اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	Tourism and Hospitality Economics
Course Code:	
Program:	
Department:	
College:	
Institution:	

VISION 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

تميز NCSEE

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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: 3rd Level/ 1st Year				
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

1. Course Description

The course presented an opportunity to tourism and hospitality management students to understand economics and its related reflections of tourism enterprises, markets, operation and management. It handles various economic principles, definitions and theories from a tourism point of views.

2. Course Main Objective

The course aims to equip students with essential knowledge related to tourism and hospitality economics. It engages the economical theories with current practices in tourism and hospitality industries, which should help to contribute in developing successful hospitality and tourism future managers.

Course Specifications

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	Memorize key principles, theories and definitions in the field of hospitality and tourism economics	
1.2	Develop recommendations to advance tourism and hospitality enterprises performance based on their understanding of hospitality and tourism economics	
1.3	Define and delimit relevant problems within the field of hospitality and tourism economic	
1.4	Assess the expected economical impacts of various tourism and hospitality management related actions and decisions.	
1.5	Identify the consequences the economic issues on tourism and hospitality enterprises'' management	
2	**Skills :**	
2.1	Develop presentations using precisely and consistently the tourism and hospitality economics concepts and terminology	
2.2	Discuss in their written assignments relevant scientific theories and methodologies in hospitality and tourism economics	
3	**Values:**	
3.1	Demonstrate in their assignment and in class discussion a belief in economics principles and their reflections in tourism and hospitality	

C. Course Content

No	List of Topics	Contact Hours
1	Introduction	3
2	How Tourists/ Guests/ Visitors Make Decisions (Principles 1, 2, 3 and 4 of Economics and their reflections of Tourism and Hospitality)	3
3	How Tourists/ Guests/ Visitors Interact (Principles 5, 6 and 7 of Economics and their reflections of Tourism and Hospitality)	3
4	How the Economy as a Whole Works (Principles 8, 9 and 10 of Economics and their reflections of Tourism and Hospitality)	3
5	Hospitality and Tourism Products Demand: time preference, elasticity and forecasting	3
6	Tourism Supply and Costs	3
7	Tourism and Hospitality Market structure and pricing	3
8	Market intervention in Tourism	3
9	The competitive, technological, political and sociocultural environment	3
10	The economic environment	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	Memorize key principles, theories and definitions in the field of hospitality and tourism economics	Active Learning strategies	Exams Team Work Assignments Course Work/ In Class

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			Activities
1.2	Develop initial recommendations to advance tourism and hospitality enterprises performance based on their understanding of hospitality and tourism economics	Active Learning strategies	Exams Team Work Assignments Course Work/ In Class Activities
1.3	Define and delimit relevant problems within the field of hospitality and tourism economic	Active Learning strategies	Exams Team Work Assignments Course Work/ In Class Activities
1.4	Assess the expected economical impacts of various tourism and hospitality management related actions and decisions.	Active Learning strategies	Exams Team Work Assignments Course Work/ In Class Activities
1.5	Identify the consequences the economic issues on tourism and hospitality enterprises'' management	Active Learning strategies	Exams Team Work Assignments Course Work/ In Class Activities
2	**Skills :**		
2.1	Develop presentations using precisely and consistently the tourism and hospitality economics concepts and terminology	Active Learning strategies	Team Work and individual Assignments Course Work/ In Class Activities
2.2	Discuss in their written assignments relevant scientific theories and methodologies in hospitality and tourism economics	Active Learning strategies	Team Work and individual Assignments Course Work/ In Class Activities
3	**Values:**		
3.1	Demonstrate in their assignment and in class discussion a belief in economics principles and their reflections in tourism and hospitality		Team Work and individual Assignments Course Work/ 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	Team work Assignment	9	20%
4	In Class activities/ Course work (quizzes- problem solving cases, etc.)	Every week	10%
5	Final exam	12	40%
6			
7			
8			

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	Tribe, J..(2020). The Economics of Recreation, Leisure and Tourism, Taylor & Francis. Mankiw, N. G. (2020). Principles of Economics. Cengage Learning.
Essential References Materials	• Cornell Hotel and Restaurant Administration Quarterly • Hospitality Review • International Journal of Hospitality Management • International Journal of Contemporary Hospitality Management • Managing Service Quality • Service Industries Journal
Electronic Materials	UNWTO Online Reports
Other Learning Materials	Additional readings will be posted in Blackboard depending on the course progress.

2. Facilities Required

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

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	