



Course Specifications

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| Course Title: | Contemporary Issues for Tourism and Hospitality |
| Course Code: | ٥٤٠٣ ٤٨٠-٢ |
| Program: | B.Sc of Tourism and Hospitality Management |
| Department: | Tourism and Hospitality Management |
| College: | College of Business |
| Institution: | Umm Al-Qura University |

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A. Course Identification

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| ١. Credit hours: ٢ |
| ٢. Course type a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/> b. Required <input type="checkbox"/> Elective <input type="checkbox"/> |
| ٣. Level/year at which this course is offered: ξ th years, λ th semester |
| ٤. Pre-requisites for this course (if any): ٥٤٠٣ ٤٧٥-٢ |
| ٥. Co-requisites for this course (if any): |

٦. Mode of Instruction (mark all that apply)

| No | Mode of Instruction | Contact Hours | Percentage |
|----|-----------------------|---------------|------------|
| ١ | Traditional classroom | | |
| ٢ | Blended | | |
| ٣ | E-learning | | |
| ٤ | Distance learning | | |
| ٥ | Other | ٣٠ | ٪١٠٠ |

٧. Contact Hours (based on academic semester)

| No | Activity | Contact Hours |
|----|-------------------|---------------|
| ١ | Lecture | ٣٠ |
| ٢ | Laboratory/Studio | |
| ٣ | Tutorial | |
| ٤ | Others (specify) | |
| | Total | ٣٠ |

B. Course Objectives and Learning Outcomes

١. 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 analyse 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 and analyse contemporary tourism and hospitality issues in order to understand how they affect the delivery of tourism and hospitality products and services.
- Critically assess the relationship between the hospitality and tourism industry and the environments in which the industry takes place.
- Evaluate the contributions and impacts of hospitality and tourism in social, economic, political, cultural, and other areas.

3. Course Learning Outcomes

| CLOs | | Aligned PLOs |
|------|--|--------------|
| 1 | Knowledge and Understanding | |
| 1,1 | Incorporate regular analysis of their knowledge, skills, and abilities in comparison to professional standards of the hospitality and tourism industry, and where appropriate, seek professional development opportunities | |
| 1,2 | Explain the operational imperatives and constraints that direct managers in the tourism and hotel management industry and synthesize a range of interrelated issues to enable appropriate management action | |
| 1,3 | To integrate multidisciplinary social science theories to contemporary hospitality and tourism challenges and opportunities through presentations and discussions. | |
| 2 | Skills : | |
| 2,1 | Display analytical and critical thinking as well as creative business solutions relevant to tourism and hospitality management. | |
| 2,2 | Critically assess the relationship between the hospitality and tourism industry and the environments in which the industry takes place. | |
| 2,3 | 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 | Conduct themselves in an ethical manner at all times, and will demonstrate responsible behavior in the hospitality and tourism environment. | |

C. Course Content

| No | List of Topics | Contact Hours |
|----|--|---------------|
| 1 | Overview of hospitality industry: Economic; Tourism statistics; Current trend of the industry; and Current issues affecting the hospitality industry | 2 |
| 2 | Human Resource issues: Labor shortages; Cost containment; Increased competition | 2 |
| 3 | Marketing issues: Increased market segmentation; Brand overlapping; Increased sophistication of consumers; Increased number of amenities | 2 |
| 4 | Customer behavior: “Customer—the center of the hospitality universe”—Adoption of a customer-centered business model. | 2 |
| 5 | Technology Issues: Interactive reservation system; Guest room innovations ; and Data mining technology | 2 |



| | | |
|--------------|--|-----------|
| ٦ | Management competencies—a prerequisite for future leaders | ٢ |
| ٧ | Environmental Issues: green hotels; green certifications | ٢ |
| ٨ | Crisis and Risk Management: 'Preparing for the unexpected' | ٢ |
| ٩ | Service quality: 'Delivering the promise'—Internal brand management – consumer insight shaping employee behavior | ٢ |
| ١٠ | Sustainability: 'Being aware of the world in which we live" the key to sustainable tourism development | ٤ |
| ١١ | Organization Standardization Issues: Organizational Culture | ٢ |
| ١٢ | Corporate social responsibility | ٦ |
| Total | | ٣٠ |

D. Teaching and Assessment

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

| Code | Course Learning Outcomes | Teaching Strategies | Assessment Methods |
|------|--|----------------------------|--|
| ١,٠ | Knowledge and Understanding | | |
| ١,١ | Incorporate regular analysis of their knowledge, skills, and abilities in comparison to professional standards of the hospitality and tourism industry, and where appropriate, seek professional development opportunities | Active Learning strategies | Exams, Teamwork, Assignments, and Coursework |
| ١,٢ | Explain the operational imperatives and constraints that direct managers in the tourism and hotel management industry and synthesize a range of interrelated issues to enable appropriate management action | Active Learning strategies | Exams, Teamwork, Assignments, and Coursework |
| ١,٣ | To integrate multidisciplinary social science theories to contemporary hospitality and tourism challenges and opportunities through presentations and discussions. | Active Learning strategies | Exams, Teamwork, Assignments, and Coursework |
| ٢,٠ | Skills | | |
| ٢,١ | Display analytical and critical thinking as well as creative business solutions relevant to tourism and hospitality management. | Active Learning strategies | Exams, Teamwork, Assignments, and Coursework |
| ٢,٢ | Critically assess the relationship between the hospitality and tourism industry and the environments in which the industry takes place. | Active Learning strategies | Exams, Teamwork, Assignments, and Coursework |
| ٢,٣ | Manage effective performance within a team environment | Active Learning strategies | Exams, Teamwork, Assignments, and Coursework |
| ٣,٠ | Values | | |
| ٣,١ | Taking a leadership/managerial role as appropriate. | Active Learning strategies | Teamwork, Assignments, and Coursework |
| ٣,٢ | Responsibility for own learning. | Active Learning strategies | Exams, Teamwork, Assignments, and Coursework |
| ٣,٣ | Conduct themselves in an ethical manner at all times, and will demonstrate responsible behavior in the hospitality and tourism environment. | 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 | Two Group work assignment | Set Week 2; hand-in Week 12; feedback Week 13 | 20% |
| 3 | Two Individual assignment | 14 | 20% |
| 4 | Presentations and discussions | 13 & 14 | 20% |
| 5 | Final exam | | 20% |

*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 (10/week).
- E-mail (available).
- Meetings (3-0 times /semester)
- Whatsup for emergency matters: (Sun-Thu 10:00am-4:00pm, Weekends 12:00pm-0:00pm)

F. Learning Resources and Facilities

1. Learning Resources

| | |
|---------------------------------------|--|
| Required Textbooks | Wachowiak, H. (Ed.). (2016). Tourism and borders: contemporary issues, policies and international research |
| Essential References Materials | Annals of Tourism Research 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/ |



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|---------------------------------|--|
| | <p>The Institute of Hospitality http://www.instituteofhospitality.org/content/ British Hospitality association http://www.bha.org.uk The Institute of Hospitality http://www.instituteofhospitality.org/content/ British Hospitality association http://www.bha.org.uk</p> |
| Other Learning Materials | |

۷. Facilities Required

| Item | Resources |
|--|--|
| Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) | Classroom with max of ۳۰ 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) | |

G. Course Quality Evaluation

| Evaluation Areas/Issues | Evaluators | Evaluation Methods |
|--|--------------------------------------|--|
| Strategies for Obtaining Student Feedback on Effectiveness of Teaching | Students | <p>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.</p> <p>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</p> |
| Strategies for Evaluation of Teaching by the Instructor or by the Department | Instructor, and Department committee | <p>Peer Observation Guidelines and Recommendations</p> <p>Classroom Observation Instruments</p> <p>Reviews by the department council of course materials</p> |



| Evaluation Areas/Issues | Evaluators | Evaluation Methods |
|--|--------------------|---|
| | | (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 | |

