



Course Specifications

Course Title:	Contemporary Issues for Hospitality
Course Code:	
Program:	B.Sc. Tourism and Hospitality Management: Hotel Management (Minor Specialization)
Department:	Tourism and Hospitality Management
College:	Business Administration
Institution:	Umm Al Qura University

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A. Course Identification

1. Credit hours:
2. Course type
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"/>
3. Level/year at which this course is offered: 10/ year 4
4. Pre-requisites for this course (if any): Cooperative Training 2
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

This course encourages students to examine marketing concepts, theories, and perspectives in the context of a dynamic and increasingly competitive global hospitality environment. The course will introduce practical aspects of marketing in the hospitality industry. It demonstrates how to analyse what is going on in the marketplaces, how to set marketing objectives and how to measure the results of marketing.

2. Course Main Objective

At the end of the unit the student will be able to:

- Identify and analyze contemporary tourism and hospitality issues in order to understand how they affect the delivery of hospitality products and services.
- Critically assess the relationship between the hospitality industry and the environments in which the industry takes place.
- Evaluate the contributions and impacts of hospitality in social, economic, political, cultural, and other areas.

- a. Plans for developing and improving the course that are being implemented.

Based on Curricula Management and Assurance of Learning System (CMALS) adopted at the college of business, the course director will collect students feedback, external examiners reviews, updated knowledge and industry feedback to continuously develop the course.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	incorporate regular analysis of their knowledge, skills, and abilities in comparison to professional standards of the hospitality industry, and where appropriate, seek professional development opportunities	
1.2	Explain the operational imperatives and constraints that direct managers in the hotel management industry and synthesize a range of interrelated issues to enable appropriate management action	
1.3	to integrate multidisciplinary social science theories to contemporary hospitality challenges and opportunities through presentations and discussions.	
2	Skills :	
2.1	Display analytical and critical thinking as well as creative business solutions relevant to hospitality management.	
2.2	Critically assess the relationship between the hospitality industry and the environments in which the industry takes place.	
2.3	Manage effective performance within a team environment	
2.4	Taking a leadership/managerial role as appropriate.	
2.5	Responsibility for own learning.	
2.6	conduct themselves in an ethical manner at all times, and will demonstrate responsible behavior in the hospitality and tourism environment.	
3	Values:	
3.1	Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.	
3.2	Value and practice active listening, critical thinking, and critical reading.	
3.3	Distinguish and produce forms of communication relevant to academia, business, government, and industry.	
3.4	Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks	

C. Course Content

No	List of Topics	Contact Hours
1	Overview of hospitality industry: Economic; statistics; Current trend of the industry; and Current issues affecting the hospitality industry	2
2	Human Resource issues: Labor shortages; Cost containment; Increased competition	2

3	Marketing issues: Increased market segmentation; Brand overlapping; Increased sophistication of consumers; Increased number of amenities	2
4	Customer behavior: “Customer—the center of the hospitality universe”—Adoption of a customer-centered business model.	2
5	Technology Issues: Interactive reservation system; Guest room innovations; and Data mining technology	2
6	Management competencies—a prerequisite for future leaders	2
7	Environmental Issues: green hotels; green certifications	2
8	Crisis and Risk Management: ‘Preparing for the unexpected’	2
9	Service quality: ‘Delivering the promise’—Internal brand management – consumer insight shaping employee behavior	2
10	Sustainability: ‘Being aware of the world in which we live” the key to sustainable hotel development	4
11	Organization Standardization Issues: Organizational Culture	2
12	Corporate social responsibility	6
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	incorporate regular analysis of their knowledge, skills, and abilities in comparison to professional standards of the hospitality industry, and where appropriate, seek professional development opportunities	Active Learning strategies	Exams Teamwork Assignments Course Work
1.2	Explain the operational imperatives and constraints that direct managers in the hotel management industry and synthesize a range of interrelated issues to enable appropriate management action	Active Learning strategies	Exams Teamwork Assignments Course Work
1.3	to integrate multidisciplinary social science theories to contemporary hospitality challenges and opportunities through presentations and discussions.	Active Learning strategies	Exams Teamwork Assignments Course Work
2.0	Skills		
2.1	Display analytical and critical thinking as well as creative business solutions relevant to hospitality management.	Active Learning strategies	Exams Teamwork Assignments Course Work In Class Activities
2.2	Critically assess the relationship between the hospitality industry and the environments in which the industry takes place.	Active Learning strategies	Exams Teamwork Assignments
2.3	Manage effective performance within a team environment	Active Learning strategies	Exams Teamwork Assignments Course Work
2.4	Taking a leadership/managerial role as appropriate.	Active Learning strategies	Exams Teamwork Assignments Course Work

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.5	Responsibility for own learning.	Active Learning strategies	Exams Teamwork Assignments Course Work
2.6	conduct themselves in an ethical manner at all times and will demonstrate responsible behavior in the hospitality and tourism environment.	Active Learning strategies	Exams Teamwork Assignments Course Work
3.0	Values		
3.1	Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.	Active Learning strategies	Exams Teamwork Assignments Course Work
3.2	Value and practice active listening, critical thinking, and critical reading.	Active Learning strategies	Exams Teamwork Assignments Course Work
3.3	Distinguish and produce forms of communication relevant to academia, business, government, and industry.	Active Learning strategies	Exams Teamwork Assignments Course Work
3.4	Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks	Active Learning strategies	Exams Teamwork Assignments Course Work

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Class room activity (quizzes- problem solving- attendance)	Every week	10%
2	Two Group work assignment	6	25%
3	Two Individual assignment	9	25%
4	Presentations and discussions	10	20%
5	Final exam	11-12	20%

*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 :

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Wachowiak, H. (Ed.). (2016). Tourism and borders: contemporary issues, policies and international research
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Essential References Materials	Annals of Tourism Research Cornell Hotel and Restaurant Administration Quarterly International Journal of Contemporary Hospitality Management International Journal of Hospitality Management 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
Electronic Materials	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 Mintel Market Intelligence http://www.reports.mintel.com/ 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
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Class room with max of 30 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
1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching - At the end of every lecture, students are asked to write down their feedback about the lecture in an anonymous piece of paper and to hand it to the lecturer. All students feedback will be	Instructor	

Evaluation Areas/Issues	Evaluators	Evaluation Methods
<p>read and will be discussed in the next lecture</p> <ul style="list-style-type: none"> - At the end of the semester a questionnaire will be distributed by the quality assurance unit and a report will be given to the course director summarizing its outcome. 		
<p>2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department</p> <ul style="list-style-type: none"> • Peer Observation Guidelines and Recommendations • Classroom Observation Instruments • Reviews by the department council of course materials (e.g., syllabi, assignments, activities) • Discussions within group of faculty teaching the course. 	Instructor	
<p>3. Processes for Improvement of Teaching</p> <ul style="list-style-type: none"> • Conducting workshops given by experts on the teaching and learning Methodologies . • Periodical departmental revisions of its methods of teaching. • Monitoring of teaching activates by senior faculty members . 	Instructor	
<p>4. Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution)</p>	Instructor	

Evaluation Areas/Issues	Evaluators	Evaluation Methods
<ul style="list-style-type: none"> • Providing samples all kind of assessment in the departmental course portfolio of each course . • Assigning group of faculty members who have an experience on teaching the course to grade same Questions for various students. Faculty from other institutions are invited • To review the accuracy of the grading policy . • Conducting stander exams. 		
<p>5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.</p> <ul style="list-style-type: none"> • The course material and learning outcomes are periodically reviewed and the changes to be taken are approved in the departmental and higher councils. • The head of department and faculty take the responsibility of implementing the proposed changes. • The Unit of Quality Assurance in the college is also held responsible for monitoring this issue together with the course director every year 	Instructor	

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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