Course Specifications

Course Title:	Managing Tourism Demand
Course Code:	
Program:	**B.Sc. of Tourism and Hospitality Management: Tourism and Events Management (Minor Specialization)**
Department:	**Tourism and Hospitality Management**
College:	**College of Business**
Institution:	**Umm Al Qura University**

Table of Contents

A. Course Identification

1. Credit hours:				
2. Course type				
a. University ☐	College ☐	Department ■		Others ☐
b. Required ☐	Elective ☐			
3. Level/year at which this course is offered: 12th Semester/				
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

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

1. Course Description

The course works to develop students' knowledge about tourism demand, creating demand techniques, forecasting and handling related challenges. Students are expected to enjoy their experience in this course via an active learning strategies, team working and in class activities. Students from their side should be open minded and be ready to go through essential mathematical, statistical and quantitative knowledge.

2. Course Main Objective

On successful completion of this module the students will be able to:

- memorize different demand management and forecasting methods either qualitative or quantitative;
- Identify the most appropriate tourism demand management and forecasting method according to data availability and reliability;
- Evaluate the application of different forecasting methods through forecasting model evaluation criteria;
- Develop recommendations that can be useful in demand management development.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	Describe an overview of the concepts of tourism demand and the concepts of forecasting;	
1.2	Identify different forecasting methods focusing on those applied on tourism demand;	
1.3	Choose the most appropriate method in tourism demand management and forecasting to be adopted at each business scenario and case study.	
1.4	Develop solutions to handle related tourism demand challenges	
2	**Skills :**	
2.1	Present managerial recommendations related to tourism demand management and forecasting	
2.2	Write and present to audiences an academic research report	
2.3	Implement analytical skills.	
2...		
3	**Values:**	
3.1	Discuss in teams tourism demand management and forecasting issues	
3.2	Differentiate between creative solution and regular methods in managing tourism demand.	
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Tourism Demand Management	2
2	Tourism Demand: Nature, Criteria and &Challenges	3
3	Demand Management in Tourism	3
4	Factors Influencing the Development of Tourism Demand	3
5	Generating Demand Techniques	2
6	Tourism Demand Modelling	3
7	Recent Developments in Tourism Demand Management and Analysis	1
8	Forecasting Tourism Demand Techniques and Methodologies, e.g. simplest quantitative methods, regression, time series, etc.	8
9	Understanding Saudi Tourism Demand & Its Forecasts	2
10	Further Achievements or Failure: Using Tourism Demand Management and Forecasting to Achieve Further Operational Success and the Danger of Failing in this Challenge.	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	Describe an overview of the concepts of tourism demand and the concepts of forecasting;	Active Learning strategies	Exams Team Work Assignments Individual Assignment In class Activities/ Course work
1.2	Identify different forecasting methods focusing on those applied on tourism demand;	Active Learning strategies	Exams Team Work Assignments Individual Assignment In class Activities/ Course work
1.3	Choose the most appropriate method in tourism demand management and forecasting to be adopted at each business scenario and case study.	Active Learning strategies	Exams Team Work Assignments

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			Individual Assignment In class Activities/ Course work
1.4	Develop solutions to handle related tourism demand challenges	Active Learning strategies	Exams Team Work Assignments Individual Assignment In class Activities/ Course work
2.0	**Skills**		
2.1	Present managerial recommendations related to tourism demand management and forecasting	Active Learning strategies	Team Work Assignments Individual Assignment In class Activities/ Course work
2.2	Write and present to audiences an academic research report	Active Learning strategies	Exams Team Work Assignments Individual Assignment In class Activities/ Course work
2.3	Implement analytical skills.	Active Learning strategies	Exams Team Work Assignments Individual Assignment In class Activities/ Course work
3.0	**Values**		
3.1	Discuss in teams tourism demand management and forecasting issues	Active Learning strategies	Team Work Assignments In class Activities/

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			Course work
3.2	Differentiate between creative solution and regular methods in managing tourism demand.	Active Learning strategies	Exams
			Team Work Assignments
			Individual Assignment
			In class Activities/ Course work

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	Team work Assignment	9	20%
4	In Class activities/ Course work (quizzes- problem solving cases, etc.)	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

Required Textbooks	Song, H., Witt, S. F., Li, G. (2008). The Advanced Econometrics of Tourism Demand (Routledge Advances in Tourism). Routledge. Holloway, J. C., Humphreys, C. and Davidson, R. (2016). The Business of Tourism.. Pearson Education Limited. Frechtling D.C. (2001), "Forecasting Tourism Demand: Methods and Strategies". Butterworth Hinemann, Oxford. Makridakis S., Wheelwright S. C. and Hyndman J., (1998), " Forecasting: Methods and Applications". Witt, S.F. and Witt, C.A. (1992), "Modelling and Forecasting Demand in Tourism". Academic Press, Harcourt Brace Jovanovich

	publishers.
	Nash, J. C. and Nash, M. M. (2001), "Practical Forecasting for Managers". Oxford, University Press, London.
	Hudson, S. (2008). *Tourism and Hospitality Marketing: a Global Perspective*. Sage Publications.
	Charles R. Goeldner, C. R. and Ritchie J. R. B. (2003). *Tourism: Principles, practices and Theories*. John Wiley and Sons.
Essential References Materials	
Electronic Materials	**UNWTO Online Reports** **Saudi Ministry of Tourism Online Publications and Reports** **TUI Online Reports** **.Hajj Ministry Online Reports**
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Class room with max of 20 seats- Active Learning Halls; Computer Laboratory
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)	Computer Laboratory

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	

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