



Course Specifications

Course Title:	Floating hotels management
Course Code:	
Program:	B.Sc. of Tourism and Hospitality Management (Hotel management track)
Department:	Tourism and 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 checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	12th Semester/4th 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		70
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		30

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	30

B. Course Objectives and Learning Outcomes

1. Course Description

This course introduces the main concepts and theories relevant to cruise line management. The course explores the working conditions on cruise ships as well as the environmental impacts of cruising. It also covers the major aspects of cruise operations and management including history, global cruise market, economic significance, geography of cruising, itinerary design, anatomy of a cruise ship, operations, sales and marketing procedures, passenger services, event planning and management, and career opportunities.

2. Course Main Objective

The course aims to provide students with a deep understanding and knowledge of cruise line operation and management.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Describe the history of cruise industry, geography and vessels	
1.2	Describe the economic significance of global cruise industry	
1.3	Explain cruise sales and marketing process. Travel Agent vs. booking yourself	
1.4	Compare the various distribution channels cruise lines use to market their products	
1.5	Describe operations management on board a cruise ship involving its major functions, processes and procedures	
1.6	Explain the importance of staff training for cruise operations & maritime law.	
1.7	Explain needs for customer services and security on board a cruise ship.	
1.8	Apply the knowledge learned in this course to design a cruise experience	
2	Skills :	
2.1	Ability to design short and long cruise trips	
2.2	Dealing with the main challenges facing the cruise management	
2.3	Apply the safety and security precaution required in cruise line	
3	Values:	
3.1	Develop creative solutions to exceed cruise customers' expectations	
3.2	Implement teamworking values and leadership values in his in class activities and assignments	

C. Course Content

No	List of Topics	Contact Hours
1	An overview of the cruise line industry	3
2	History of Cruising- International cruising: the state of the art	3
3	Ships as floating resorts	3
4	Who Cruises and Why- Market aspects- Cruise Marketing and Economics	3
5	Who's Who in Cruising – The Industry -Profiling the Lines	3
6	The Cruise Experience	3
7	Cruising regions – cruise geography	3
8	Environmental issues in cruise operations	3
9	Destination development in the cruise business-	3
10	Safety and Security Issues in international cruise ship management	3
11	Working in the cruise industry	3
12	The future of cruising	3
13	Revision	3
Total		

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	Understand the importance of global cruise industry economic	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.2	Demonstrate and understanding of cruise sales and marketing process.	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.3	Compare the various distribution channels cruise lines use to market their products	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.4	Explain operations management on board a cruise ship involving its major functions, processes and procedures	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.5	List a range of recreational activities that can be offered by a cruise.	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.6	Assess challenges facing cruise management.	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
2.0	Skills		
2.1	Ability to manage crisis in cruise line.	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
2.2	Assess environmental issues and resolve them	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
3.0	Values		
3.1	Develop creative solutions to exceed cruise line customers' expectations.	Active Learning strategies	Exams Team Work Assignments (Team

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
			work and Individual) In Class Activities/ Course Work
3.2	Implement teamworking values and leadership values in his in class activities and assignments	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
3.3	Implement proper communication skills with customers	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid-term Exam	5	10%
2	Individual Assignment	7	20%
3	Team work Assignment	9	20%
4	In Class activities/ Course work (quizzes- problem solving cases, etc.)	Every week	10%
5	Final exam	12	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 :

The course director is available at his office hours to help and support students. The academic advising unit is also affording the service to the college students.

- Office hours (1.5 hr/week).
- E-mail (available).
- Watsapp
- Black Board facility for female Campus

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Mancini, M. (2004). Cruising: A Guide to the Cruise Line Industry. Albany, NY: Delmar-Thomson Learning. Berger, A.A. (2004). Ocean Travel and Cruising: A Cultural Analysis. New York: Haworth Hospitality Press. Cartwright ,R., & Baird, C. (1999).
Essential References Materials	<ul style="list-style-type: none"> • Cornell Hotel and Restaurant Administration Quarterly • Hospitality Review • International Journal of Hospitality Management • International Journal of Contemporary Hospitality Management

	<ul style="list-style-type: none"> • Managing Service Quality • Service Industries Journal
Electronic Materials	https://hospitalityinsights.ehl.edu/
Other Learning Materials	<p>Bauer, T. (2001). Tourism in the Antarctic: Opportunities, Constraints and Future Prospects. New York: The Haworth Hospitality Press. The Development and Growth of the Cruise Industry. Oxford: Butterworth Heinemann. Dowling, R. (ed). Cruise Ship Tourism. CABI 2006 Dickinson, R. H., & Vladimir, A. N. (1997). Selling the Sea: An Inside Look at the Cruise Industry. New York: John Wiley & Sons, Inc. Douglas, N., & Douglas, N. (2004). The cruise experience. Pearson Hospitality Pres, Frenchs Forest NSW. HKTA. (1999). Study on Cruise Market of Hong Kong. Hong Kong: Hong Kong Tourist Association. Israel, G., & Miller, L. (1999). Dictionary of the Cruise Industry. Colchester, UK: Seatrade Cruise Academy Publication. Johnson, D. (2002). Environmentally sustainable cruise tourism: a reality check. Marine Policy, 26, 261-270. Klein, R. A. (2003). Cruising – Out of Control: The Cruise Industry, the Environment, Workers, and the Maritimes. Halifax, Nova Scotia: Canadian</p>

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Class room with max of 20 seats- Active Learning Halls;
Technology Resources (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, White board, flip chart, Blue glue; Markers.
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
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
Evaluation of Teaching by the Instructor or by the Department	Peers	Peer Observation Guidelines and Recommendations
Evaluation of course materials	Reviewers	Reviews by the department

Evaluation Areas/Issues	Evaluators	Evaluation Methods
		council of course materials (e.g., syllabi, assignments, activities)
Evaluation of syllabi	Academic staff members	Discussions within group of faculty teaching the course.
Verifying Standards of Student Achievement	Academic staff members	Assigning group of faculty members who have an experience on teaching the course to grade same Questions for various students. Faculty from other institutions are invited
Periodically reviewing course effectiveness and planning for improvement.	The instructor	The course material and learning outcomes are periodically reviewed and the changes to be taken are approved in the departmental and higher councils.

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	May 2022