



## Course Specifications

<b>Course Title:</b>	Design and management of tourism programs
<b>Course Code:</b>	
<b>Program:</b>	Tourism and Hospitality Management
<b>Department:</b>	Tourism and Hospitality Management
<b>College:</b>	College of Business
<b>Institution:</b>	Umm Al-Qura University

## Table of Contents

<b>A. Course Identification</b> .....	<b>3</b>
6. Mode of Instruction (mark all that apply) .....	3
<b>B. Course Objectives and Learning Outcomes</b> .....	<b>3</b>
1. Course Description .....	3
2. Course Main Objective.....	3
3. Course Learning Outcomes .....	4
<b>C. Course Content</b> .....	<b>4</b>
<b>D. Teaching and Assessment</b> .....	<b>5</b>
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods.....	5
2. Assessment Tasks for Students .....	6
<b>E. Student Academic Counseling and Support</b> .....	<b>6</b>
<b>F. Learning Resources and Facilities</b> .....	<b>6</b>
1. Learning Resources .....	6
2. Facilities Required.....	7
<b>G. Course Quality Evaluation</b> .....	<b>7</b>
<b>H. Specification Approval Data</b> .....	<b>8</b>

## A. Course Identification

<b>1. Credit hours:</b>
<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 checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 4 <sup>th</sup> year/10 <sup>th</sup> semester
<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	30	100%
3	E-learning		
4	Distance learning		
5	Other		

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

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

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course introduces the design and management of tourism programs, the principles on which they are based, and the roles of tourism companies, agents and tour operators. This course presents package tours with its components (transport, accommodation, food, tourist guide services, tourist attractions, and ground services). It reviews the stages of planning and implementing the program, starting with the search for the tourist destination, negotiation with tourism service providers, calculating the program costs and pricing methods. This course develops and reviews the design of varied models for different tourism programs in order to provide students with the skill in designing tourism programs.

### 2. Course Main Objective

This course aims to identify the principles of designing tourism programs and elaborating the specifications and the elements of different package tours.

**At the end of this course students will be able to:**

- Identify types, responsibilities and the features of travel agents and tour operators.
- Learn how to design tourism programs, set the stages of their implementation and calculate their costs.
- Understand the importance of planning tourism programs and know the ways to prepare the itinerary, and the sources and information that can be relied upon to plan the itinerary.
- Realize the foundations of planning tourism programs and identifying the components the comprehensive tourism trips (package tours).
- Determine the characteristics of the different tourist markets and destinations in which travel agencies will sell their programs.
- Compare alternatives and understand the operations involved in booking airline tickets, hotel rooms, ground services, transportation and tourist guidance.
- Know the principles and methods of pricing tour packages and advertising techniques.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Define the concepts and the principles of organizing tourism programs and its components (i.e. accommodation, transportation, and guidance services)	
1.2	Understand the types of tourism programs, how to prepare them and calculate their costs and stages of implementation.	
1.3	Know how to research destinations and plan itineraries.	
1.4	Recognize the role of travel agents and companies in pricing, promoting and evaluating the tourism programs.	
<b>2</b>	<b>Skills :</b>	
2.1	Analyze the destinations and tourism markets before designing tourism programs	
2.2	The ability to conduct negotiations with suppliers/providers of tourism services, mainly airlines, hotels, transport companies, car rental, ground operators etc.	
2.3	Take a leadership/administrative role as appropriate and developing oneself personally and professionally.	
<b>3</b>	<b>Values:</b>	
3.1	Adhere to ethical standards of behavior and take responsibility for learning	
3.2	The ability to work effectively within a team and form responsible and successful relationships with others.	

### C. Course Content

No	List of Topics	Contact Hours
1	Tourism programs: concept, objectives and types	2
2	Principles of designing tourism programs	3
3	Organizing package tours and estimating their costs	3
4	The roles of travel agents and tour operators	3
5	Elements of comprehensive package tours and tourist trips: transportation, accommodation, food, tourist guide services	3

6	Tourist markets and destinations	3
7	The stages of designing tourism programs	3
8	Package tour pricing	3
9	Promotion and advertising of tourism programs	2
10	Workshop: Designing a tourist program for inbound tourism, outbound tourism and domestic tourism methods and calculating their costs.	3
11	Evaluation of the tourism programs	2
<b>Total</b>		<b>30</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
<b>1.0</b>	<b>Knowledge and Understanding</b>		
1.1	Define the concepts and the principles of organizing tourism programs and its components (i.e. accommodation, transportation, and guidance services)	Lectures Active strategies learning	Exams Assignments Articles Discussion
1.2	Understand the types of tourism programs, how to prepare them and calculate their costs and stages of implementation.	Lectures Active strategies learning	Quizzes Course Work Reports Discussion
1.3	Know how to research destinations and plan itineraries.	Lectures Active strategies learning	Exams Discussion Course work reports
<b>2.0</b>	<b>Skills</b>		
2.1	Analyze the destinations and tourism markets before designing tourism programs	Lectures Active strategies learning	Exams Case studies Discussions
2.2	The ability to conduct negotiations with suppliers/providers of tourism services, mainly airlines, hotels, transport companies, car rental, ground operators etc.	Lectures Active strategies learning	Exams Research projects Course Work
2.3	Take a leadership/administrative role as appropriate and developing oneself personally and professionally.	Lectures Active strategies learning	Quizzes Teamwork Case studies Presentations
<b>3.0</b>	<b>Values</b>		
3.1	Adhere to ethical standards of behavior and take responsibility for learning	Lectures Active strategies learning	Case studies Presentations Teamwork
3.2	The ability to work effectively within a team and form responsible and successful relationships with others.	Lectures Active strategies learning	Exams Case studies Research projects Presentations

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
...			

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid-term Exam	7	20%
2	Individual Essay	8	10%
3	Semester Work (quizzes- problem solving- attendance)	Every week	20%
4	Research Project (Group)	10	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 for 8 hours a week (office hours) to help and support students.
- The course director communicates continually with students through e-mail, Whatsapp and the university's e-learning portal Webex and/or Blackboard to provide guidance to students in different issues in regards to the course materials.
- The academic advising unit is also offering the consultation service to the college students.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	<ul style="list-style-type: none"> <li>• A. K. Bhatia (2012) The Business of Travel Agency &amp; Tour Operations Management, Sterling Publishers</li> <li>• Swain, S. K. (2010) Travel Agency and Tour Operations Management, ISBN 978-93-81932-24-7</li> </ul>
<b>Essential References Materials</b>	<ul style="list-style-type: none"> <li>• Holloway, J.C. (2002) The Busines of Tourism, Prentice Hall, London, pp.220-279.</li> <li>• Roday. S, Biwal. A &amp; Joshi. V. (2009) Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.</li> <li>• Goeldner, R &amp; Ritchie. B (2010) Tourism Princibles, Practices and Philosphies, John Wiley &amp; Sons, London</li> </ul>
<b>Electronic Materials</b>	

<b>Other Learning Materials</b>	Amadeus program, Microsoft Office, and CDs that contain scientific material related to the course content
---------------------------------	---

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	<ul style="list-style-type: none"> <li>- Class room with max of 50 seats</li> <li>- Active Learning Halls</li> <li>- A computer lab that contains 40 computers</li> </ul>
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	<ul style="list-style-type: none"> <li>- Data-show</li> <li>- Video and scientific films</li> <li>- White board</li> <li>- flip chart</li> <li>- Blue glue; Markers.</li> </ul>
<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
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 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

Evaluation Areas/Issues	Evaluators	Evaluation Methods
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	