اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	Sustainable Tourism Development
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 4, Semester 10

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

This course describes policy frameworks and planning strategies designed to encourage more sustainable forms of tourism. The concept of sustainability and sustainable tourism development are introduced and provide the underpinning philosophy of the subject. Students are encouraged to develop an integrated vision on the nature of tourism planning, the context in which it takes place and its sustainability. The course will also involve consideration of overall tourism development from the national scale down to the local. Reflections on emerging challenges and priorities of sustainable tourism planning are also developed.

2. Course Main Objective
     1.   What is the main purposes for this course?

- Develop an awareness of the environmental, socio-cultural and economic impacts of tourism.
- Acquire knowledge of the possible measures to redress the negative impacts of tourism.
- Develop an understanding and appreciation of sustainability in tourism
- Develop knowledge and understanding of the concept of ecotourism.
- Incorporate the principles of sustainable tourism into developing and managing tourism destinations and products

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 learn sustainable tourism principle and how to use them in practice	
1.2	Student will learn sustainable tourism pillars and how to use them in practice	
1.3	Student will understand sustainable tourism theory and practices	
1.4	Student will understand processes and information taken to manage sustainable destination	
1.5	Student will understand how to operate and manage a sustainable destination	
2	**Skills:**	
2.1	Student's ability to plan and manage small sustainable destination	
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 a small sustainable destination	
3.2	Student will learn how to use sustainable theory in practice	
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1 – Introduction to sustainable tourism	3
2	Chapter 2- Pillars and principles of sustainable tourism	3

3	Chapter 3 Sustainable Tourism Development - A		3
4	Chapter 4 – Sustainable Tourism Development - B		3
5	Chapter 5 - Challenges in Sustainable Tourism		3
6	Chapter 6 – Ecotourism		3
7	Chapter 7 – Economic Leakage		3
8	Chapter 8 – A Sustainability Issues and Indicators in Tourism - A		3
9	Chapter 9 - A Sustainability Issues and Indicators in Tourism - B		3
10	Chapter 10 - Tourism Planning: Purpose, Approaches and Processes		3
11	Chapter 11: - Destination Planning and Development		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 sustainable tourism definition, theory and practice.	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	A comprehensive and in-depth knowledge in sustainable tourism development	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	An appreciation of the link between sustainable tourism theory and practice in the field of tourism	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 sustainable tourism	Active Learning strategies	Exams Team Work Assignments Course Work
2.3	Critically evaluate the rationale, scope and tools for sustainable tourism	Active Learning strategies	Exams Team Work Assignments Course Work
3.0	**Values**		
3.1	Manage effective sustainable tourism destination	Active Learning strategies	Exams Team Work Assignments Course Work
3.2	Responsibility for own learning.	Active Learning strategies	Exams Team Work Assignments Course Work
3.3	Adhere to ethical standards of behaviour.	Active Learning strategies	Exams Team Work Assignments Course Work
3.4			

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	Sustainable Tourism - Principles, Context and Practices 2021 – by David A. Fennel and Chris Cooper
Essential References Materials	
Electronic Materials	https://www.e-unwto.org/doi/book/10.18111/9789284415496
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 (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	