اعتماد
NCAAA

T4

2020

Course Specifications

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

VISION 2030
KINGDOM OF SAUDI ARABIA

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Table of Contents

A. Course Identification

1. Credit hours: 3	

2. Course type

a.   University ☐   College ☐   Department ■   Others ☐

b.   Required ☐   Elective ☐

3. Level/year at which this course is offered: 7th Semester/3rd Year

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

Travel Agencies Management is an active learning course that is designed to provide students with the basic knowledge and managerial skills to work at tourism businesses and travel agencies with a future perspective of business models under the 2030 Vision.

2. Course Main Objective

The course is dedicated to provide students with the basic knowledge and skills to work at tourism businesses and travel agencies under the vision of 2030.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	Identifying future opportunities of working at the field of travel agencies with the implications of 2030 vision	

	CLOs	Aligned PLOs
1.2	The ability to write a description of famous tourism destinations as a part of tourist program	
1.3	Describing skills needed to work at tourism businesses and travel agencies	
2	**Skills :**	
2.1	Building and pricing a tourist program	
2.2	Differentiating between tourism businesses and travel agencies	
2.3	The ability to recall and use the most common AMADEUS system's orders in different situations	
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 environment of tourism businesses: defining travel agencies and tourism corporations in the frame of Vision 2030	3
3	Types of tourism businesses and Travel Agencies	3
4	Building packages and tourist programs and pricing strategies	3
5	Tourism product and packages distribution channels	3
6	An entry to AMADEUS	6
7	Famous tourist destinations around the world and how to use to develop tourist programs	3
8	Study of international tourism companies' reports and how to with global tourism market	3
9	Working skills at tourism businesses	3
10	Establishing a successful tourism business or travel agency	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 future opportunities of working at the field of travel agencies with the implications of 2030 vision	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.2	The ability to write a description of famous tourism destinations as a part of tourist program	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.3	Describing skills needed to work at tourism businesses and travel agencies	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.0	**Skills**		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.1	Building and pricing a tourist program	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.2	Differentiating between tourism businesses and travel agencies	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.3	The ability to recall and use the most common AMADEUS system's orders in different situations	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 Essay	3	5%
2	Group Assignment	5	8%
3	1st Quiz	7	15%
4	2nd Quiz	13	15%
5	Group Assignment	11	7%
6	Class activities	All weeks	10%
7	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	• Gomaa, H. A. A. and Elsayed, Y. N. M. K. (2013). Investigating the Egyptian Travel Agencies' Attitudes Towards Social Media as an Electronic Customer Relationship Management Instrument. Peer reviewed Paper. *Journal of the Association of Arab Universities for Tourism and Hospitality.* Vol. 10. No. 1.

	• Source: Holloway, J. C., Humphreys, C. and Davidson, R. (2009). *The Business of Tourism.* "Eighth Edition". *Pearson Education Limited.*
Essential References Materials	
Electronic Materials	
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	- Active learning classes - Computer Laboratory with Amadeus - Internet connection
Technology Resources (AV, data show, Smart Board, software, etc.)	AMADEUS simulation system
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	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. 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

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	