اعتماد
NCAAA

T4

2020

Course Specifications

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

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KINGDOM OF SAUDI ARABIA

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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: 10th Semester/ 3rd 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**	15
2	**Laboratory/Studio**	15
3	**Tutorial**	
4	**Others** (specify)	
	Total	30

B. Course Objectives and Learning Outcomes

1. Course Description

The course works to equip students with fundamentals related to electronic tourism operational programs. It helps students to identify how to use Global Distributions Systems (e.g. AMADEUS, Sabre, World Span and Galileo), eMarketing software (e.g. Mailchimp and Zoho) and other updated operational programs.

2. Course Main Objective
The course aims to afford essential skills and knowledge to students related to electronic operational programs. It helps students to be updated and aware with key electronic programs working in tourism.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	Identify key programs operating in tourism	
1.2	Implement the essential knowledge related to GDS (e.g. Amadeus) to book airline ticket and other related tourism services	
1.3	Develop solutions to handle key related issues in tourism operations	
1...		
2	**Skills :**	
2.1	Use professional knowledge related to tourism operational program to accommodate tourist needs at role plays, in class activities and assignments	
2.2	Develop presentations about key features in tourism operations programs	
2.3		
2...		
3	**Values:**	
3.1	Explain the importance of team working values in tourism business and operations	
3.2	Excuse in class activities and semi weekly tasks using leadership skills	
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction	3
2	Tourist cycle and tourism related electronic operational issues	3
3	Global Distribution System (Amadeus, World Span and Galileo	3
4	Handling guests' requests via Global Distribution Systems and other electronic programs	3
5	Mid Term	1
6	Reservation, distribution and inventory control	9
7	Adjusting, editing, cancelling and handling travelers and tourists' requests	6
8	Updated trends and revisions	2
	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 key programs operating in tourism	Active Learning strategies	Exams Assignments (Team work and Individual) In Class Activities/

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			Course Work
1.2	Implement the essential knowledge related to GDS (e.g. Amadeus) to book airline ticket and other related tourism services	Active Learning strategies	Exams Assignments (Team work and Individual) In Class Activities/ Course Work
	Develop solutions to handle key related issues in tourism operations	Active Learning strategies	Exams Assignments (Team work and Individual) In Class Activities/ Course Work
…			
2.0	**Skills**		
2.1	Use professional knowledge related to tourism operational program to accommodate tourist needs at role plays, in class activities and assignments	Active Learning strategies	Exams Assignments (Team work and Individual) In Class Activities/ Course Work
2.2	Develop presentations about key features in tourism operations programs	Active Learning strategies	Exams Assignments (Team work and Individual) In Class Activities/ Course Work
…			
3.0	**Values**		
3.1	Explain the importance of team working values in tourism business and operations	Active Learning strategies	Exams Assignments (Team work and Individual) In Class Activities/ Course Work
3.2	Excuse in class activities and semi weekly tasks using leadership skills	Active Learning strategies	Exams Assignments (Team work and Individual) 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%
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	Xiang, Z., (Editor), Fuchs, M., Gretzel, U. and Höpken, W. (2022). *Handbook of e-Tourism*. Springer Amadeus (2011 or the most updated version). *Amadeus Reservations Training Manual*. Amadeus. Laudon & Laudon (2006). *Information Systems: Managing the Digital Firm*. (9th ed.)., NewYork: Prentice Hall.
Essential References Materials	Annals of Tourism Research Journal of Information Technology & Tourism
Electronic Materials	https://amadeus.com/en https://www.travelopro.com/worldspan-gds.php (Worldspan) https://www.sabre.com/ https://www.travelport.com/
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.)	Amadeus Program, Sabre Program, Worldspan Program, Galileo program, Data-show, Video and scientific films, White board, flip chart, Blue glue; Markers.
Other Resources (Specify, e.g. if specific laboratory	Computer Laboratory

Item	Resources
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	