



Course description

Course Title: tourist guidance Course ID: FRE102	Level: general Program : general
Credit Units: 3 units (-) Practical (3) Theoretical	Specialization: General

A) Targeted Learning Outcomes:

- **Information and concepts:**

- Mention the definitions of tourism and its traditional and modern types.
- To know the concept of tourism development and considerations for its realization.
- It identifies the differences between traditional and sustainable tourism development and the tools used to achieve sustainability in tourism.
- learn about the situation of tourism in Egypt from its various elements.
- Familiar with the situation of Egyptian tourism since 2010 until now and the changes that have occurred in it

During this important period

- Recognize the role of the media in tourism development with a focus on . the role of television in .this field

- defines the concept of tourism media and the requirements for the success of this type of specialized media.
- Learn the differences between direct and indirect tourist content.
- Recognize models of Arab and foreign tourism satellite channels.
- Criticizes the role of social media in serving tourism and promoting it with strategies.

Mental Skills:

- The relationship between the media and tourism, and analyzes the media's presentation of positive images about the country.
- analyze the difference between traditional and modern tourism.
- It analyzes and critiques the role of the media in tourism development.
- Criticizes and analyzes the various touristic contents that it is exposed to through the media and how it can contribute to the service of tourism.

- The success and failure factors of the experiences of specialized tourism channels.
- The future situation of the Egyptian tourism is deduced by analyzing the reality of the practice of the media in relation to the tourism sector.
- It analyzes the vision of both media and tourism experts in the tourism sector in Egypt and how the media is used in the development of Egyptian tourism.

c) Professional Skills:

- Dealing with the tourism potentials in Egypt in a different and renewable way .
- Uses appropriate promotional methods to display important tourist places.
- Uses social media to promote Egyptian tourism

It discusses a future vision for using traditional and new media for tourism development.

General skills:D

- Uses social media activities to promote tourism.
- Uses the various sources to increase the field of tourism.
- Acquires the skill of working within the team spirit.
- Acquire the skill of presenting and presenting ideas that are designed to stimulate Egyptian tourism.

Content:

Week	topics	Hours of teaching
1	The concept of tourism, and the types of traditional tourism	3
2	Types of new tourism	3
3	The concept of environmental tourism , and its role in achieving the idea of sustainable and the role of countries in achieving this.	3
4	Understanding of developmental tourism , its goals, its considerations, its right, and the differences between Transitional and sustainable development	3
5	Tourism in Egypt, its components, attention to it, tourism conditions from 2010 until now	3
6	Media and its role in tourism development, the definition of tourism media and the requirements of its success, television and its role in tourism development.	3
7	Mid-term exam	1
8	Arab and foreign specialized channels "about them and their origin, their goals, their programs, the factors of their success or failure"	3

9	A future view of the use of media in tourism development and experts' vision Egyptian tourists	3
10	Egyptian media experts' vision of the role of the media in achieving the development of the media in Egypt.	3
11	General proposals to promote the tourism sector in Egypt and proposals for the use of communication in support of tourism development with the development of a media plan to create Egyptian tourism	3
12	Presentations of students' ideas to use social media in development the tourism.	3

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► **learning methods:**

- Lecture
 - presentations in the Lecture (powerpoint)
 - discussion during the lecture
 - present explaining videos to students.

• **evaluation system:**

- Mid-term test.
- assessments.
- discussing and participating in the lecture.
- final exam.