



Course Syllabus
According to JORDAN National Qualification
Framework (JNQF)

Course Name: Tourism Translation

Course Number: 01084171

General Course Information:

Course title	Tourism Translation
Course number	01084171
Credit hours	3 credit hours
Education type	Blended (2+1)
Prerequisites/corequisites	01083132
Academic Program	English Language/ Translation
Program code	08
Faculty	Faculty of Arts
Department	Department of English Language/ Translation
Level of course	41
Academic year /semester	2023/2024 (First semester)
Awarded qualification	BA in English Language/ Translation
Other department(s) involved in teaching the course	Department of English Language & Literature
Language of instruction	English
Date of production/revision	16/10/2023

Course Coordinator:

Coordinator's name	Dr. Bassam Saideen
Office No	English Dept. Office
Office Phone extension number	Ext. 2381
Office Hours	Sun. Tues. (11-01) Wed. Mon. (02-03)
Email	bassam.alsaideen@iu.edu.jo

Other Instructors:

Coordinator's name	
Office No	
Office Phone extension number	
Office Hours	
Email	

Course Description (English/Arabic):

English	<ul style="list-style-type: none">Introducing the features of English and Arabic tourism texts.Improving translation skills in the field of tourism translation.Practicing translation of different types of tourism documents (websites, brochures, videos etc.) from English into Arabic and vice versa, tourism terminology.
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Arabic	<ul style="list-style-type: none"> التعرف إلى سمات النصوص السياحية في الإنجليزية والعربية. صقل مهارات الترجمة في مجال الترجمة السياحية. ممارسة ترجمة أنواع مختلفة من الوثائق السياحية (المواقع الإلكترونية، النشرات التعريفية، الفيديوهات، الأشرطة المرئية المسجلة إلخ) من الإنجليزية إلى العربية وبالعكس، علاوة على دراسة المصطلحات السياحية.
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Textbook: Author(s), Title, Publisher, Edition, Year, Book website.

Sulaiman, M. Z., & Wilson, R. (2019). *Translation and tourism*. Springer Singapore.
<https://link.springer.com/book/10.1007/978-981-13-6343-6?noAccess=true>

References: Author(s), Title, Publisher, Edition, Year, Book website.

Gambier, Y., & Van Doorslaer, L. (Eds.). (2010). *Handbook of translation studies* (Vol. 1). John Benjamins Publishing.

Course Educational Objectives (CEOs):

1.	Recognize the features, techniques and terminology of the Language of tourism.
2.	Enhance the students' ability to analyze and translate tourism texts.
3.	Translate different tourism promotional materials (websites, brochures, videos etc.) from English into Arabic and vice versa.

Intended Learning Outcomes (ILO's):

1.	Intended Learning Outcomes (ILO's)	Relationship to CEOs	Contribution to PLOs	Bloom Taxonomy Levels*	Descriptors**
2. A	Knowledge and Understanding:				
3. A1	Develop student's competence in both oral and written communication in the field.	2	1,2	2	K
4. B	Intellectual skills:				
5. B1	Acquire some skills in the field of tourism translation.	2&3	4	2	S
6. C	Subject specific skills:				
7. C1	Be in a better position to work as a tourist guide.	1,2&3	3,4	3	C
8. D	Transferable skills:				
9. D1	Come to grips with terminology of different types of tourism	1	2,3	1	K

***Bloom Taxonomy Levels**

Level #	1	2	3	4	5	6
Level Name	Knowledge	Comprehension	Application	Analysis	Evaluation	Synthesis

** Descriptor (National Qualification Framework Descriptors): K : Knowledge, S: Skill, C: Competency.

Program Learning Outcome (PLOs):

Program Learning Outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the knowledge, skills, and behaviours that students acquire as they progress through the program. A graduate of the (English Language and Translation) program will demonstrate:		Descriptors**		
		K	S	C
1.	Acquiring the basic oral skills in English	✓		
2.	Getting the knowledge needed in the domain of oral and written translation	✓		
3.	Understanding other related knowledge disciplines	✓		
4.	Having the ability to adapt to various work environments and conditions		✓	
5.	Having the ability to communicate in various ways and methods.			✓
6.	Having the ability to solve problems in the field of translation			✓
7.	Having the ability to analyze various texts.		✓	
8.	Reinforcing and developing critical thinking skills			✓

** Descriptors according to the national qualifications framework (K: knowledge, S: skill, C: Competency)

Weekly Schedule (please choose the type of teaching)

✓ Blended (2+1)

Week	First Lecture (Face- to- Face)	Second Lecture (Face- to- Face)	Third Lecture (Asynchronous)	Ach. ILOs	Ach. PLOs	Descriptors* *
1	Orientation Translating Tourism Promotion	Translating Tourism Promotion	Asynchronous Activity	A1	3	K
2	Understanding Tourist Motivation	Understanding Tourist Motivation	Asynchronous Activity	A1	3	K
3	Understanding Tourist Motivation Defining Tourism Promotional Materials	Understanding Industry Persuasion The Features of the Language of Tourism Promotion	Asynchronous Activity	A1	2,3	K
4	Understanding Industry Persuasion	Understanding Industry Persuasion	Asynchronous Activity	D1	2,3	C

5	The Role of Culture in Tourism Advertising	Tourism Promotional Materials (Defining Tourism Promotional Materials)	Asynchronous Activity	C1	2,3	K
6	The Language of Tourism Promotion	the Language of Tourism Promotion	Asynchronous Activity	B1	1	K
7	Features and Techniques of the Language of Tourism Promotion	Tourism Promotional Materials Across Languages and Cultures	Asynchronous Activity	B1	3	S
8	Tourism Promotional Materials Across Languages and Cultures	Tourism Promotional Materials Across Languages and Cultures	Asynchronous Activity	D1	3	S
		Midterm Exam				
9	Translation Process and Procedure (General) Translation Process and Procedure (Tourism-Oriented)	Jordanian Cityscapes in Translation	Asynchronous Activity	D1	3	S
10	Adventure Tourism (Performancescapes)	Performancescapes in Translation	Asynchronous Activity	D1	2,3	C
11	Jordanian Adventure Tourism in Translation	Jordanian Adventure Tourism in Translation	Asynchronous Activity	C1	3	S
13	Jordanian Tourism in Translation (webistes)	Jordanian Tourism in Translation (brochures)	Asynchronous Activity	C1	2	S
14	Revision					
15	Final exam					

* K: Knowledge, S: Skills, C: Competency

Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

- (3 hrs Blended 2 + 1)
- Videos
- Discussion
- Quizzes
- Assignments
- Other Interactive online activities

Course Policies:

A- Attendance policies:

The maximum allowed absences is 15% of the lectures.

B- Absences from exams and handing in assignments on time:

Midterm exam can be retaken based on approval of excuse by the instructor's discretion.

Not handing assignment on time will incur penalties.

C- Academic Health and safety procedures

D- Honesty policy regarding cheating, plagiarism, and misbehaviour:

Cheating, plagiarism, misbehaviour will result in zero grade and further disciplinary actions may be taken.

E- Grading policy:

- All homework is to be posted online through the e-learning system.
- Exams will be marked within 72 hours and the marked exam papers will be handed to the students.
- Assignments & Quizzes 30 %
- Midterm 20 %
- Final Exam 50 %

F- Available university services that support achievement in the course: **E-Learning Platform, Labs, Library.**

Required equipment:

- **PC / Laptop**
- **Internet Connection**
- **Access to the IU E-Learning Platform at: <https://elearn.iu.edu.jo/>**
- **Satisfaction questionnaires for online and face-to-face learning**
- **Training**

Assessment Tools implemented in the course:

- Final Exam
- Midterm Exam
- Quizzes
- Homework

Responsible Persons and their Signatures:

Course Coordinator	Dr. Bassam M. Saideen	Completed Date	16/10/ 2023
		Signature	
Received by (Department Head)	Dr. Aseel Shbeikat	Received Date	/ /
		Signature	