اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	Experience Management in Tourism and hotels
Course Code:	
Program:	General course for Hospitality and Tourism
Department:	Tourism and hospitality management
College:	College of Business
Institution:	Umm Al-Qura University

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: 2nd year, 4th semester

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**	30	60%
2	**Blended**		
3	**E-learning**		
4	**Distance learning**		
5	**Other**	3	40%

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	**Lecture**	33
2	**Laboratory/Studio**	
3	**Tutorial**	
4	**Others** (specify)	
	Total	

B. Course Objectives and Learning Outcomes

This course is designed to introduce the students the basic elements of the visitor experience. It explains the factors for creating a satisfactory tourist's experience. Students taking the course will learn the necessary principles to be successful in planning of memorable tourism experiences. Topics covered are tourist attractions, motivation factors, parameters for creating tourist experience, satisfaction in tourism, service quality. It also investigates the social effects of tourism as a result of examining the sociological structures of the tourists participating in the tourism and the organizations that offer the products of tourism.

2. Course Main Objectives

The course aims to introduce an expanding field of customer experience management in the Hospitality and tourism industry. Customer experience has become a critical differentiator in today's competitive market environment, tourism and travel service companies can strengthen their brand preference and improve customer loyalty and satisfaction through valued and memorable customer interactions. This course imparts an in-depth knowledge and understanding of guest relationship management, cross-cultural management, and people management in a variety of tourism and travel service business operations to students.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	Understand and apply the most important tools and techniques used to design customer experiences. Knowledge and ability to apply the Design Thinking methodology.	
1.2	Demonstrate Knowledge of how to diagnose customer experience based on research of consumer behavior and needs.	
1.3	Knowledge and application of customer experience.	
1.4	Describe and explain how to strategically foster closer, better, more effective and more beneficial partnerships with customers in the context of tourism and travel service industry.	
1.5	Develop and demonstrate good communication, with the client to create a memorable visit.	
1.6	Know and apply the most important tools and techniques used to design customer experiences.	
1.7	Plan, implement, coordinate and manage tourism and travel service operations in relation to marketing communication, stakeholder management, guest relationship management in multi-cultural environment	
2	**Skills :**	
2.1	Employ effective interpersonal skills in delivering services to customers	
2.2	Demonstrate the ability to deal with diversity in cultural and ethnic background, language, and personalities while working effectively as a team	
2.3	Critically evaluate the business environment and stakeholders (including marketers and service providers) in the tourism and travel service industry to meet their needs	
2.4	Create and deliver personalized and consistent customer experiences across online and offline channels and interactions	
3	**Values:**	

	CLOs	Aligned PLOs
3.1	Contribute to the development and implementation of a customer service quality assurance plan	
3.2	Comply with policies and legislation governing ethical behavior, rights and freedoms, and codes of conduct	
3.3	Distinguish and produce forms of communication relevant to academia, business, government, and restaurant industry.	

C. Course Content

No	List of Topics	Contact Hours
1	Introduction and overview of the customers' experience.	3
2	Concepts and definitions of customer experience.	3
3	Customer Journey and Contact Points.	3
4	Customer empathy map	3
5	Service quality and customer experience	3
6	Demographics and behaviors of the pilgrims	3
7	Designing a customer journey map.	
8	Guest Relationship Management.	
9	People Management.	3
10	Cross-Cultural Management.	3
11	Experience management..	3
12	Practical applications for the experience.	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	Apply the most important tools and techniques used to design customer experiences.	Lectures Group discussions Focus group	Quizzes Assignments Presentations Role play
1.2	Knowledge and ability to apply the Design Thinking methodology	Lectures Group discussions Focus group	Quizzes Assignments Presentations Role play
1.3	Know and apply the most important tools and techniques used to design customer experiences.	Lectures Group discussions	Quizzes Assignments Presentations Role play
2.0	**Skills**		
2.1	Employ effective interpersonal skills to create customers experience.	Practical lectures	Oral quizzes

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.2	Dealing with diversity in cultural and ethnic background, language, and personalities while working effectively as a team.	Practical lectures	Oral quizzes
2.3	Apply knowledge of the marketing techniques to attract more customers.	Practical lectures	Oral quizzes
2.4	Create and deliver personalized and consistent customer experiences across online and offline channels and interactions.	Practical lectures	Oral quizzes
3.0	Value		
3.1	Contribute to the development and implementation of a customer experience and quality assurance plan	Lectures Group discussions	Quizzes Assignments Presentations Role play
3.2	Comply with policies and legislation governing ethical behavior, rights and freedoms, and codes of conduct	Lectures Group discussions	Quizzes Assignments Presentations Role play
3.3	Use appropriate communication kill to create a memorable customer experience	Lectures Group discussions	Quizzes Assignments Presentations Role play

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Assessment task (eg. essay, test, group project, examination etc.)	Ongoing	5%
2	Class room activity	Ongoing	5%
3	Individual Essay	6	5%
4	Mid-term exam	8	20%
5	Group Presentation	Every week	5%
6	Semester Work (quizzes- problem solving- attendance	Ongoing	10%
7	Oral exam	Ongoing	10%
8	Final exam	13	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 (13/week).
- E-mail (available).
- Meetings (3-5 times /semester)

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	• Sustainable Customer Experience Design: Co-creating Experiences in Events, Tourism and Hospitality, Jul 10, 2018, by Bert Smit and Frans Melissen • The Customer Experience Book: How to design, measure and improve customer experience in your business, Sep 25, 2016, by Alan Pennington
Essential References Materials	• **Customer Experience Management: How to Design, Integrate, Measure and Lead, May 7, 2018, by Nihat Tavsan Ph.D;Can Erdem Ph.D**
Electronic Materials	▪ The Journal of Customer Experience ▪ Journal of foodservice ▪ Mintel Reports; ▪ Proquest; ▪ Science Direct; Travel and Tourism Analyst ▪ Annals of Tourism Research ▪ Current Issues in Tourism ▪ International Journal of Hospitality Management ▪ International Journal of Contemporary Hospitality Management ▪ Journal of Hospitality and Tourism Research ▪ Journal of Service Quality ▪ Journal of Travel Research ▪ Customer Experience Professionals Association: http://www.ccxp.org ▪ Interactive Customer Experience Association: https://www.icxa.org/
Other Learning Materials	Harvard Business Review

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Accommodation (Classrooms equipped with wireless internet service.) Class room with max of 30 seats-
Technology Resources (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, White board, flip chart,
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
Effectiveness of teaching	Course instructor	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
Effectiveness of teaching	The Department	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

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	Prof. Hany
Reference No.	
Date	May 2022