



Course Specification

Course name: Tourist guiding Course Code: FRE 102	Program: General Academic level: General Semester: First
Specialization: General	Number of studying units: Theoretical: (3) Practical: (0)

• Intended Learning Outcomes of Course (ILOs):

a) Information and concepts:

A/1 Mention the types of traditional and modern tourism. A/2 Learn about ecotourism and sustainability in environmental resources. A/3 Learn about tourism development and its objectives. A/4 identifies the differences between traditional and sustainable tourism development. A/5 Get to know the elements of tourism in Egypt.

A/6 Recognize the role of the media in tourism development, with a focus on the role of television in this field. A/7 defines the requirements for the success of tourism media. A/8 distinguishes the differences between direct and indirect tourism content. A/9 Recognizes models of touristic satellite channels. A/10 defines the role of social media in promoting tourism with different strategies.

b) Intellectual skills:

B\1 concludes that the media is linked to tourism in order to present a positive image of a country. B\2 distinguishes between the concept of tourism media and the concepts of marketing and advertising. B/3 analyzes the difference between internal and external tourism patterns. B/4 Criticizing the role of the media in developing tourism. B/5 Inferring on the success and failure factors of tourist satellite channels' experiences.

c) Professional and practical skills:

C/1 Design an advertising campaign to stimulate tourism in Egypt. C/2 Use appropriate promotional methods to display important touristic places. C/3 use social media to promote Egyptian tourism.

d) General and transferable skills:

D/1 using the Internet to collect information. D\2 Presenting everything that is new in an attractive way.

• Course Content:

1- The concept of tourism, its definitions and types of traditional tourism. 2- Types of modern tourism. 3- Ecotourism: its concept, its role in achieving the idea of sustainability and the role of countries in achieving it. 4- Tourism development concept, its objectives & considerations for achieving it. 5- Tourism in Egypt. 6- Defining tourism media and the role of the media in tourism development. 7- Mid-term exam. 8- Specialized Arab and foreign tourist satellite channels. 9- Tourism media and their various advantages. 10- Tourism and digital media. 11- Media and Tourism Crisis Management. 12- Tourism Marketing Strategies. 13- Tourism and the Covid-19 pandemic. 14- Review. 15- Final exam.

• Teaching and Learning Methods:

5/1 The lectures. 5/2 PowerPoint presentations. 5/3 Discussions during the lecture. 5/4 Provide illustrative videos for students to clarify the various tourist information contents.

• Student Assessment Methods:

7/1 The mid-term written test. 7/2 Assignments to assess the student's ability to research and investigate. 7/3 discussion and participation in the lecture. 7/4 Written test at the end of the semester.