اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	**Strategic Tourism & Hospitality Management**
Course Code:	**5403 451-2**
Program:	**B.Sc of Tourism and Hospitality Management**
Department:	**Tourism and Hospitality Management**
College:	**College of Business**
Institution:	**Umm Al-Qura University**

يعتمد رئيس قسم السياحة والفندقة
١٤٤٣/٠/٢٩ هـ

د. محمد باقادر العامودي

VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

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A. Course Identification

1. Credit hours: 2	

2. Course type

a.　　　University ☐　　College ☐　　Department ☑　　　Others ☐

b.　　　　Required ☐　　　Elective ☐

3. Level/year at which this course is offered: 4th years, 8th semester

4. Pre-requisites for this course (if any)**: 5403 475-2**

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**		
2	**Blended**		
3	**E-learning**		
4	**Distance learning**		
5	**Other**	30	%100

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	**Lecture**	30
2	**Laboratory/Studio**	
3	**Tutorial**	
4	**Others** (specify)	
	Total	30

B. Course Objectives and Learning Outcomes

1.　This course encourages students to examine marketing concepts, theories and perspectives in the context of a dynamic and increasingly competitive global leisure, tourism and hospitality environment. The course will introduce practical aspects of marketing tourism and hospitality industries. It demonstrates how to analyze what is going on in the marketplaces, how to set marketing objectives and how to measure the results of marketing.

2. Course Main Objective

At the end of the unit the student will be able to:
- Identify emerging contemporary tourism issues and interpret theoretical concepts as they relate to the global tourism and hospitality industries.
- Evaluate the role of the mission, objectives and stakeholders in planning organizational direction and development.
- Evaluate and apply the concepts associated with strategic purpose, strategic analysis, strategic choice and strategic implementation
- Conduct an analysis of issues related to governance and corporate governance
- Apply theories of Lesson Drawing and Causality

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	To bridge the gap between theory and practice by developing an understanding of when and how to apply the concepts and techniques learned in earlier courses in marketing, accounting, finance, management, production and information systems.	
1.2	To develop a better understanding of the present and future environments in which tourism and hospitality corporations must function.	
1.3	Identify the key success factors for the hospitality and tourism industry and evaluate the performance of the major players in the industry on these factors.	
1.4	Identify the opportunities and threats posed by the environment for a given tourism/hospitality company.	
2	**Skills :**	
2.1	To develop analytical and decision-making skills for dealing with complex conceptual problems in an ethical manner.	
2.2	Display analytical and critical thinking as well as creative solutions relevant to tourism and hospitality management.	
2.3	Scan the external environment of any tourism/hospitality organization and identify the key aspects environmental factors having an impact on the performance of the overall industry and the company being analyzed	
2.4	Manage effective performance within a team environment	
3	**Values:**	
3.1	Taking a leadership/managerial role as appropriate.	
3.2	Responsibility for own learning.	
3.3	Adhere to ethical standards of behaviour.	

C. Course Content

No	List of Topics	Contact Hours
1	**Introduction - course overview and assessment briefing**	2
2	**Strategy - Definitions, Concepts and Perspectives**	2
3	**The Strategic Environment I: macro environmental analysis**	2
4	**The Strategic Environment II: micro environmental analysis**	2
5	**Strategic Planning and Analysis I: stakeholder analysis**	2
6	**Strategic Planning and Analysis II: Institutional theory**	2

7	**Strategic Planning and Analysis III: vision, mission, aims, objectives, and culture**	2
8	**Strategic choice I: strategic advantage and the competitive positioning school of thought**	2
9	**Case Study**	2
10	**Strategic choice II: strategic direction**	2
11	**Strategic choice III: the resource-based view, capabilities, competences, and the value chain**	4
12	**Strategic choice IV: strategic methods**	4
13	**Strategic implementation and evaluation: strategic suitability, acceptability and feasibility**	2
	Total	**30**

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	To bridge the gap between theory and practice by developing an understanding of when and how to apply the concepts and techniques learned in earlier courses in marketing, accounting, finance, management, production and information systems.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.2	To develop a better understanding of the present and future environments in which tourism and hospitality corporations must function.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.3	Identify the key success factors for the hospitality and tourism industry and evaluate the performance of the major players in the industry on these factors.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.4	Identify the opportunities and threats posed by the environment for a given tourism/hospitality company.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.0	**Skills**		
2.1	To develop analytical and decision-making skills for dealing with complex conceptual problems in an ethical manner.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.2	Display analytical and critical thinking as well as creative solutions relevant to tourism and hospitality management.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.3	Scan the external environment of any tourism/hospitality organization and identify the key aspects environmental factors having an impact on the performance of the overall industry and the company being analyzed.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.4	Manage effective performance within a team environment	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.0	**Values**		
3.1	Taking a leadership/managerial role as appropriate.	Active Learning strategies	Teamwork, Assignments, and Coursework

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.2	Responsibility for own learning.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.3	Adhere to ethical standards of behavior.	Course rules introduction	Teamwork, Assignments, and Coursework

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Class room activity (quizzes- problem solving- attendance)	Every week	10%
2	Group work assignment	12	20%
3	Individual assignment	14	10%
4	Mid-term exam	8	20%
5	Final exam	16	40%

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

E. Student Academic Counseling and Support

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

The course director is available at his office hours to help and support students. The academic advising unit is also affording the service to the college students.

-Office hours (15/week).
- E-mail (available).
- Meetings (3-5 times /semester)
- Whatsup for emergency matters: (Sun-Thu 8:00am-4:00pm, Weekends 12:00pm-5:00pm)

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Evans, N. (2015). *Strategic management for tourism, hospitality and events*. Routledge. Okumus, F., Altinay, L., & Chathoth, P. (2010). *Strategic Management in the International Hospitality and Tourism Industry*. Routledge.
Essential References Materials	Annals of Tourism Research Caterer and Hotelkeeper Cornell Hotel and Restaurant Administration Quarterly International Journal of Contemporary Hospitality Management International Journal of Hospitality Management International Journal of Tourism Management International Journal of Tourism Research Journal of Hospitality and Tourism Management Tourism and Hospitality Research

	Tourism Management World Hospitality and Tourism Trends
Electronic Materials	www.Hedna.org www.hospitalitynet.org Caterer and Hotelkeeper www.caterer.com British Hospitality Association www.bha-online.org.uk Caterer and Hotelkeeper www.caterer.com Mintel Market Intelligence http://www.reports.mintel.com/ Mintel Market Intelligence http://www.reports.mintel.com/ The Institute of Hospitality http://www.instituteofhospitality.org/content/ British Hospitality association http://www.bha.org.uk
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom with max of 30 seats- Active Learning Halls
Technology Resources (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, White board, flip chart, Blue glue; Markers
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	High quality audio system for practicing listening and speaking

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Students	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. 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

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Evaluation of Teaching by the Instructor or by the Department	Instructor, and Department committee	Peer Observation Guidelines and Recommendations Classroom Observation Instruments Reviews by the department council of course materials (e.g., syllabi, assignments, activities) Discussions within group of faculty teaching the course
Reviews by the department council of course materials (e.g., syllabi, assignments, activities)	Course teachers	Discussions within group of faculty teaching the course.
Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution)	Department council	Providing samples all kind of assessment in the departmental course portfolio of each course. Assigning group of faculty members who have an experience on teaching the course to grade same Questions for various students. Faculty from other institutions are invited to review the accuracy of the grading policy.
The Unit of Quality Assurance in the college is also held responsible for monitoring this issue together with the course director every year	Department council	Reviewing course profile and verifying its content and its compatibility to the standards of quality

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	
Reference No.	

Date	