



Course Specifications

Course Title:	Tourism Transportation
Course Code:	
Program:	Bachelor of Tourism and Hospitality 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:
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: 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

Transport is one of the essential components of tourism activities. The relationship between transport and tourism development is very important because it contributes significantly in the development of tourism. It overcomes the physical social and economic development of human beings. It overcomes the physical constraints of distance and meets the human needs for movement over the space. It provides a link between the origin and destination of tourism. The movement of human beings at national and international level is taking place because of various means of transport. Millions of tourists are being transported safely, quickly and comfortably to their destinations at a reasonable cost. In fact, transport and its associated infrastructure have facilitated human mobility on large scale.

2. Course Main Objective

1. What is the main purposes for this course?
 - Explain the meaning of transport and its various means
 - Identify the linkages between transport and tourism
 - Discuss the characteristics of tourist transportation; z identify means of transportation engaged in tourism in India; z discuss tourist transport operation and z describe the role of transport in promoting tourism.
 - Discuss the role of Transport Principals in Transport Management
 - Explore the issues involved in the management of transport.

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 what is tourist transport concept	
1.2	Student will obtain an advanced knowledge of tourism transportation	
1.3	Student will understand how tourism transports are managed	
1.4	Student will learn how to use tourist transport in developing tourism	
1.5		
2	Skills:	
2.1	Student's ability to plan and manage tourism transportation	
2.2	Student's ability to evaluate processes and information of the transportation in tourism	
2.3		
2...		
3	Values:	
3.1	Student will learn how to reduce the impact of tourism on human and environment	
3.2	Student will learn how to increase the impact of tourism on economy	
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: Introduction to transportation in the tourism	3

2	Chapter 2: Understanding contemporary issues and approaches in transport and tourism	3
3	Chapter 3: The role of government polices and tourist transport	3
4	Chapter 4: managing supply issue in tourist transport	3
5	Chapter 5: managing tourist transport infrastructure	3
6	Chapter 6: Air transport	3
7	Chapter 7: Land and water transportation	3
8	Chapter 8: Human, environmental impact of tourist transport	3
9	Chapter 9: Economic impact of tourist transport	3
10	Chapter 10: Global challenges for tourism transport	3
11	Chapter 11: Organizations managing tourism transports	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 event planning and management.	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	A comprehensive and in-depth knowledge in the advanced event management	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	An appreciation of the link between event management and technology	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 events	Active Learning strategies	Exams Team Work Assignments Course Work
2.3	Critically evaluate the rationale, scope and tools for sustainable event	Active Learning strategies	Exams Team Work Assignments Course Work
3.0	Values		
3.1	Manage and planning an effective event	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:

3 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	Tourism, Transport and Travel Management 1st Edition, by Dileep (2019) Transport and Tourism Global Perspectives, by Stephen Page (2009) Introduction to Tourism Transport, By: Sven Gross and Louisa Klemmer (2014)
Essential References Materials	
Electronic Materials	https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L5.pdf https://www.academia.edu/28545863/TRANSPORT_and_tourism_Book
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom

Item	Resources
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	