



## Course Specifications

<b>Course Title:</b>	<b>Managing Visitor Attractions</b>
<b>Course Code:</b>	<b>5403 352-2</b>
<b>Program:</b>	<b>B.Sc of Tourism and Hospitality Management</b>
<b>Department:</b>	<b>Tourism and Hospitality Management</b>
<b>College:</b>	<b>College of Business</b>
<b>Institution:</b>	<b>Umm Al-Qura University</b>

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## A. Course Identification

<b>1. Credit hours:</b> 2
<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 type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b>
<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		
3	E-learning		
4	Distance learning		
5	Other	22	% 100

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

No	Activity	Contact Hours
1	Lecture	22
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	22

## B. Course Objectives and Learning Outcomes

The course aims to explore the management of the organizations involved in delivering tourism products and services. This will include a consideration of public sector organizations in tourism, as well as accommodation providers, transport operators, e.g. airline companies, attraction providers and travel wholesalers and retailers. The course provides an extensive introduction to the management of key tourism resources and develops students' ability to apply both generic and specific management concepts and theories to contemporary tourism challenges.

## 2. Course Main Objective

### 2. Course Main Objective

At the end of the unit the student will be able to:

- Discuss the nature and purpose of visitor attractions
- Analyze the processes and challenges of developing a visitor attraction
- Critically evaluate the rationale, scope and tools for visitor attraction management
- Analyze critical challenges in the marketing of visitor attractions
- Evaluate a range of contemporary case studies in visitor attraction management
- Discuss the future of visitor attractions in KSA

Based on Curricula Management and Assurance of Learning System (CMALS) adopted at the college of business, the course director will collect students' feedback, external examiners reviews, updated knowledge and industry feedback to continuously develop the course.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	A broad understanding of the tourism theory and practice, including how other disciplines relate to the field of study.	
1.2	A comprehensive and in-depth knowledge in tourism destination management and marketing.	
1.3	An appreciation of the link between theory and practice in the field of managing tourist attractions	
<b>2</b>	<b>Skills :</b>	
2.1	Adapt to new situations and demands by applying and/or updating her/his knowledge and skills	
2.2	Demonstrate and apply analytical and critical thinking and synthesis in evaluating a range of contemporary case studies in visitor attraction management.	
2.3	Critically evaluate the rationale, scope and tools for visitor attraction management	
2.4	Manage effective performance within a team environment	
2.5	Taking a leadership/managerial role as appropriate.	
<b>3</b>	<b>Values:</b>	
3.1	Responsibility for own learning.	
3.2	Adhere to ethical standards of behavior.	

### C. Course Content

No	List of Topics	Contact Hours
1	<b>Module introduction. Defining and classifying visitor attractions</b>	2
2	<b>The visitor attraction product</b>	2
3	<b>The concept of carrying capacity</b>	2
4	<b>Theme park development</b>	2
5	<b>Heritage visitor attractions</b>	2
6	<b>Eco-resource attractions</b>	2
7	<b>Managing human resources at visitor attractions</b>	2

8	Managing visitor impacts at visitor attractions	2
9	Marketing visitor attractions and the role of the public and private sectors	4
10	Visitor attraction success and failure.	2
<b>Total</b>		<b>22</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	A broad understanding of the tourism theory and practice, including how other disciplines relate to the field of study.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.2	A comprehensive and in-depth knowledge in tourism destination management and marketing.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.3	An appreciation of the link between theory and practice in the field of managing tourist attractions	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
<b>2.0</b>	<b>Skills</b>		
2.1	Adapt to new situations and demands by applying and/or updating her/his knowledge and skills	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.2	Demonstrate and apply analytical and critical thinking and synthesis in evaluating a range of contemporary case studies in visitor attraction management.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.3	Critically evaluate the rationale, scope and tools for visitor attraction management	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.4	Manage effective performance within a team environment	Active Learning strategies	Teamwork, Assignments, and Coursework
2.5	Taking a leadership/managerial role as appropriate.	Active Learning strategies	Teamwork, Assignments, and Coursework
<b>3.0</b>	<b>Values</b>		
3.1	Responsibility for own learning.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.2	Adhere to ethical standards of behavior.	Course rules introduction	Exams, Teamwork, Assignments, and Coursework

### 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid-term Exam	5	10%
2	Individual Essay	8	20%
3	Group Presentation	11	20%
4	Semester Work (quizzes- problem solving- attendance)	Every week	10%
5	Final exam	Final exam periods	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 (15/week).
- E-mail (available).
- Meetings (3-5 times /semester)
- Whatsup for emergency matters: (Sun-Thu 8:00am-4:00pm, Weekends 12:00pm-5:00pm)

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	Fyall, A., Garrod, B., Leask, A. and Wanhill, S. (eds) (2008) Managing Visitor Attractions, 2nd ed., Elsevier.
<b>Essential References Materials</b>	<a href="#">Journal of Destination Marketing &amp; Management</a> Annals of Tourism Research Journal of Sustainable Tourism Leisure Management Leisure Opportunities Progress in Tourism and Hospitality Research Tourism Analysis Tourism Management Travel and Tourism Analyst
<b>Electronic Materials</b>	
<b>Other Learning Materials</b>	

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom with max of 30 seats- Active Learning Halls
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, White board, flip chart, Blue glue; Markers
<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
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Students	<p>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.</p> <p>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</p>
Strategies for Evaluation of Teaching by the Instructor or by the Department	Instructor, and Department committee	<p>Peer Observation Guidelines and Recommendations</p> <p>Classroom Observation Instruments</p> <p>Reviews by the department council of course materials (e.g., syllabi, assignments, activities)</p> <p>Discussions within group of faculty teaching the course</p>
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, periodic exchange and remarking of tests or a sample of assignments with staff at another institution)	Department council	<p>Providing samples all kind of assessment in the departmental course portfolio of each course.</p> <p>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 to</p>

Evaluation Areas/Issues	Evaluators	Evaluation Methods
		review the accuracy of the grading policy.
The Unit of Quality Assurance in the college is also held responsible for monitoring this issue together with the course director every year	Department council	Reviewing course profile and verifying its content and its compatibility to the standards of quality

**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	