



Course Specifications

Course Title:	Contemporary Issues in Tourism & Events Management
Course Code:	
Program:	Bachelors of Tourism and Hospitality Management: Minor Specialization Tourism and Events Management
Department:	Tourism and Hospitality Management
College:	Collage of Business
Institution:	Umm Al-Qura University

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A. Course Identification

1. Credit hours:			
2. 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"/>	
3. Level/year at which this course is offered: 12 th Semester/ 4 th Level			
4. Pre-requisites for this course (if any):			
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

<p>1. Course Description</p> <p>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.</p>
<p>2. Course Main Objective</p> <p>At the end of this course the student will be able to:</p> <ul style="list-style-type: none"> Identify and analyze 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	Identify the required gular analysis of their knowledge, skills, and abilities in comparison to professional standards of the 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	Use multidisciplinary social science theories to contemporary tourism challenges and opportunities through presentations and discussions.	
2	Skills	
2.1	Use analytical and critical thinking to create business solutions relevant to tourism and hospitality management.	
2.2	Assess the relationship between the hospitality and tourism industry and the environments in which the industry takes place.	
2.3	Demonstrate effective performance within a team environment	
2.4	Practice a leadership/managerial role as appropriate.	
2.5	Develop self learning skills	
2.6		
3	Values	
3.1	Select the appropriate forms of oral, written, digital, and graphic communication to express their believe in the life long learning values	
3.2	Practice active listening, critical thinking, and critical reading to enhance the value of continuous development	

C. Course Content

No	List of Topics	Contact Hours
1	Overview of tourism and events management industries: economic; tourism statistics; current trend of the industry; and current issues affecting the tourism industry	3
2	Human resource issues in tourism and events industries: labor shortages; cost containment; increased competition	3
3	Marketing issues in events and tourism industries: increased market segmentation; brand overlapping; increased sophistication of consumers; increased number of amenities	3
4	Customer behavior: “Customer—the centre of the tourism universe”— .Adoption of a customer-centered business model	3
5	Technology Issues: Interactive reservation system; tourism and events management innovations ; and Data mining technology	3

6	Management competencies—a prerequisite for future leaders	3
7	'Crisis and Risk Management: 'Preparing for the unexpected	3
8	Service quality: 'Delivering the promise'—Internal brand management – consumer insight shaping employee behavior	3
9	Sustainability: 'Being aware of the world in which we live" the key to Sustainable tourism development	3
10	Corporate social responsibility	3
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	Identify the required gular analysis of their knowledge, skills, and abilities in comparison to professional standards of the tourism industry, and where appropriate, seek professional development opportunities	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
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	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
1.3	Use multidisciplinary social science theories to contemporary tourism challenges and opportunities through presentations and discussions.	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
2.0	Skills		
2.1	Use analytical and critical thinking to create business solutions relevant to tourism and hospitality management.	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
2.2	Assess the relationship between the hospitality and tourism industry and the environments in which the industry takes place.	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
2.3	Demonstrate effective performance within a team environment	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
2.4	Practice a leadership/managerial role as appropriate.	Active strategies learning	Exams Group Assignments

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			Individual Assignments In class activities
2.5	Develop self learning skills	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
3.0	Values		
3.1	Select the appropriate forms of oral, written, digital, and graphic communication to express their believe in the life long learning values	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
3.2	Practice active listening, critical thinking, and critical reading to enhance the value of continuous development	Active strategies learning	Exams Group Assignments Individual Assignments In class activities

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid term Exam	5	10%
2	Individual Assignment	7	20%
3	Group Assignment	9	20%
4	In Class activities/ Course work (quizzes- problem solving- attendance)	Every week	10%
5	Final exam	12	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 (1.5 hr/week).
- E-mail (available).
- Watsapp
- Black Board facility for female Campus

F. Learning Resources and Facilities

1. Learning Resources

<p>Required Textbooks</p>	<p>The most updated textbooks will be updated annually e.g. Stienmetz, J. L., Rosell, B. F. and Massimo, D. (Eds.): ENTER 2022, Information and Communication Technologies in Tourism 2022. Springer</p> <p>Ivanov, S., & Webster, C. (2019). What should robots do? A comparative analysis of industry professionals, educators and tourists. In Pesonen, J. & Neidhardt, J. (Eds.) <i>Information and Communication Technologies in Tourism 2019</i>, Proceedings of the International Conference in Nicosia, Cyprus, 30.01- 01.02.2019, pp. 249-262.</p>
<p>Essential References Materials</p>	<p>Annals of Tourism Research 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</p>
<p>Electronic Materials</p>	
<p>Other Learning Materials</p>	

2. Facilities Required

Item	Resources
<p>Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)</p>	<p>Class room with max of 20 seats- Active Learning Halls</p>
<p>Technology Resources (AV, data show, Smart Board, software, etc.)</p>	<p>Data-show, Video and scientific films, White board, flip chart, Blue glue; Markers.</p>
<p>Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)</p>	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Questionnaire
Quality of learning resources	Faculty	Questionnaire
Extent of achievement of course learning outcomes	Faculty	Exams & Students performance

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	