



<b>Course Title:</b>	<b>Introduction to Tourism and Hospitality industry</b>
<b>Course Code:</b>	5403 105-2
<b>Program:</b>	<b>Tourism and Hospitality</b>
<b>Department:</b>	<b>Tourism and Hospitality Department</b>
<b>College:</b>	<b>Business Administration</b>
<b>Institution:</b>	<b>Umm AlQura University</b>

## Table of Contents

<b>A. Course Identification.....</b>	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes.....</b>	<b>4</b>
1. Course Description .....	4
2. Course Main Objective.....	4

3. Course Learning Outcomes .....	4
<b>C. Course Content.....</b>	<b>5</b>
<b>D. Teaching and Assessment .....</b>	<b>5</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods.....	5
2. Assessment Tasks for Students .....	6
<b>E. Student Academic Counseling and Support .....</b>	<b>6</b>
<b>F. Learning Resources and Facilities.....</b>	<b>6</b>
1. Learning Resources .....	7
2. Facilities Required.....	7
<b>G. Course Quality Evaluation .....</b>	<b>7</b>
<b>H. Specification Approval Data .....</b>	<b>8</b>

## A. Course Identification

<b>1. Credit hours:</b>			
<b>2. Course type</b>			
a.	University <input type="checkbox"/>	College <input type="checkbox"/>	Department <input checked="" type="checkbox"/>
b.	Required <input type="checkbox"/>	Elective <input type="checkbox"/>	Others <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 1/1			
<b>4. Pre-requisites for this course (if any):</b>			
<b>5. Co-requisites for this course (if any):</b>			

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	18	82%
2	Blended		
3	E-learning	4	18%
4	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	22
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	22

## B. Course Objectives and Learning Outcomes

### 1. Course Description

The importance of the tourism industry increases every day because it represents an integral part of the national income of most countries around the world and the successive developments in the field until it has become the third largest industry in the world with 10% of the total global gross product, and employs the equivalent of 10% of the total jobs worldwide. This course derives its importance from the fact that tourism is a mainstay in the Kingdom's vision 2030. The importance of other sectors such as the hospitality sector is an inherent part of the Saudi culture and personality and is derived from the honor of serving the pilgrims that we have inherited from generation to generation, and the restaurant sector, which is of great importance to the economies of countries Especially in the Kingdom of Saudi Arabia, which is rich in a variety of foods and dishes derived from the diversity of our culture, and the events sector, which constitutes a major requirement to enhance the quality of life for citizens and residents on the land of the Kingdom. In addition to the continuous endeavor of the various Saudi authorities and bodies to develop and provide the highest international levels of services to the pilgrims. With the successive giant projects that the Kingdom is witnessing, the sky does not stop alone.

### 2. Course Main Objective

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

The course aims to provide basic knowledge related to work in the tourism industry. Which qualifies the student to identify the main components of this important industry, the need for countries to benefit from them in developing their economies and creating job opportunities for their children, and to understand the international developments related to this industry and the various sectors it includes such as the hospitality sector, the transport sector, the events sector, the tourist attractions resources and the retail sector.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Identify the types of tourism, their concepts, basic motivators, and tourist behavior	
1.2	Identify the types of local and international organizations that manage and supervise the tourism sector	
1.3	Learn about the hospitality industry and what it includes from other sectors such as hotels, restaurants, cafes, and the catering sector	
1.4	Learn about the event industry, its types and characteristics, and how to manage and market them	
1.5	Learn about the event industry, its types and characteristics, and how to manage and market them	
1.6	Identify the elements of the tourism and hospitality industry in the Kingdom of Saudi Arabia	
1.7	Identify the elements of tourist attractions in the regions of the Kingdom of Saudi Arabia	
2	<b>Skills:</b>	
2.1	Make presentations on etiquette and protocol, ethics of practicing the profession	
2.2	Writing a research paper on the hospitality and tourism industry	
2.3		

CLOs		Aligned PLOs
2...		
<b>3</b>	<b>Values:</b>	
3.1	Achieving the basic knowledge of the tourism industry and its economic, cultural and social importance for countries, and for the male and female students to be the recipient of this course as an active element in society and its development.	
3.2		
3.3		

### C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1 – Introduction to Tourism and Hospitality	2
2	Chapter 2- The concept of tourism and different tourism theories	2
3	Chapter 3 - Tourist patterns and attractions	2
4	Chapter 4 - The types of tourism and ways to economically benefit from it	2
5	Chapter 5 - The tourism product and the resources of tourist attractions in the Kingdom and its economic importance	2
6	Chapter 6 – Sustainable tourism development	2
7	- Chapter – 7 Business of travel and tourism companies	2
8	Chapter 8 – Introduction to the hospitality industry and types of hotel establishments	2
9	Chapter 9 - Types of restaurants, catering services, and ways of providing service	2
10	Chapter 10 – Event management	2
11	Chapter 11 - Work and travel ethics in the field of tourism and hospitality	2
<b>Total</b>		<b>22</b>

### D. Teaching and Assessment

#### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Identify the concept of tourism and the tourist and its economic, cultural and social importance and some basic theories	Active Learning strategies	Exams Team Work Assignment Course Work
1.2	Learn about the most important tourism sectors such as the hospitality and events sector, transportation and the retail sector	Active Learning strategies	Exams Team Work Assignment Course Work
...	Getting to know the tourism product and the resources of attraction globally and in the Kingdom of Saudi Arabia	Active Learning strategies	Exams Team Work Assignment Course Work
<b>2.0</b>	<b>Skills</b>		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.1	Getting to know the hospitality industry in all its sectors and ways of serving and dealing with customers.	Active Learning strategies	Exams Team Work Assignment Course Work
2.2	Familiarize yourself with the event sector of all kinds and forms and methods of managing and marketing them.	Active Learning strategies	Exams Team Work Assignment Course Work
...	Identify the most important ethical foundations in working in the tourism sector, as well as the ethics of the tourist when traveling to any tourist destination.	Active Learning strategies	Exams Team Work Assignment Course Work
<b>3.0</b>	<b>Values</b>		
3.1	Research writing and visual presentation skills.	Active Learning strategies	Exams Team Work Assignment Course Work
3.2	Ensuring everyone's success through teamwork.	Active Learning strategies	Exams Team Work Assignment Course Work
...	The belief that hard work is what nations are built on.	Active Learning strategies	Exams Team Work Assignment 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	Small Project/presentation	11	10%
4	Attendance and Participation	All weeks	10%
5	Final Exam	13	40%
6			

\*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:**

2hours a week office for counseling and support

All the week through Whatsapp and email

## F. Learning Resources and Facilities

## 1. Learning Resources

<b>Required Textbooks</b>	Lucius Walker (2017) Tourism and Hospitality Management, Published by Library Press, New York, NY 10001, USA.
<b>Essential References Materials</b>	<p>John Walker and Josielyn Walker (2019) Introduction to Hospitality, Edition 8, Pearson Education, Florida</p> <p>Chiranjib kumar (2017) Introduction To Tourism &amp; Hospitality, 1st edition, CreateSpace Independent Publishing Platform, ISBN 978-1541064492.</p> <p>Ruth Dowson and David Bassett (2018) Event Planning and Management: Principles, Planning and Practice, 2nd Edition, Kogan, ISBN 0749483318.</p>
<b>Electronic Materials</b>	
<b>Other Learning Materials</b>	

## 2. Facilities Required

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

<b>Council / Committee</b>	
<b>Reference No.</b>	
<b>Date</b>	