



Ministry Of Education Umm Al-Qura University	وزارة التعليم جامعة أم القرى
University Vice Presidency for Educational Affairs English language Centre	وكالة الجامعة للشؤون التعليمية مركز اللغة الإنجليزية

Course Specifications

Course Title:	Tourism
Course Code:	ELCE2211
Program:	Bachelor's in Tourism and Hotel Management
Department:	English Language Centre
College:	English Language Centre
Institution:	Umm Al Qura University

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A. Course Identification

1. Credit hours: 4
2. Course type
a. University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 5 th level
4. Pre-requisites for this course (if any):
English Language 1, English Language 2 and English Language 3.
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	12 hours per week	75%
2	Blended	16 hours per week	100%
3	E-learning	4 hours per week	25%
4	Distance learning	0	0
5	Other	0	0

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	(16 hours) X (10 weeks)
2	Laboratory/Studio	0
3	Tutorial	0
4	Others (specify)	0
	Total	160 hours

B. Course Objectives and Learning Outcomes

1. Course Description

Tourism is an English for Specific Purposes (ESP) course. All students who are admitted to the Bachelor's in Tourism and Hotel Management Department are required to take this course in the fifth semester of the second year of their program. The course is offered in 10 weeks with a 16-hour-per week teaching plan covering a wide range of topics relevant to tourism and hospitality. It also intends to develop students' knowledge and ability of English language in all major skills which include reading, writing, listening, and speaking, as well as in sub-skills including vocabulary, and pronunciation.

2. Course Main Objective

The main objective of the course is to provide students with the specific English including terminology, linguistic knowledge and communicative skills in tourism.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	<p>Recognize and understand key words when listening, including correct stress and pronunciation of key words and phrases and show understanding of the content of the course.</p> <ul style="list-style-type: none"> - listen for the main ideas and understand details of talks, lectures, conversations, discussions and seminars - listen for and recognize fixed phrases from academic English and fixed phrases from tourism and hospitality English - recognize signpost language in a lecture - recognize stress within multi-syllable words; the use of stress for different purposes (e.g. giving an example, adding points, emphasizing a major point) 	
1.2	<p>Recognize and use vocabulary items in general and academic contexts, including:</p> <ul style="list-style-type: none"> - learning to pronounce words with the international phonetic alphabet - being aware of related words and their meanings in different contexts, e.g. <i>package</i> in general English and <i>package</i> in tourism - being aware of and building word families by using an English-English dictionary - understand synonyms, antonyms, hypernyms and vocabulary sets - using linking words to link ideas in a text, e.g. <i>whereas, although, consequently</i> - being aware of importance of linking words in academic texts, and develop their range and use 	
2	Skills:	
2.1.1	<p>Demonstrate comprehension of simple and complex written texts through applying the skills of scanning, skimming, guessing from context and through recognizing linking words.</p> <ul style="list-style-type: none"> - identifying main points of paragraphs, and making notes on the details to facilitate summarizing or paraphrasing later - identifying arguments and support - discerning attitude and stance in a text - recalling key information 	
2.1.2	<p>Compose short texts and edit/revise work by:</p> <ul style="list-style-type: none"> - studying an essay plan (descriptive, analytical, comparison, argumentative) and follow it to write an essay - using subject, verbs and complements correctly; use linking phrases to link ideas, - writing a summary, a mission statement, a case study, research questions, topic sentences and concluding paragraphs - learning to paraphrase and rewrite written texts from the active to the passive - writing citations and references for books, journals and websites - rereading and proofread to improve a finished text 	
2.1.3	<p>Communicate effectively in group discussions, presentations and while giving short talks by:</p> <ul style="list-style-type: none"> - discussing familiar and unfamiliar topics and taking part in discussions and seminars on lecture topics and content - giving short presentations to pairs and the whole class and talking about research findings 	
2.2	<p>Critical Thinking</p> <ul style="list-style-type: none"> - develop well-built arguments - analyze sources of information when conducting research and interpret the results of a survey - understand the links between ideas - organize ideas in a logical, systematic way 	
2.3	<p>Communication, Information Technology, Numerical</p> <ul style="list-style-type: none"> - research, discuss and present information 	

CLOs		Aligned PLOs
	- describe and give personal opinions on a variety of topics - express general beliefs	
3	- Values:	
3.1	Foster academic integrity and develop life-long learning strategies to prepare students for academic study in the discipline of Tourism and Hospitality.	
3.2	Develop students' ability to learn independently and assess their own learning.	
3.3	Develop the ability to cooperate with and learn from peers.	

C. Course Content

No	List of Topics	Contact Hours
1	What is tourism? Definition of tourism; Aspects of tourism Preparing for a lecture Understanding lecture organization Choosing a note-taking format; Listening and taking notes Speaking from notes	13
2	?What's your kind of tourism Types of tourism Using research questions to focus on relevant information; Using topic sentences to get an overview of the text Writing topic sentences; Summarizing a text	13
3	Hospitality research Hospitality research: History, methods, theories, researchers Preparing for a lecture; Predicting lecture content; Using different information sources	13
4	Careers in tourism and hospitality Employment in the travel, tourism and hospitality industry; Computers for research Using the internet; Identifying topic development within a paragraph effectively; Evaluating internet search results Reporting research findings	15
5	Tourism marketing ;Definition of marketing; Importance of marketing; Types of market Market research Understanding signpost language in lectures Using symbols and abbreviations in note-taking Making effective contributions to a seminar	13
6	The business of events tourism Types of event; The life cycle of an event; The management of complex events Locating key information in complex sentences Reporting findings from other sources: paraphrasing; Writing complex sentences	13
7	The business of fun	13

	Theme parks; Location, development and marketing of a new theme park Research and development Understanding speaker emphasis Asking for and giving clarification	
8	Hospitality marketing Marketing for small businesses; Marketing strategies; Internal and external marketing Paraphrasing; Expanding notes into complex sentences; Recognizing different essay types; Writing an essay plan; Writing an essay	15
9	Tourism and culture Impact of tourism on indigenous people and culture; Environmental impact of tourism; Destination planning and sustainable tourism Using the Cornell note-taking system; Recognizing digressions in a lecture Making effective contributions to a seminar; Compiling a bibliography/Reference list	13
10	Managing people and money Management styles; Employee involvement; Finance for new and developing businesses ;Recognizing the speaker's stance and level of confidence or tentativeness Inferring implicit ideas ;Writing situation-problem-solution-evaluation essays/assignments Compiling a bibliography/reference list	13
11	External influences ;External influences on the tourism and hospitality industry Environmental issues Recognizing the speaker's stance; Writing up notes in full Building an argument in a seminar; Agreeing/disagreeing	13
12	;The role of IT in successful tourism businesses; SWOT business analysis case study: IT and strategic planning Understanding how ideas in a text are linked; Note-making from texts Writing a comparison summary from notes; Writing a laboratory report section from notes	13
Total		160

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Recognize and understand key words when listening, including correct stress and pronunciation of key words and phrases and show understanding of the content of the course. - listen for the main ideas and understand details of talks, lectures, conversations, discussions and seminars - listen for and recognize fixed phrases from academic English and fixed phrases from tourism and hospitality English - recognize signpost language in a lecture	Strategies for listening exercises	Periodical exams Formative and summative listening assessments

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	- recognize stress within multi-syllable words; the use of stress for different purposes (e.g. giving an example, adding points, emphasizing a major point)		
1.2	Recognize and use vocabulary items in general and academic contexts, including: <ul style="list-style-type: none"> - learning to pronounce words with the international phonetic alphabet - being aware of related words and their meanings in different contexts, e.g. <i>package</i> in general English and <i>package</i> in tourism - being aware of and building word families by using an English-English dictionary - understand synonyms, antonyms, hypernyms and vocabulary sets - using linking words to link ideas in a text, e.g. <i>whereas, although, consequently</i> - being aware of importance of linking words in academic texts, and develop their range and use 	Strategies for vocabulary building Dictionary skills	Periodical exams Formative and summative vocabulary assessments Assessment of vocabulary during speaking and writing
2.0	Skills		
2.1.1	Demonstrate comprehension of simple and complex written texts at the B1 level through applying the skills of scanning, skimming, guessing from context and through recognizing linking words. <ul style="list-style-type: none"> - identifying main points of paragraphs, and making notes on the details to facilitate summarizing or paraphrasing later - identifying arguments and support - discerning attitude and stance in a text - recalling key information 	Reading strategies Writing strategies Note-taking strategies	Formative and summative assessments Periodical and final examinations
2.1.2	Compose short texts and edit/revise work by: <ul style="list-style-type: none"> - studying an essay plan (descriptive, analytical, comparison, argumentative) and follow it to write an essay - using subject, verbs and complements correctly; use linking phrases to link ideas, - writing a summary, a mission statement, a case study, research questions, topic sentences and concluding paragraphs - learning to paraphrase and rewrite written texts from the active to the passive - writing citations and references for books, journals and websites - rereading and proofread to improve a finished text 	Writing strategies Proofreading and editing strategies	Monitoring students' progress
2.1.3	Communicate effectively in group discussions, presentations and while giving short talks by: <ul style="list-style-type: none"> - discussing familiar and unfamiliar topics and taking part in discussions and seminars on lecture topics and content 	Speaking strategies Speaking and classroom discussion tasks	Speaking assessment

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	giving short presentations to pairs and the whole class and talking about research findings		
2.2	Critical Thinking - learn to develop well-built arguments - learn to analyze sources of information when conducting research and interpret the results of a survey - understand the links between ideas - organize ideas in a logical, systematic way	Strategies for developing logical thought and critical thinking	Assessment of speaking and writing tasks
2.3	Communication, Information Technology, Numerical - research, discuss and present information - describe and give personal opinions on a variety of topics - express general beliefs	Pair and group work	Self-assessment and peer review Assessment of individual performance and performance within the group
3.0	Values		
3.1	Foster academic integrity and develop life-long learning strategies to prepare students for academic study in the discipline of Tourism and Hospitality.	Reading, listening, speaking and writing strategies	Formative and summative assessments Periodical and final examinations
3.2	Develop students' ability to learn independently and assess their own learning.	Self-study skills	Continuous assessment
3.3	Develop the ability to cooperate with and learn from peers.	Pair and group work Presentations Peer review	Assessment of individual performance and performance within the group

2. Assessment Tasks for Students

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Periodical Exam 1	The 4 th	15
2	Periodical Exam 2	The 8 th	15
3	Vocabulary Project	The 9 th	10
4	Speaking Assessment	The 6 th , 7 th , 8 th	10
5	Final Exam	The 11 th	50
	Total		100

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Course instructors are ready to answer all students' queries during their lectures or during office hours and they can be reached by personal meeting, e-mails, WhatsApp or telegram. All students have the e-mail and office hours of the course instructor through student handouts distributed to the student at the beginning of each semester.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	<i>English for Tourism and Hospitality</i>
Essential References Materials	
Electronic Materials	<i>English for Tourism and Hospitality</i> eBook; Quizlet study sets
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classrooms
Technology Resources (AV, data show, Smart Board, software, etc.)	data show & Smart Board
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Blackboard

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources.	Faculty members	Direct: Course reports
Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources.	University students	Direct: Evaluation surveys

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Curriculum and Accreditation Committees
Reference No.	
Date	19 May 2022