



# Course Specification

— (Bachelor)

**Course Title:** Tourism and Hospitality Quality Management

**Course Code:** 5403 472-2

**Program:** B.Sc of Tourism and Hospitality Management

**Department:** Tourism and Hospitality Management

**College:** College of Business and Economics

**Institution:** UMM AL-QURA UNIVERSITY

**Version:** Course Specification Version Number

**Last Revision Date:** Pick Revision Date.



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## 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: ( Level 5 )

#### 4. Course general Description:

The course is designed to provide students with knowledge, understanding and the conceptual and analytical skills necessary for professional and sustainable management of quality management in hospitality and tourism organization. It also covers the different quality systems applied in hospitality and tourism properties

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

6. Co-requisites for this course (if any):

#### 7. Course Main Objective(s):

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

- To critically evaluate concepts and theories associated with service quality in international hospitality, tourism, and leisure.
- To creatively utilize the acquired knowledge and skills to prevent and solve diverse quality-related problems in hospitality, tourism and leisure within hospitality environment.
- To find relevant data and make use of several research techniques that will assist them in identifying areas for quality improvement in hospitality, tourism and leisure within an international environment.
- To communicate effectively and professionally within the context of service quality management in international hospitality, tourism, and leisure.

2. Teaching mode (mark all that apply)



No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> <li>• Traditional classroom</li> <li>• E-learning</li> </ul>	22	100%
4	Distance learning		

### 3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	22
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
<b>Total</b>		<b>22</b>

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

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and understanding</b>			
1.1	Have detailed knowledge of certification and accreditation.	<b>K1</b>	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.2	Know how to control and maintain a quality management system.	<b>K2, K3</b>	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.3	Practical knowledge and insight of different quality management systems i.e. product quality management, safety and environmental management.	<b>K5</b>	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
<b>2.0</b>	<b>Skills</b>			
2.1	Demonstrate the ability to produce a quality manual	<b>S1, S5</b>	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.2	Critically evaluate concepts and theories associated with service quality in international hospitality, tourism and leisure	<b>S2,S3</b>	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.3	Find relevant data and make use of several research techniques that will assist in identifying areas for quality improvement in hospitality, tourism and leisure operations.	<b>S5</b>	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.4	Manage effective performance within a team environment	<b>S4</b>	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
<b>3.0</b>	<b>Values</b>			
3.1	Taking a leadership/managerial role as appropriate.	<b>C4</b>	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.2	Responsibility for own learning.	<b>C8, C9, C10</b>	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.3	Adhere to ethical standards of behavior.	<b>C3, C6</b>	Course rules introduction	Exams, Teamwork, Assignments, and Coursework

### C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to key definitions and concepts and identification of quality Management	2
2.	Learning organization and TQM	2
3.	Quality theory and quality theorists	2
4.	Benchmarking across hospitality boundaries	2
5.	ISO and quality management	2
6.	An exploration of some of the key models in hospitality, tourism and leisure(including SERVQUAL and its descendent)	2
7.	Quality, the cost of quality and the cost of non-quality	2





8.	Customer focused quality: Relationship marketing and its role in service quality	2
9.	Managing the internal customer: HR strategies for service quality including concepts of empowerment	2
10.	Practical tools for quality improvement teams	2
11.	Future perspectives on service excellence	2
<b>Total</b>		<b>22</b>

## D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Classroom activity (quizzes- problem solving- attendance)	Every week	25%
2.	Group assignment	Week 3,6,9	15%
3.	Mid-term exam	Week 6	20%
4.	Final exam	Exams week	40%

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

## E. Learning Resources and Facilities

### 1. References and Learning Resources

<b>Essential References</b>	Syratt, G. and Archer. (2003). Manual of Travel Agency Practice (3rd ed). AButterworth-Heineman.  Bhatia. A. K. (2012). The Business of Travel Agency & Tour Operations Management. Sterling Publishers.
<b>Supportive References</b>	Cornell Hotel and Restaurant Administration QuarterlyHospitality Review International Journal of Hospitality Management International Journal of Contemporary Hospitality Management Managing Service QualityService Industries Journal
<b>Electronic Materials</b>	<a href="https://www.iso.org/home.html">https://www.iso.org/home.html</a>
<b>Other Learning Materials</b>	

### 2. Required Facilities and equipment

Items	Resources
facilities	Classroom with max of 30 seats- Active Learning Halls



Items	Resources
(Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	
<b>Technology equipment</b> (projector, smart board, software)	Data-show, Video and scientific films, White board, flipchart, Blue glue; Markers
<b>Other equipment</b> (depending on the nature of the specialty)	

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
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>
Effectiveness of Students assessment	Department council	<p>Providing samples all kind of assessment in the departmental course portfolio of each course.</p> <p>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</p>



Assessment Areas/Issues	Assessor	Assessment Methods
		accuracy of the grading policy.
Quality of learning resources	Course teachers	Discussions within group of faculty teaching the course.
The extent to which CLOs have been achieved	Department council	Reviewing course profile and verifying its content and its compatibility to the standards of quality
Other		

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

**Assessment Methods** (Direct, Indirect)

### G. Specification Approval

<b>COUNCIL /COMMITTEE</b>	
<b>REFERENCE NO.</b>	
<b>DATE</b>	

