



Course Specifications

Course Title:	Tourist Behavior
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	3
6. Mode of Instruction (mark all that apply)	3
B. Course Objectives and Learning Outcomes	3
1. Course Description	3
2. Course Main Objective.....	4
3. Course Learning Outcomes	4
C. Course Content	4
D. Teaching and Assessment	5
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	5
2. Assessment Tasks for Students	6
E. Student Academic Counseling and Support	6
F. Learning Resources and Facilities	6
1. Learning Resources	6
2. Facilities Required.....	7
G. Course Quality Evaluation	7
H. Specification Approval Data	7

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 11
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 are the motivation for tourist to travel and to choose destination
 - It provides an understanding the perception and information processing needed by tourist on tourism destination image.
 - It provides an understanding on evaluation of alternatives and choice of destination and activities
 - It provides an understanding of post-choice processes

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 tourist behavior theory and practices	
1.2	Student will understand processes and information taken by tourist on tourism destination image	
1.3	Student will understand processes and information taken tourist on evaluation of alternatives and choice of destination and activities	
1.4	Student will understand processes needed by tourist after choosing destination	
1.5		
2	Skills:	
2.1	Student's ability to evaluate processes and information	
2.2		
2.3		
2...		
3	Values:	
3.1	Student will learn how to build an effective teamwork	
3.2	Student will learn how to treat tourist based on tourist behavior	
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1 – Interpretive Consumer Research: Uncovering the “Whys” Underlying Tourist Behavior	3

2	Chapter 2- Antecedents and Consequences of Prestige Motivation in Tourism: An Expectancy-Value Motivation	3
3	Chapter 3 – Tourism Destination Image Formation	3
4	Chapter 4 – Tourist Information Search	3
5	Chapter 5 - Decision Strategies in Tourism Evaluation	3
6	Chapter 6 - Planning and Exploratory Buying Behavior	3
7	Chapter 7 - Understanding Tourist Experience through Mindfulness Theory	3
8	Chapter 8 – Unlocking the Shared Experience: Challenges of Consumer Experience Research	3
9	Chapter 9 - Processes and Performances of Tourist (Dis)Satisfaction	3
10	Chapter 10 - Tourism Segmentation by Consumer-Based Variables	3
11	Chapter 11: - Emotions and Affective States in Tourism Behavior	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 tourist behavior theory and practice, including how other disciplines relate to the field of study.	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	A comprehensive and in-depth knowledge in tourist behavior	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	An appreciation of the link between tourist behavior 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 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

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			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	Handbook of Tourist Behavior Theory & Practice, (2008) by Metin Kozak, Alain Decrop Tourist Behaviour The Essential Companion (2019) Edited by the late Philip L. Pearce, formerly James Cook University, Australia
Essential References Materials	
Electronic Materials	https://hrmars.com/papers_submitted/2885/Tourist_Behavior_and_its_Impact_on_Increasing_the_Market_Share_for_Travel_and_Tourism_Agencies.pdf http://www.diva-portal.se/smash/get/diva2:1386555/FULLTEXT01.pdf
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	