



Course Specifications

Course Title:	Human Resources Management in Tourism and Hospitality
Course Code:	
Program:	Tourism and Hospitality Management
Department:	Tourism and Hospitality Management
College:	College of Business
Institution:	Umm Al-Qura University

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A. Course Identification

1. Credit hours:			
2. Course type			
a.	University <input type="checkbox"/>	College <input type="checkbox"/>	Department <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/>	Elective <input type="checkbox"/>	Others <input type="checkbox"/>
3. Level/year at which this course is offered: 2 nd year/5 th 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		
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)	
	Total	30

B. Course Objectives and Learning Outcomes

1. Course Description

As the hospitality industry continues to grow and become more diverse than ever, human resource management plays a vital role in contributing to strategic planning for both the long and short term. This module gives an overview of current HR practices and full explanations as to why HR is becoming one of the most important aspects of business management. Functions of the personnel department in planning, recruiting, selection, performance appraisal, information systems, and recent legal issues are discussed.

2. Course Main Objective

- Appreciate the importance of HRM in tourism and hospitality.
- Understand the need for HR planning organizing, leading and controlling for the success of tourism and hospitality operations.
- Identify the new approaches to HR selecting, developing, and placing

- Identify the work measurement and evaluation.
- Understand individuals motivations and working behavior

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Apply theoretical knowledge into the practical world in making decisions and judgments in HR of tourism and hospitality products and organizations	
1.2	Identify unique HRM challenges due to the nature of the tourism and hospitality industry structure	
1.3	Identify employee attitudes, motivations and behaviors in tourism and hospitality organisations	
1.4	Know various employment and career development strategies used for effective and efficient HRM in the tourism and hospitality business	
2	Skills :	
2.1	Identify the critical components in the tourism and hospitality labour in establishing the value chain for employee satisfaction and loyalty.	
2.2	Display analytical and critical thinking as well as creative HR solutions relevant to tourism and hospitality management.	
2.3	Develop HRM strategies and the role of HRM for productive performance.	
2...		
3	Values:	
3.1	Students will be able to value and implement human resource management practices in different tourism and hospitality operations.	
3.2	Distinguish and produce forms of communication relevant to academia, business, government, and industry.	
3.3	Students will be able to demonstrate different values (i.e., respect, trust, honesty and loyalty) when communicating with the teams, members and various audiences.	
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to human resources in the hospitality industry:	3
2	Human resources management: Policies and procedures	3
3	Recruitment and Selection	3
4	Equal opportunities and managing diversity	3
5	Training and development	3
6	Performance Management and Appraisal	3
7	Human Resources and Strategic Planning	3
8	Management and leadership	3
9	Concepts of employee motivation	3
10	Critical Issues in Human Resources Management	3
Total		30

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 theoretical knowledge into the practical world in making decisions and judgments in HR of tourism and hospitality products and organizations	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	Identify unique HRM challenges due to the nature of the tourism and hospitality industry structure	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	Identify employee attitudes, motivations and behaviors in tourism and hospitality organisations	Active Learning strategies	Exams Team Work Assignments Course Work
1.4	Know various employment and career development strategies used for effective and efficient HRM in the tourism and hospitality business	Active Learning strategies	Exams Team Work Assignments Course Work
2.0	Skills		
2.1	Identify the critical components in the tourism and hospitality labour in establishing the value chain for employee satisfaction and loyalty.	Active Learning strategies	Exams Team Work Assignments Course Work
2.2	Display analytical and critical thinking as well as creative HR solutions relevant to tourism and hospitality management.	Active Learning strategies	Exams Team Work Assignments Course Work
2.3	Develop HRM strategies and the role of HRM for productive performance.	Active Learning strategies	Exams Team Work Assignments Course Work
3.0	Values		
3.1	Value and practice active listening, critical thinking, and critical reading.	Active Learning strategies	Exams Team Work Assignments Course Work
3.2	Students will be able to demonstrate different values (i.e., respect, trust, honesty and loyalty) when communicating with the teams, members and various audiences.	Active Learning strategies	Exams Team Work Assignments Course Work
3.3	Students will be able to value and implement human resource management practices in different tourism and hospitality operations.	Active Learning strategies	Exams Team Work Assignments Course Work

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

Required Textbooks	<ul style="list-style-type: none"> • Baum, T. (2016). <i>Human resource issues in international tourism</i>. Elsevier • Riley, M. (2014). <i>Human resource management in the hospitality and tourism industry</i>. Routledge.
Essential References Materials	Journal of Human Resources in Tourism and Hospitality Annals of Tourism Research Cornell Hotel and Restaurant Administration Quarterly International Journal of Contemporary Hospitality Management International Journal of Hospitality Management International Journal of Tourism Management International Journal of Tourism Research Journal of Hospitality and Tourism Management Tourism and Hospitality Research Tourism Management
Electronic Materials	www.Hedna.org www.hospitalitynet.org Caterer and Hotelkeeper www.caterer.com British Hospitality Association www.bha-online.org.uk Caterer and Hotelkeeper www.caterer.com Mintel Market Intelligence http://www.reports.mintel.com/ Mintel Market Intelligence http://www.reports.mintel.com/

	The Institute of Hospitality http://www.instituteofhospitality.org/content/ British Hospitality association http://www.bha.org.uk
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	<ul style="list-style-type: none"> - Class room with max of 50 seats - Active Learning Halls - A computer lab that contains 40 computers
Technology Resources (AV, data show, Smart Board, software, etc.)	<ul style="list-style-type: none"> - 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 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

Evaluation Areas/Issues	Evaluators	Evaluation Methods
		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	