Course Specification

— (Bachelor)

Course Title: Tourism Guidance Skills	
Course Code: 5403 486-3	
Program: Tourism and Hospitality Management	
Department: Tourism and Hospitality	
College: School of Business and Economics	
Institution: Umm Al Qura University	
Version: *Course Specification Version Number*	
Last Revision Date: 30 November 2023	

Table of Contents

A. General information about the course:

1. Course Identification

1. Credit hours: (30)

2. Course type

A.	☐University	☐College	☒ Department	☐Track	Others
B.	☒ Required		☐Elective		

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

4. Course general Description:

The course is divided into two parts, the first one deals with the concept of the tourism guidance, types of tour guides, functions, roles, and importance. It covers the qualifications that a tourist guide should posse to undertake his job effectively and efficiently. The second part involves on the job training in the field where students play the role of the tour guide and transfer accurate information to developing tourists' expectations about KSA.

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

Principles of Tourism

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

7. Course Main Objective(s):

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

- learn the general overview of tourism industry;
- acquire knowledge on the different components of the tourism industry and
  acknowledge the importance of tour guiding as a major component;
- learn skills such as research, reading, communication to deliver commentary

- Identify detail of information that needs to be announced to participants to ensure awareness of tour activities and policies, safety, and interesting local information

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	E-learning		
3	Hybrid • Traditional classroom • E-learning	30	100%
4	Distance learning		

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	**Lectures**	30
2.	**Laboratory/Studio**	
3.	**Field**	
4.	**Tutorial**	
5.	**Others (specify)**	
Total		30

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	An analysis of the role of tour guiding in tourism by identifying, researching and making recommendations on problems being		Active Learning strategies	Exams Team Work Assignments Course Work

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	experienced by practical operations			
1.2	An essential ability to guide several types of tours (e.g. historical, monumental, safari, environmental, religious …etc).		Active Learning strategies	Exams Team Work Assignments Course Work
1.3	Use current maps to ensure safe and successful tour.		Active Learning strategies	Exams Team Work Assignments Course Work
1.4	Create prop kit to enhance presentation.		Active Learning strategies	Exams Team Work Assignments Course Work
2.0	**Skills**			
2.1	Adapt to new situations and demands by applying and/or updating her/his knowledge and skills		Active Learning strategies	Exams Team Work Assignments Course Work
2.2	Demonstrate and apply analytical and critical thinking and synthesis of understandings in the fields of tour guiding.		Active Learning strategies	Exams Team Work Assignments Course Work
2.3	Manage effective performance within a team environment		Active Learning strategies	Exams Team Work Assignments Course Work
2.4	Taking a leadership/managerial role as appropriate.		Active Learning strategies	Exams Team Work Assignments Course Work
2.5	Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.		Active Learning strategies	Exams Team Work Assignments Course Work

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.6	Value and practice active listening, critical thinking, and critical reading.		Active Learning strategies	Exams Team Work Assignments Course Work
3.0	**Values, autonomy, and responsibility**			
3.1	Students will be able to value and practice tour guiding principles and ethics in different tours.		Active Learning strategies	Exams Team Work Assignments Course Work
3.2	Students will be able to demonstrate different values (i.e., respect, trust, honesty and loyalty) when communicating with the teams, members and various audiences.		Active Learning strategies	Exams Team Work Assignments Course Work
3.3	Students will be able to carry out the responsibility and provide meaningful work regarding different tasks and duties		Active Learning strategies	Exams Team Work Assignments Course Work

C. Course Content

No	List of Topics	Contact Hours
1	Fundamental of Tour Guiding Skills.	3
2	Personal requirements for tourist guides.	2
3	Types of Tour Guiding.	3
4	Practical and ethical aspects of guiding.	3
5	Handling tourists and problems.	2
6	Interpretation of Tourist Sites	2
7	Designing a Remarkable Tourism Experiences	3
8	Field Trip	3
9	Tourist Psychology and Its Impacts on Tour Guiding	3
10	Guiding Cultural Trips	3

11	Current Trends and Future Issues.	2
Total		**30**

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	Mid-term Exam	7	20%
2	Individual Essay	8	10%
3	Semester Work (quizzes- problem solving- attendance)	Every week	20%
4	Research Project (Group)	10	10%
5	Final exam	11	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

Essential References	• Chiranjib Kumar C. (2016) Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism, ISBN-10 : 1533143803 • Nick Manning (2014) How to be a Tour Guide : The Essential Training Manual for Tour Managers and Tour Guides, Createspace Independent Publishing Platform • Mitchell, G. E. (2005). How to Start a Tour Guiding Business. Book surge Llc. ISBN-10: 1419610147 ISBN-13: 978-1419610141 • Syratt, G. and Archer, J. (2003). Manual of Travel Agency Practice (3rd ed.). A Butterworth-Heineman. ISBN-10: 0750656891. ISBN-13: 978-0750656894 • Kathleen Lingle Pond, K. L. (1992). The Professional Guide: Dynamics of Tour Guiding. John Wiley & Sons. ISBN-10: 047128386X ISBN-13: 978-0471283867
Supportive References	Ham, S. and Weiler, B. (2002). Perspectives and thoughts on tour guiding, In: S. Medlik, S. and A. Lockwood (Eds). A. Tourism and hospitality in the 21st century (Rev. ed.). Butterworth-Heinemann. 256-264.
Electronic Materials	
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	- Class room with max of 50 seats - Active Learning Halls - A computer lab that contains 40 computers
Technology equipment (projector, smart board, software)	- Data-show - Video and scientific films - White board - flip chart - 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, Faculty**	**Direct/Indirect**
Effectiveness of Students assessment	**Program leader**	**Direct**
Quality of learning resources	**Program leader**	**Direct**
The extent to which CLOs have been achieved	**Peer Reviewer/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	