اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	Customer Relationship Management in Tourism and Hospitality Management
Course Code:	
Program:	Bachelor of Tourism and Hospitality Management
Department:	Tourism and Hospitality Management
College:	Collage of Business
Institution:	Umm Al Qura University

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: Year 2, Semester 4	
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**	24	73%
2	**Blended**		
3	**E-learning**	9	27%
4	**Distance learning**		
5	**Other**		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	**Lecture**	33
2	**Laboratory/Studio**	
3	**Tutorial**	
4	**Others** (specify)	
	Total	33

B. Course Objectives and Learning Outcomes

1. Course Description

In today's highly competitive and global economy, understanding tourist behavior is imperative to success. Tourist behavior has become a cornerstone of any marketing strategy and action. Choosing, buying and consuming tourism/travel products and services includes a range of psycho-social processes and a number of personal and environmental influences that researchers and managers should take into account. This book provides an overview of such processes and influences and explains the basic concepts and theories that underlie tourist decision-making and behavior. It also incorporates a number of cases studies in order to aid readers to better appraise the application of those concepts and theories. *The Handbook of Tourist Behavior* will be of significant interest to researchers and students in tourism, leisure, marketing and psychology, and also to practitioners in the tourism industry.

2. Course Main Objective

1. What is the main purposes for this course?
    *   it provides a knowledge of what customer relationship management in tourism and hospitality
    *   It provides an understanding of customer relationship management in tourism and hospitality
    *   It provides an understanding of operational aspect of customer relationship management in tourism and hospitality

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

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	Student will understand customer relationship management theory and practices	
1.2	Student will understand processes and information taken to manage customer relationship in tourism and hospitality	
1.3	Student will understand how to operate and evaluate customer relationship	
1.4		
1.5		
2	**Skills:**	
2.1	Student's ability to manage customer profile	
2.2	Student's ability to evaluate processes and information of the customer	
2.3		
2...		
3	**Values:**	
3.1	Student will learn how to build an effective relationship with customer	
3.2	Student will learn how to treat customer based on customer behavior	
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1 – What is customer relationship management	3
2	Chapter 2- Understanding relationship	3
3	Chapter 3 Managing the customer journey: customer acquisition	3

4	Chapter 4 – Customer portfolio management		3
5	Chapter 5 - Getting to Know Your Customer		3
6	Chapter 6 – Managing customer-experienced value		3
7	Chapter 7 - Conceptualizing the CRM Design from Business Requirements		3
8	Chapter 8 – Architecting Your CRM Solution – Preparing for Today and Tomorrow		3
9	Chapter 9 - Utilizing Artificial Intelligence and Machine Learning in Your CRM		3
10	Chapter 10 - GDPR and Regulatory Compliance		3
11	Chapter 11: - CRM Integration Strategies		3
12			
Total			33

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	A broad understanding of the customer relationship management definition, theory and practice.	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	A comprehensive and in-depth knowledge in customer relationship management	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	An appreciation of the link between customer relationship management theory and practice in the field of tourism and hospitality	Active Learning strategies	Exams Team Work Assignments Course Work
2.0	**Skills**		
2.1	Adapt to new situations and demands by applying and/or updating her/his knowledge and skills	Active Learning strategies	Exams Team Work Assignments Course Work
2.2	Demonstrate and apply analytical and critical thinking and synthesis in evaluating a range of contemporary case studies in leadership in hospitality industry	Active Learning strategies	Exams Team Work Assignments Course Work
2.3	Critically evaluate the rationale, scope and tools for leadership styles and skills	Active Learning strategies	Exams Team Work Assignments Course Work
3.0	**Values**		
3.1	Manage effective performance within a team environment	Active Learning strategies	Exams Team Work Assignments Course Work
3.2	Taking a leadership/managerial role as appropriate.	Active Learning strategies	Exams Team Work Assignments Course Work
3.3	Responsibility for own learning.	Active Learning strategies	Exams Team Work Assignments Course Work
3.4	Adhere to ethical standards of behaviour.	Active Learning strategies	Exams Team Work Assignments Course Work

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm Exam	7	20%
2	Main Project	10	20%
3	Presentation	11	10%
4	Attendance and Participation	12	10%
5	Final Exam	13	40%
5			

*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:

2 hours a week office for counseling and support

All the week through Whatsapp and email

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	The Art of CRM: Proven Strategies for Modern Customer Relationship Management (2019) by Max Fatouretchi Customer Relationship Management 4th Edition (2019), by by Francis Buttle
Essential References Materials	
Electronic Materials	https://ro.ecu.edu.au/cgi/viewcontent.cgi?referer=&httpsredir=1&article=2672&context=theses
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show and smartboard
Other Resources	

Item	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	Lecturer and head of department	Exams and projects
Extent of achievement of course learning	Lecturer and head of department	Exams and projects
Quality of learning resources	Lecturer and head of department	All textbooks and online materials

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	