



## Course Specifications

<b>Course Title:</b>	Tourism Graduation Project 2
<b>Course Code:</b>	5403485-2
<b>Program:</b>	B.Sc. Tourism and Hospitality Management: Hotel Management Minor Specialization
<b>Department:</b>	Tourism and Hospitality Management
<b>College:</b>	Business Administration
<b>Institution:</b>	Umm Al Qura University

## Table of Contents

<b>A. Course Identification</b> .....	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes</b> .....	<b>4</b>
1. Course Description .....	4
2. Course Main Objective.....	4
3. Course Learning Outcomes .....	4
<b>C. Course Content</b> .....	<b>5</b>
<b>D. Teaching and Assessment</b> .....	<b>5</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods .....	5
2. Assessment Tasks for Students .....	6
<b>E. Student Academic Counseling and Support</b> .....	<b>6</b>
<b>F. Learning Resources and Facilities</b> .....	<b>6</b>
1. Learning Resources .....	6
2. Facilities Required.....	7
<b>G. Course Quality Evaluation</b> .....	<b>7</b>
<b>H. Specification Approval Data</b> .....	<b>7</b>

## A. Course Identification

<b>1. Credit hours:</b>	2
<b>2. Course type</b>	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b>	4 <sup>th</sup> years, at 12 <sup>th</sup> semesters
<b>4. Pre-requisites for this course (if any):</b>	
<b>5. Co-requisites for this course (if any):</b>	

### 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%

Active Learning strategies were adopted.

Note: Exceptionally, eLearning tactics were used starting from March 2020 due to COVID-19 pandemic and the university updated guidelines were followed.

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	30

## B. Course Objectives and Learning Outcomes

### 1. Course Description

Integrated operational thinking and using business models to develop a graduation project were highlighted as crucial skills needed in today's tourism and events management programs' graduates. 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 tourism and events management enterprises. This Course (5403485-2) aims to equip students with capabilities and skills to complete their efforts in their previous course "**Tourism Graduation Project 1**" to produce in this course an integrated feasibility study for tourism and events management 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 "**Tourism Graduation Project 1**") 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's Faculty members.

### 2. Course Main Objective

This course aims to equip students with capabilities and skills to complete their efforts in their previous course "**Tourism Graduation Project 1**" to produce in this course an integrated feasibility study for tourism and events management projects.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Define essential terms related to human resources management, tourism and events equipment & space allocation, financial study as parts of the feasibly study specialized into the tourism and events context	K-1
1.2	Identify the best operational tactics to achieve the project goals in the tourism and events management fields.	K-2
1.3		
2	<b>Skills :</b>	
2.1	Write a financial study fulfilling the criteria of tourism and events management projects' feasibility study.	S-1
2.2	Identify the differences between the nature of business at different tourism and events management projects and its reflections on the components of the written feasibility study	S2
2.3		
2...		
3	<b>Values:</b>	
3.1	Present his belief in the business models, and the importance of the	V-1

CLOs		Aligned PLOs
	feasibility study to various audience.	

## C. Course Content

No	List of Topics	Contact Hours
1	Introduction and revise tourism graduation project 1 submitted document to recover and adjust its mistakes	2
2	Operating a tourism and events management project and its tactics	2
3	Tourism and events management Human Resources Management	6
4	F. F. & E (Furniture Fixture and Equipment) for tourism and events management projects	4
5	Space allocation and project design and layout for tourism and events management Enterprises.	2
6	Social Study	2
7	Environmental Study	2
8	Financial Study for tourism and event management Projects	8
9	Fine tuning and Revising the final document of the project	2
<b>Total</b>		<b>30</b>

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Define essential terms related to human resources management, tourism and events equipment & space allocation, financial study as parts of the feasibility study specialized into the tourism and events context	Active Learning strategies eLearning Tactics	Exams Team Work Assignments Course Work In Class Activities
1.2	Identify the best operational tactics to achieve the project goals in the tourism and events management fields.	Active Learning strategies eLearning Tactics	Exams Team Work Assignments Course Work In Class Activities / Work Assignments
<b>2.0</b>	<b>Skills :</b>		
2.1	Write a financial study fulfilling the criteria of tourism and events management projects' feasibility study.	Active Learning strategies eLearning Tactics	Exams Team Work Assignments In Class Activities/ Course Work
2.2	Identify the differences between the nature of business at different tourism and events management projects and its reflections on the components of	Active Learning strategies eLearning Tactics	Exams Team Work Assignments In class activities /

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	the written feasibility study		Course Work
<b>3.0</b>	<b>Values:</b>		
3.1	Present his belief in the business models, and the importance of the feasibility study to various audience.	Active Learning strategies	Exams Team Work Assignments In Class Activities/ Course Work

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	In Class activities (Semi Weekly written Tasks and presentations; Black Board interaction and tasks; Watsapp Interaction)	Every week	20%
2	Mid Term exam (Project progress discussion )	6 <sup>th</sup> Week	10%
3	Pre-Final Exam (Project Finalizing discussion)	13 <sup>th</sup> Week	10%
4	Project Presentation and assessment	16 week from each semester	60%

\*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 hr/week).
- E-mail (available).
- Watsapp

## F. Learning Resources and Facilities

### 1.Learning Resources

<b>Required Textbooks</b>	<ul style="list-style-type: none"> <li>•Otto, M. (2009). Feasibility Study and Future Projections of Suborbital Space Hospitality at the Example of Virgin Galactic. Diplomica Verlag. ISBN-10: 3836667231. ISBN-13: 978-3836667234</li> <li>Pielichaty, H. (2016). Events Project Management. Routledge.</li> <li>• Holloway, J. C., Humphreys, C. and Davidson, R. ( 2016). The Business of Tourism.. Pearson Education Limited.</li> </ul>
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	A. K. Bhatia (2013). The Business of Travel Agency & Tour Operations Management. Sterling Publishers  Sharma, L. (2010). Travel agency and tour operations : concepts and principles. New Delhi : Centrum Press,.
<b>Essential References Materials</b>	- Annals of Tourism Research. - Previous Years Graduation Projects in the department
<b>Electronic Materials</b>	
<b>Other Learning Materials</b>	

## 2. Facilities Required

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

## 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

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date</b>	