل المثال، مع (٦٠٠٠) إجمالي ساعات حمل الطالب و ٢٤٠ إجمالي وحدات أوروبية. يعتمد تقديم المواد الدراسية على عملية بولونيا.

2. Undergraduate Courses 2024-2025

Module 1

Code	Course/Module Title	ECTS	Semester
TOM111	Basic of Travel and Tourism	6	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4		63	87
Description			
Religious tourism and positive effects on tourism - positive factors affecting foreign and international tourism, Islamic religious tourism. This unit focuses on the study of religious tourism, highlighting Islamic tourism. The positive influences that contribute to promoting international tourism are analysed, including economic and social factors. [8 hours] Natural and human factors in tourism - natural components, human components.			

Module 2

Code	Course/Module Title	ECTS	Semester
TOM112	Basic of Accounting	6	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4	0	63	87
Description			

Teaching students to research the basics of accounting and linking them to scientific vocabulary and presenting them in order and historical sequence (hours).

- Urging students to be objective in discussions about the basics of accounting and its role in enhancing the tourism aspect (hours).
- Secondly, teaching students the mechanism of scientific thinking, analysis and inference. [Hours].
- Brainstorming that contributes to providing the student with the opportunity to discuss and present ideas (hours).
- Monthly exams - Daily and surprise exams.

Module 3

Code	Course/Module Title	ECTS	Semester
TOM113	principles of management	6	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
3	1	63	87
Description			
indicative contents part one :- Know the concept of management, management is a science....And art, elements of the administrative process .Director roles (16s). The second part : Areas of management, management and its relationship with other sciences, management and its relationship with other sciences The environment and its impact on management (16s). The third part : Management ...Its values and ethics Management and social responsibility The challenges of modern management Administrative thought and its development (14s). Classical school Behavioral school Modern schools (12s). Review and testing (2x)			

Module 4

Code	Course/Module Title	ECTS	Semester
TOM114	principles of Statistics	5	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
2	1	48	52

Description
1. Using modern strategies in teaching (cognitive and metacognitive strategies). 2. Brainstorming strategy. 3. Discussion strategy. 4. Using modern educational models in teaching. 5. Assigning students some activities and homework and applying them in the Classroom 6. Allocating a percentage of the grade for extracurricular activities. 7. Managing the lecture and the educational process in a way that makes students feel the importance of organizing time 8. Benefiting from electronic classes to enhance communication between the professor and the student 9. Applying actual class procedures in electronic classes from assignments, reports, daily, monthly and final exams.

Module 5

Code	Course/Module Title	ECTS	Semester
UNI- 103	Computer	2	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
1	1	33	42
Description			
The main strategy that will be followed in delivering this unit is to encourage students' participation in discussions, while at the same time refining and expanding their thinking and daily participation skills as well as refining their computer skills. This will be achieved through interactive classes and lessons.			

Module 6

Code	Course/Module Title	ECTS	Semester
TOM115	Micro Economics Of Tourism	5	1
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4		48	77
Description			
1. Interactive lectures: by encouraging discussions among students to exchange ideas and opinions. 2. Case studies: They are used to address the imbalances occurring in the tourism sector through economic tools that contribute to solving these problems through scientific research. 3. Group work: asking students to submit group works that contribute to supporting the tourism sector			

and its activities.

4. Assignments and tasks: Asking students to perform assignments that help them understand and analyze the content of the subject.

5. Presentations: Encourage students to present seminars on specific topics to enhance presentation and communication skills.

Module 7

Code	Course/Module Title	ECTS	Semester
TOM121	Principles of tourism	6	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4		63	87
Description			
Definition of tourist regions, classification of regions based on geographical location and distinctive tourism activities, analysis of global and regional tourist regions. [4 hrs] The importance of the feasibility of the tourism industry in tourism, how to plan tourism events and activities, time management strategies and organizing tourism events. The role of tourism in the global and local economy, how tourism affects national income and hard currencies, analysis of examples from different countries. [10 hrs] The impact of tourism on the labor market, jobs created by tourism in different sectors, strategies for enhancing job opportunities through tourism.			

Module 8

Code	Course/Module Title	ECTS	Semester
TOM122	Principles of Accounting	6	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
3	1	63	87
Description			
- Teaching students to research the basics of accounting and linking them to scientific vocabulary and presenting them in order and historical sequence (hours). - Urging students to be objective in discussions about the basics of accounting and its role in enhancing the tourism aspect (hours). - Secondly, teaching students the mechanism of scientific thinking, analysis and inference. [Hours]. - Brainstorming that contributes to providing the student with the opportunity to discuss and present ideas (hours). - Monthly exams - Daily and surprise exams.			

Module 9

Code	Course/Module Title	ECTS	Semester
TOM123	Modern management	6	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
3	1	63	87
Description			
This course includes the study of Management in general and the foundations and concepts of Business Administration in particular by providing an integrated concept and framework for the principles of Business Administration that includes the foundations and elements of the administrative process used in organizations and institutions of various types: planning, decision-making, organization, coordination, leadership, motivation and incentives, administrative communications, control and the nature of			

Module 10

Code	Course/Module Title	ECTS	Semester
TOM124	History of Iraqi civilization	6	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4		63	87
Description			
General Objectives: 1- By the end of the semester, students are expected to learn the following: - Historical concepts and terms related to this period of ancient Iraqi history - The most famous ancient empires that arose in ancient Mesopotamia - The concept of laws and regulations that concerned the life of the ancient Iraqi individual - The most prominent civilizational features related to the civilization of Mesopotamia during this era - Specific skill objectives of the course 1- To recognize the civilization of ancient Mesopotamia 2- The importance of utilizing ancient historical features in developing the Iraqi tourism sector 3- To identify the challenges faced by the student and work on addressing them			

Module 11

Code	Course/Module Title	ECTS	Semester
UNI -101	English Language	2	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
1	1	33	17
Description			
Teaching and learning methods include:			

- * Giving lectures and presenting PowerPoint.
- * Student participation.
- * Provoking educational ideas.
 - * Brainstorming.
- * Practical examples.
- * Role-playing.

Consist of: Evaluation methods

- * Theoretical tests.
- * Practical tests.
- * Oral exams.
- * Quizzes.

Module 12

Code	Course/Module Title	ECTS	Semester
UNI-104	HUMAN RIGHTS & DEMOCRACY	2	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
2		33	17
Description			
A- Knowledge Objectives • Knowledge and understanding of human rights • Knowledge and understanding of public freedoms and democracy B - Course Skills Objectives • Knowledge of human rights and duties and public freedoms • Knowledge of democracy			

Module 13

Code	Course/Module Title	ECTS	Semester
UNI -102	Arabic Language	2	2
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
2		33	17
Description			
The main strategy to be followed is to encourage students to participate effectively and train them on exercises that facilitate memorizing and applying the important rules of the Arabic language, and this is achieved through follow-up and evaluation during the classes			

Module 1

Code	Course/Module Title	ECTS	Semester
TOM211	Tourist Guidance	8	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
6		93	107
Description			
A .Knowledge and Understanding A1- To highlight the important role of the tour guide in the success of the tourism sector A2- Determining the important means and tools that will develop and improve the capabilities of tour guides A 3- Providing students with the necessary information and experiences in order to qualify them for future guidance work A4- Providing the student with moral ideals that must be adhered to when dealing with various tourist groups.			

Module 2

Code	Course/Module Title	ECTS	Semester
TOM212	Tourist behavior	8	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
6		93	107
Description			
Introducing the behavior of the tourist and its importance in the related tourism sector and studying its motives and trends Study the behavior of the tourist and how to deal with it Study the most important theories of tourist behavior and motives Knowledge of behavioral areas used in tourism organizations			

Module 3

Code	Course/Module Title	ECTS	Semester
TOM213	Operations Research by QSB	6	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
3		48	102
Description			
1. التعرف بالمفاهيم الأساسية لبحوث العمليات 2. الاطلاع على مصادر المعلومات المتعلقة بالمشاكل الصناعية والتجارية 3. القدرة على ايجاد الطرق المناسبة لاتخاذ القرارات المناسبة للحصول على امثل حل. 4. القدرة على معرفة حلول المسائل والحصول على الحل الامثل (تعظيم الارباح او تخفيض التكاليف) 5. التعرف على مفاهيم النقل والتخصيص ومعرفة الحلول المثلى . 6. التعرف على مفاهيم شبكة المشروع وكيفية الحصول على الفترة المثلى لإنجاز المشروع.			

Module 4

Code	Course/Module Title	ECTS	Semester
TOM214	Professional ethics	4	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4		63	37
Description			
1- At the end of the chapter, students are expected to have learned the following:- 2- Concepts and foundations of professional ethics. 3- What are the commendable and uncommendable ethics of employees? 4- The concept of a group, its types, characteristics, and effectiveness. 5- Other concepts related to professional ethics in tourism organizations. The specific skill goals of the course 1- Understanding the nature of the relationship between the manager and the employees in terms of applying the concept of professional ethics. 2- The importance of supporting professional ethics and its impact on the general situation economically, socially, and culturally. 3- Developing the work of tourism companies through training and holding seminars related to how to deal with tourists in tourism. 4- Identifying the most important work pressures and striving to reduce them to the least extent possible. 5- How to identify the tourism trends used in tourism organizations to ensure the success of the tourism sector in the country.			

Module 5

Code	Course/Module Title	ECTS	Semester
UNI-204	English Language	2	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
2		33	17
Description			
a. to enable the learner to communicate effectively in real life situations. b. to use English effectively for study purpose across the curriculum and career. c. to develop the use of the four language skills i.e. Reading, Listening, Speaking and Writing. d. Developing the student's abilities to translate life situations by making him a good listener of clear and correct language e. Developing the student's scientific and linguistic skills and enhancing his / her abilities to deal with the tourism process in an advanced scientific manner.			

Module 6

Code	Course/Module Title	ECTS	Semester
UNI-201	Crimes of the Ba'ath regime	2	3
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
2		33	17
Description			
1. Raising student awareness about the crimes of the Baath Party against citizens and understanding the types of crimes committed in Iraq socially, environmentally, and economically. 2. Raising student awareness about the importance of documenting the violations and crimes committed by the Baath Party against individuals and groups in Iraq. 3. Raising awareness about the importance of identifying the direct and indirect responsible for the violations in preparation for holding them accountable legally. 4. Raising student awareness about the importance of supporting transitional efforts and contributing to achieving transitional justice and national reconciliation efforts. 5. Enhancing historical awareness among future generations about the nature of destructive humanitarian crimes. 6. Raising student awareness about the environmental crimes committed by the former Baath regime.			

Module 7

Code	Course/Module Title	ECTS	Semester
TOM221	Tourist attractions	8	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
6		93	107
Description			
Cognitive goals 1- At the end of the semester, students are expected to have learned the following: 2- Concepts and foundations of tourism effects. 3- What are the types of archaeological tourist cities? 4- Concepts about historical eras. 5- Other concepts related to Near Eastern civilizations.			

Module 8

Code	Course/Module Title	ECTS	Semester
UNI-203	Computer	2	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
2		33	17
Description			
1- Teaching students to work on computers. 2- Teaching students operating programs that will help them in the future. 3- Helping students manage the digital aspects of tourist facilities and destinations.			

Module 9

Code	Course/Module Title	ECTS	Semester
TOM222	Sustainable tourism development	8	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
6		93	107
Description			
1.Understanding the emergence and development of sustainable tourism through the study of historical, social, and economic factors that have influenced its evolution. 2.Identifying and analyzing the factors affecting sustainable tourism and its development over time. 3.Comprehending the concept of sustainable tourism and recognizing future needs for tourism development and sustainability.			

4. Identifying strengths and weaknesses within the internal and external environment, addressing weaknesses, and enhancing strengths to achieve a competitive advantage in the tourism sector.
5. Examining different patterns of tourism and analyzing the characteristics of each type.
6. Analyzing the positive factors that influence sustainable tourism.
7. Exploring the impact of technological means and human resource development on tourism growth and sustainability, as well as identifying their components and effects.
8. Studying the natural and human resources that contribute to attracting tourists.
9. Understanding the concept of tourism types and their role in enhancing the tourism sector.
10. Identifying ways to create market share in the tourism sector while taking into account the achievement of benefits for society and the environment, and safeguarding the rights of future generations.

Module 10

Code	Course/Module Title	ECTS	Semester
UNI-202	Arabic	2	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
2		33	17
Description			
1- تدريس الطلبة لاجل اتقان التكلم باللغة العربية 2- تعليم القواعد المهمة للغة العربية التي تمس اختصاصهم 3- مساعدة الطلاب في معرفة مواضيع الصح والخطا في استعمالات اللغة العربية			

Module 11

Code	Course/Module Title	ECTS	Semester
TOM223	the overall tourism economy	6	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
4		63	87
Description			
A .Knowledge and Understanding A- Cognitive goals A1- Teaching students on the importance of economic theory in daily life and for the international economy			

Teaching students on the importance of economic planning for the future
A3- Preparing students and making them able to manage the economics of tourism

Module 12

Code	Course/Module Title	ECTS	Semester
TOM224	Persian language	4	4
Class (hr/w)	Lect/Lab./Prac./Tutor	SSWL (hr/sem)	USWL (hr/w)
2		33	67
Description			
Cognitive goals 1- At the end of the semester, students are expected to have learned the following: 2- Grammar and foundations of the Persian language. 3- What is the Persian language? 4- Other concepts related to the Persian language. .			

Contact

Program Manager: Mohammed Saleh Mahdi

John Smith | Ph.D. in Biology | Assistant Prof.

Email: Mohammeds.alasdy@uokufa.edu.iq

Mobile no.:07816032915

Program Coordinator: Mohanad Abdul Abbas Jassim

John Smith | Ph.D. in Biology | Assistant Prof.

Email: Mohanada.jasim@uokufa.edu.iq

Mobile no.:07813057473