



Course Specifications

Course Title:	Tourism Destinations Branding
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: 3
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: 10 th Semester/ 4 th 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

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 was designed to help students to contribute into building tourism destinations brands in the era of modern technologies and advanced marketing techniques. It afforded a wide array of tools and knowledge to have successful brand, refine the brand or re-brand.</p>
<p>2. Course Main Objective</p> <p>The course aims to equip students with essential knowledge related to tourism destination branding and re-branding using modern technologies and marketing techniques.</p>

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	Knowledge and Understanding	
1.1	List the components of branding cycle and branding elements	
1.2	Define tourism branding and all its related terminologies	
1.3	Develop solutions to develop destinations brands, rebrand or refine the	

CLOs		Aligned PLOs
	brand	
2	Skills :	
2.1	Present professionally written assignments about tourism destination branding and how to rebrand, refine it	
2.2	Adopt team working skills and leadership skills at different in-class activities and the required assignment	
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	Introduction	3
2	Tourism destinations branding at the age of modern technologies	3
3	Tourism branding ingredients and the branding cycle/ process	3
4	Strong Brand Pyramid: The base of the brand and the face of the brand	3
5	Rebrand and refine your tourism destination brand	3
6	Competitive identity, gap analysis, market research and positioning	3
7	Planning and facing hard times in branding your tourism destination	3
8	Feeding your tourism destination brand	3
9	Protecting your tourism destination brand	3
10	Success stories and fetal mistakes in tourism branding	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	List the components of branding cycle and branding elements	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
1.2	Define tourism branding and all its related terminologies	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
...	Develop solutions to develop destinations brands, rebrand of refine	Active strategies learning	Exams Group Assignments

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	the brand		Individual Assignments In class activities
2.0	Skills :		
2.1	Present professionally written assignments about tourism destination branding and how to rebrand, refine it	Active strategies learning	Exams Group Assignments Individual Assignments In class activities
2.2	Adopt team working skills and leadership skills at different in-class activities and the required assignment	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>Sharma, A., Pulido-Fernández, J. I. and Hassan, A. (2021). <i>Sustainable Destination Branding and Marketing: Strategies for Tourism Development</i>. Cabi.</p> <p>Nigel Morgan, N., Annette Pritchard and Pride, R. (2011). <i>Destination Brands: Managing Place Reputation</i>. 3rd Edition. Butterworth-Heinemann</p> <p>Chiaravalle, B. and Schenck, B. F. (2007). <i>Branding For Dummies</i>. Wiley Publishing, Inc.</p> <p>Nigel Morgan, N., Annette Pritchard and Pride, R. (2004). <i>Destination Branding: Creating the Unique Destination Proposition</i>. 2nd Edition. Elsevier.</p>
<p>Essential References Materials</p>	<p>Cornell Hospitality Quarterly 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>Mintel Market Intelligence http://www.reports.mintel.com/ The Institute of Hospitality http://www.instituteofhospitality.org/content/ British Hospitality association http://www.bha.org.uk https://www.iata.org/ www.Hedna.org www.hospitalitynet.org Caterer and Hotelkeeper www.caterer.com British Hospitality Association www.bha-online.org.uk Caterer and Hotelkeeper www.caterer.com</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>

Item	Resources
<p style="text-align: center;">Other Resources</p> <p>(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	