



Course Specification

— (Bachelor)

Course Title: Feasibility Study for Tourism and Hospitality Projects (Graduation Project 2)

Course Code: 5403485-2

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 8)

4. Course general Description:

Integrated operational thinking and using business models to develop a graduation project were highlighted as crucial skills needed in today's tourism and hospitality management course graduated. Being as an entrepreneur and to act like real business world were identified as keys to advance the graduate students skills to develop the performance of their future hospitality and tourism enterprises. This Course ([5403485-2](#)) aims to equip students with capabilities and skills to complete their efforts in their previous course 5403 475-2 to produce in this course an integrated feasibility study for tourism and hospitality projects. Students are expected in this course to build on their projects marketing study, the first part of the project technical study (produced in their course titled feasibility study for tourism and hospitality projects : Graduation project 1, 5403 475-2) to complete their technical study via developing the following parts: human resources management; Furniture, Fixture and Equipment; Space Allocation and any other parts that could support the nature of their projects and reflects how it will be operated). They are also expected to present the project social, environmental and financial studies of their projects as part of the final submitted document for their graduation projects. Students written work and presentations will be evaluated and assessed at the end of the semester by a panel composed from the Tourism and Hospitality Management Department Faculty members.

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

5403 475-2

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

7. Course Main Objective(s):

This Course ([5403485-2](#)) aims to equip students with capabilities and skills to complete their efforts in their previous course 5403 475-2 to produce in this course an integrated feasibility study for tourism and hospitality projects. Students are expected in this course to build on their projects marketing study, the first part of the project technical study (produced in their course titled feasibility study for tourism and hospitality projects : Graduation project 1,





5403 475-2) to complete their technical study via developing the following parts: human resources management; Furniture, Fixture and Equipment; Space Allocation and any other parts that could support the nature of their projects and reflects how it will be operated).

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"> Traditional classroom E-learning 	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)	
Total		22

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	Define essential terms related to human resources management, hospitality and tourism equipment & space allocation, financial study as	K1	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	parts of the feasibility study in tourism and hospitality context			
1.2	Identify the best operational tactics to achieve the project goals in tourism and hospitality fields.	K2	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.0	Skills			
2.1	Write a financial study fulfilling the criteria of tourism and hospitality projects' feasibility study.	S1	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.2	Identify the differences between the nature of business at different tourism and hospitality projects and its reflections on the components of the written feasibility study Identify the differences between the nature of business at different tourism and hospitality projects and its reflections on the components of the written feasibility study	S2, S3	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.0	Values			
3.1	Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.	C4	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.2	Responsibility for own learning.	C8, C9, C10	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.3	Adhere to ethical standards of behavior.	C3, C6	Course rules introduction	Exams, Teamwork, Assignments, and Coursework

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction and revising Feasibility Study 1 Document to recover and adjust its mistakes	2
2.	Hospitality and Tourism Human Resources Management	4
3.	F. F. & E (Furniture Fixture and Equipment) for tourism and hospitality projects	2
4.	Space allocation and project design and layout for Tourism Enterprises.	2





5.	Social & Environmental Study	2
6.	Financial Study for Tourism and Hospitality Projects	8
7.	Fine tuning and Revising the final document of the project	2
Total		22

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	15%
2.	Mid-term Submission	Week 6	15%
3.	Pre-final Submission	Week 11	10%
4.	Final exam	Exams week	60%

*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	References
	Otto, M. (2009). Feasibility Study and Future Projections of Suborbital Space Tourism at the Example of Virgin Galactic. Diplomica Verlag. ISBN-10: 3836667231. ISBN-13: 978-3836667234
	Baker, K. (2000). Project Evaluation and Feasibility Analysis for Hospitality Operations. Hospitality Press. ISBN-10: 186250489X. ISBN-13: 978-1862504899.
	Walker, J. R. and Lunberg, D. E. (2000). The Restaurant: From Concept to Operation (3rd ed.). Wiley. ISBN-10: 0471356069. ISBN-13: 978-0471356066
	Simon, L. (2006). The Restaurant Dream?. Atlantic Publishing Company (Illustrated edition). ISBN-10: 0910627835. ISBN-13: 978-0910627832
	Clarke, A. and Chen, W. (2007). International Hospitality Management: concepts and cases. Butterworth-Heinemann. ISBN-10: 0750666757 . ISBN-13: 978- 0750666756
	Arthur, L. and Brown, D. R. (2005).The Professional Caterer's Handbook: How to Open and Operate a Financially Successful Catering Business





	(Illustrated Edition). Atlantic Publishing Company. ISBN-10: 0910627606. ISBN-13: 978-0910627603.
	PCH Publications (ed.) (2007). Feasibility Study Preparation and Analysis. PCH Publications . ASIN: B000VFH16K 7
	Fullen, S. (2004). Opening a Restaurant or Other Food Business Starter Kit: How to Prepare a Restaurant Business Plan & Feasibility Study. Atlantic Publishing Group Inc. ISBN-10: 0910627363. ISBN-13: 978-0910627368
	Lawson, F. (1998). Hotels and Resorts Planning Design and Refurbishments. Butterworth Architecture
Supportive References	Materials - Cornell Hospitality Quarterly (Peer Reviewed Journal)
	Previous Years Graduation Projects in the department
Electronic Materials	Hospitality News & Business Insights by EHL
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom with max of 30 seats- Active Learning Halls
Technology equipment (projector, smart board, software)	Data-show, Video and scientific films, White board, flipchart, Blue glue; Markers
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
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





Assessment Areas/Issues	Assessor	Assessment Methods
		<p>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 accuracy of the grading policy.</p>
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

COUNCIL /COMMITTEE	
REFERENCE NO.	
DATE	

