



## Course Specifications

<b>Course Title:</b>	<b>Tourism Patterns</b>
<b>Course Code:</b>	
<b>Program:</b>	<b>B.Sc of Tourism and Hospitality Management-</b>
<b>Department:</b>	<b>Tourism &amp; Hospitality Management</b>
<b>College:</b>	<b>College of Business</b>
<b>Institution:</b>	<b>Umm Al-Qura University</b>

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## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b>
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"/>
<b>3. Level/year at which this course is offered:</b>
<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		
2	Blended	33	%100
3	E-learning		
4	Distance learning		
5	Other		

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

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

## B. Course Objectives and Learning Outcomes

### 1. Course Description

In the dynamic field of tourism industry, people travel for different reasons. This course is designed to provide students with the knowledge needed to understand tourism patterns and the factors influencing tourist reasons for travelling. In a way to enhance their ability for managing and planning tourist facilities and services to accommodate the changes in patterns. With such knowledge students will have the tools to understand the reasons behind how tourist choose their destinations to help them maximising the profits and performance of their tourist businesses.

### 2. Course Main Objective

The course is dedicated to provide students with the basic knowledge to understand tourism patterns and using this knowledge to improve the performance of their tourism businesses.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
1	<b>Knowledge and Understanding</b>	
1.1	Identifying the concepts, characteristics, and the importance of tourism patterns	
1.2	Listing the types of tourism patterns	
1.3	Understanding the dynamic nature of tourism patterns	
2	<b>Skills :</b>	
2.1	The ability to analyze tourism patterns using statistics and critical thinking	
2.2	The ability to forecast tourism patterns	
2.3	Designing flexible tourism businesses to accommodate changes in patterns	
3	<b>Values:</b>	
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, concepts and importance of tourism patterns	6
3	Reasons for travel	3
4	Understanding the psychology of tourists (factors shaping tourism patterns)	3
4	Travelling for pleasure	3
5	Business Travel	3
6	Other tourism patterns	3
7	Managing tourism destinations to accommodate tourism patterns	6
8	Forecasting the future tourism patterns	3
<b>Total</b>		<b>33</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
1.0	<b>Knowledge and Understanding</b>		
1.1	Identifying the concepts, characteristics, and the importance of tourism patterns	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.2	Listing the types of tourism patterns	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.3	Understanding the dynamic nature of tourism patterns	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.0	<b>Skills</b>		
2.1	The ability to analyze tourism patterns using statistics and critical thinking	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.2	The ability to forecast tourism patterns	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.3	Designing flexible tourism businesses to accommodate changes in patterns	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
<b>3.0</b>	<b>Values</b>		
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 Essay	3	5%
2	1 <sup>st</sup> Quiz	3	5%
3	2 <sup>nd</sup> Quiz	7	5%
4	Midterm exam	9	20%
5	3 <sup>rd</sup> quiz	11	5%
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

<b>Required Textbooks</b>	<ul style="list-style-type: none"> <li>Camilleri, M., 2017. <i>Travel Marketing, Tourism Economics and the Airline Product: An Introduction to Theory and Practice</i>. 1st ed. Milan, Italy: Springer nature.</li> </ul>
<b>Essential References Materials</b>	<ul style="list-style-type: none"> <li>Tourism management journal</li> <li>Annals of tourism .</li> </ul>
<b>Electronic Materials</b>	IUOTO, ICAO, UNWTO Website - whatsapp Face book- power point- Youtube

<b>Other Learning Materials</b>	
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## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	- 50 seats Classroom
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	- Computers & LCDs
<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
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

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