



Course Specifications

Course Title:	Managing Recreational Enterprises
Course Code:	
Program:	B.Sc of Tourism and Hospitality Management-
Department:	Tourism & Hospitality Management
College:	College of Business
Institution:	Umm Al-Qura University

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A. Course Identification

1. Credit hours: 3
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: 4 th Year, 7 th Level
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	%70
2	Blended	3	%10
3	E-learning		
4	Distance learning		
5	Other	6	%20

7. Contact Hours (based on academic semester)

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

B. Course Objectives and Learning Outcomes

1. Course Description

This course is designed to provide students with the basic knowledge of recreational activities definition, concepts, characteristics, and objectives. It is mainly concentrating on planning and designing recreational activities in hotels. Using various methods of education such as simulations, role playing, case study, visual and audio tools to enhance students' ability to design an organizational structure for recreational department in hotels and managing recreational enterprises. Highlighting the importance of recreational activities to improve hotel's guests' satisfaction.

2. Course Main Objective

The course is dedicated to provide students with the basic knowledge to manage and operate recreational enterprise based on relationship between the quality of recreational activities and guests' satisfaction.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Identifying the concepts, characteristics, and the importance of recreational activities for hotels	
1.2	Constructing an organizational structure for recreation department in hotels	
2	Skills :	
2.1	The relationship between the quality of recreational services and guests' satisfaction	
2.2	The ability to evaluate the performance of recreational enterprises	
3	Values:	
3.1	Taking a leadership/managerial role as appropriate.	
3.2	Responsibility for own learning.	
3.3	Adhere to ethical standards of behavior.	

C. Course Content

No	List of Topics	Contact Hours
1	Course Introduction	3
2	The definitions and concepts of entertainment and recreation	3
3	The characteristics and importance of recreation	3
4	Recreational activities in hotels (Goals and Importance)	3
5	Organizational structure of hotels' recreational department	3
6	Measuring guests' satisfaction & the relationship between guests' satisfaction and the quality of recreational activities	6
7	Hotel management and guests' satisfaction	3
8	Managing recreational enterprises	3
9	Marketing communications	3
10	Contemporary and future approaches in recreational enterprises management	3
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	Identifying the concepts, characteristics, and the importance of recreational activities for hotels	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.2	Constructing an organizational structure for recreation department in hotels	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.0	Skills		
2.1	The relationship between the quality of recreational services and guests' satisfaction	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.2	The ability to evaluate the performance of recreational enterprises	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.0	Values		
3.1	Taking a leadership/managerial role as appropriate.	Active Learning strategies	Teamwork, Assignments, and Coursework
3.2	Responsibility for own learning.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.3	Adhere to ethical standards of behavior.	Course rules introduction	Teamwork, Assignments, and Coursework

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Individual Essays	1,5,11	6%
2	1 st Quiz	3	3%
3	2 nd Quiz	7	3%
4	Midterm exam	9	25%
5	3 rd quiz	11	3%
6	Group assignment	13	10%
6	Final Exam	Exams period	50%

*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 :

1.5 hours/ office hours to provide students with any help needed for the course and academic consultations

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	<ul style="list-style-type: none"> Allison, M. T., & Geiger, C. W. (1993). Nature of leisure activities among the Chinese-American elderly. <i>Leisure Sciences</i>, 15 (4), 309-319. Allison, M. T., & Smith, S. (1990). Leisure and the quality of life: Issues facing racial and ethnic minority elderly. <i>Therapeutic Recreation Journal</i>, 24 (3), 50-63. KIM, E (2001). <i>Leisure Activity of Older Korean Americans In the U.S. and Its Relationship to Cultural Integration and Ethnic Preservation</i>. Doctor of Philosophy, Athens, Georgia.
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Essential References Materials	<ul style="list-style-type: none"> • Tourism management journal • Annals of tourism .
Electronic Materials	IUOTO, ICAO, UNWTO Website - whatsapp Face book- power point- Youtube
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	- 50 seats Classroom
Technology Resources (AV, data show, Smart Board, software, etc.)	- Computers & LCDs
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
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Students	<p>At the end of every lecture, students are asked to write down their feedback about the lecture in an anonymous piece of paper and to hand it to the lecturer. All students feedback will be read and will be discussed in the next lecture.</p> <p>At the end of the semester a questionnaire will be distributed by the quality assurance unit and a report will be given to the course director summarizing its outcome</p>

Strategies for Evaluation of Teaching by the Instructor or by the Department	Instructor, and Department committee	Peer Observation Guidelines and Recommendations Classroom Observation Instruments Reviews by the department council of course materials (e.g., syllabi, assignments, activities) Discussions within group of faculty teaching the course
Reviews by the department council of course materials (e.g., syllabi, assignments, activities)	Course teachers	Discussions within group of faculty teaching the course.
Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work,	Department council	Providing samples all kind of assessment in the departmental course portfolio of each course.

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	