



Course Specifications

Course Title:	Destination Management
Course Code:	
Program:	B.Sc of Tourism and Hospitality Management-
Department:	Tourism & Hospitality Management
College:	College 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.....	3
3. Course Learning Outcomes	4
C. Course Content	4
D. Teaching and Assessment	4
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods.....	4
2. Assessment Tasks for Students	5
E. Student Academic Counseling and Support	5
F. Learning Resources and Facilities	5
1. Learning Resources	6
2. Facilities Required.....	6
G. Course Quality Evaluation	6
H. Specification Approval Data	8

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. 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		
2	Blended		
3	E-learning		
4	Distance learning		
5	Other	33	%100

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 tourism destinations management models and theories as well as the necessities needed to manage and operate destinations. It also highlights the role of public and private in supporting and running destinations. In addition, Destination management course is providing students with the skills required to deal with tourists/visitors through all the stages of their journey with the coordination of host communities and all the parties to achieve visitors' satisfaction as well as sustaining destination development.

2. Course Main Objective

The course is dedicated to provide students with the basic knowledge to manage and sustain destinations while maintaining high visitors' satisfactory level.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Understanding the basic concepts, theories, and strategies to manage tourism destinations	
1.2	Constructing policies to ensure sustainable destinations development	
1.3	Designing an information system that help with managing destination by gathering statistics and information to better understand visitors	
1.4	Identifying the elements of visitors' satisfaction and the ability to apply them in designing better destinations' products	
2	Skills :	
2.1	The ability to construct destination management strategies	
2.2	The ability to analyze destinations' strengths and weaknesses	
2.3	The ability to use destinations' potentials to increase its competitiveness	
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 & the importance of tourism for global economy	3
2	Tourist destination life cycle	3
3	Tourism destination management	3
4	Destination positioning and branding strategies	3
5	Developing destination's products and roles of private and public sectors	3
6	Tourism destinations' policies and strategic planning	3
7	Tourism destination marketing	3
8	Pricing	3
9	Marketing communications	3
10	Destinations' distribution channels, and e-tourism	3
11	Social media marketing and its role in tourism industry	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	Understanding the basic concepts, theories, and strategies to manage tourism destinations	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.2	Constructing policies to ensure sustainable destinations development	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.3	Designing an information system that help with managing destination by gathering statistics and information to better understand visitors	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.4	Identifying the elements of visitors' satisfaction and the ability to apply them in designing better destinations' products	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.0	Skills		
2.1	The ability to construct destination management strategies	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.2	The ability to analyze destinations' strengths and weaknesses	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.3	The ability to use destinations' potentials to increase its competitiveness	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	1 st Quiz	4	10%
2	Individual Essay	5	10%
3	Mid-term exam	7	20%
4	2 nd Quiz	10	10%
5	Class activities	All weeks	10%
6	Final Exam	Exams period	40%

*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"> • Rich Harrill American Hotel & Lodging Association (2019) Fundamentals of Destination Management and Marketing with Answer Sheet (AHLEI) (AHLEI - Travel and Tourism, Educational Institute; • Asworth, G. J and Goodal, B. (eds) (1990) Marketing Tourism places. Routledge London. • Carmen. B, Stuart. E .I and Ritchie. J.R.B (2005) Destination branding: Insights and practices from destination management organizations. • Katrin . B, (2005) Tourism destination marketing- A tool for destination management? Newzealand • Pike. S, (2004) Destination Marketing Organisation. Elsevier
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.)	- 40 seats Classroom with 40 computers
Technology Resources (AV, data show, Smart Board, software, etc.)	
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
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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	<p>Peer Observation Guidelines and Recommendations</p> <p>Classroom Observation Instruments</p> <p>Reviews by the department council of course materials (e.g., syllabi, assignments, activities)</p> <p>Discussions within group of faculty teaching the course</p>
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	