



Course Specification

(Bachelor)

Course Title: **Principle of Tourism and Hospitality**

Course Code: **5403105-3**

Program: **Tourism and Hotel Management**

Department: **Tourism and Hospitality**

College: **School of Business and Economics**

Institution: **Umm Al-Qura University**

Version: **V2**

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رئيس قسم السياحة والضيافة
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Table of Contents

A. General information about the course:	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods	5
C. Course Content	6
D. Students Assessment Activities	6
E. Learning Resources and Facilities	7
F. Assessment of Course Quality	8
G. Specification Approval	8



A. General information about the course:

1. Course Identification

1. Credit hours: (2)

2. Course type

A. University College Department Track Others
 B. Required Elective

3. Level/year at which this course is offered: (1st year/ 1st semester

4. Course general Description:

The importance of the tourism industry increases every day because it represents an integral part of the national income of most countries around the world and the successive developments in the field until it has become the third largest industry in the world with 10% of the total global gross product, and employs the equivalent of 10% of the total jobs worldwide. This course derives its importance from the fact that tourism is a mainstay in the Kingdom's vision 2030. The importance of other sectors such as the hospitality sector is an inherent part of the Saudi culture and personality and is derived from the honor of serving the pilgrims that we have inherited from generation to generation, and the restaurant sector, which is of great importance to the economies of countries Especially in the Kingdom of Saudi Arabia, which is rich in a variety of foods and dishes derived from the diversity of our culture, and the events sector, which constitutes a major requirement to enhance the quality of life for citizens and residents on the land of the Kingdom. In addition to the continuous endeavor of the various Saudi authorities and bodies to develop and provide the highest international levels of services to the pilgrims. With the successive giant projects that the Kingdom is witnessing, the sky does not stop alone.

5. Pre-requirements for this course (if any):

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6. Pre-requirements for this course (if any):

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7. Course Main Objective(s):



At the end of the unit the student will be able to:

The course aims to provide basic knowledge related to work in the tourism industry. Which qualifies the student to identify the main components of this important industry, the need for countries to benefit from them in developing their economies and creating job opportunities for their children, and to understand the international developments related to this industry and the various sectors it includes such as the hospitality sector, the transport sector, the events sector, the tourist attractions resources and the retail sector.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	20	60%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4	Distance learning		
5	Other		40%

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	20
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		20



B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Identify the types of tourism, their concepts, basic motivators, and tourist behavior	1.2	Lectures Group discussions Focus group	Quizzes Assignments Presentations
1.2	Identify the types of local and international organizations that manage and supervise the tourism sector	1.1	Lectures Group discussions Focus group	Quizzes Assignments Presentations
1.3	Learn about the hospitality industry and what it includes from other sectors such as hotels, restaurants, cafes, and the catering sector	1.3	Lectures Group discussions Focus group	Quizzes Assignments Presentations
1.4	Learn about the event industry, its types and characteristics, and how to manage and market them	1.5	Lectures Group discussions	Quizzes Assignments Presentations
1.5	Identify the elements of tourist attractions in the regions of the Kingdom of Saudi Arabia	1.1	Lectures Group discussions	Quizzes Assignments Presentations
2.0	Skills			
2.1	Make presentations on etiquette and protocol, ethics of practicing the profession	2.1	Practical lectures	Oral quizzes
2.2	Writing a research paper on the hospitality and tourism industry	2.5	Practical lectures	Oral quizzes
3.0	Values, autonomy, and responsibility			
3.1	Achieving the basic knowledge of the tourism industry and its economic, cultural and social importance for countries, and for the male and female students to be the recipient of	3.1	Lectures Group discussions	Quizzes Assignments Presentations



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	this course as an active element in society and its development.			
3.3	Distinguish and produce forms of communication relevant to academia, business, government, and industry.	3.6	Lectures Group discussions	Quizzes Assignments Presentations

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Tourism and Hospitality	2
2.	The concept of tourism and different tourism theories	2
3.	Tourist patterns and attractions	2
4.	The types of tourism and ways to economically benefit from it	2
5.	The tourism product and the resources of tourist attractions in the Kingdom and its economic importance	2
6.	Sustainable tourism development	2
7.	Business of travel and tourism companies	2
8.	Introduction to the hospitality industry and types of hotel establishments	2
9.	Types of restaurants, catering services, and ways of providing service	2
10.	Event management	2
Total		20

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Assessment task (eg. essay, test, group project, examination etc.)	Every week	10
2.	Attendance and Participation	Every week	10
3.	Group Presentation	9 th week	10
4.	Mid Term	8 th week	30





No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
5.	Final Exam	11	40
-	Total		100

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	<ul style="list-style-type: none"> Lucius Walker (2017) Tourism and Hospitality Management, Published by Library Press, New York, NY 10001, USA.
Supportive References	<ul style="list-style-type: none"> John Walker and Josielyn Walker (2019) Introduction to Hospitality, Edition 8, Pearson Education, Florida Chiranjib kumar (2017) Introduction To Tourism & Hospitality, 1st edition, CreateSpace Independent Publishing Platform, ISBN 978-1541064492. Ruth Dowson and David Bassett (2018) Event Planning and Management: Principles, Planning and Practice, 2nd Edition, Kogan, ISBN 0749483318.
Electronic Materials	<ul style="list-style-type: none"> ProQuest Science Direct; Travel and Tourism Analyst Annals of Tourism Research Current Issues in Tourism International Journal of Hospitality Management International Journal of Contemporary Hospitality Management Journal of Hospitality and Tourism Research Journal of Travel Research
Other Learning Materials	Online access to different hospitality management resources

2. Required Facilities and equipment

Items	Resources
<p>facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)</p>	<p>(Classrooms equipped with wireless internet service.) Classroom with max of 30 seats-</p>



Items	Resources
Technology equipment (projector, smart board, software)	Projector, White board, flip chart
Other equipment (depending on the nature of the specialty)	-

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Course instructor	At the end of every lecture, students are asked to write down their feedback about the lecture in an anonymous piece of paper and to hand it to the lecturer. All students feedback will be read and will be discussed in the next lecture
Effectiveness of Students assessment	The Department	At the end of the semester a questionnaire will be distributed by the quality assurance unit and a report will be given to the course director summarizing its outcome
Quality of learning resources	Course instructor	The course instructor update the learning resources list every semester of teaching the course
The extent to which CLOs have been achieved	Peer review/ Program leader	Direct/ Indirect
Other		

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

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	07/12/2023



