



Course Specifications

Course Title:	Marketing for Tourism and Hospitality
Course Code:	
Program:	Bachelor of Tourism and Hospitality Management
Department:	Tourism and Hospitality Management
College:	Collage 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"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Year 1, Semester 2
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	24	73%
2	Blended		
3	E-learning	9	27%
4	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

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

B. Course Objectives and Learning Outcomes

1. Course Description

This course encourages students to examine marketing concepts, theories and perspectives in the context of a dynamic and increasingly competitive global leisure, tourism and hospitality environment. The course will introduce practical aspects of marketing tourism and hospitality industries. It demonstrates how to analyse what is going on in the marketplaces, how to set marketing objectives and how to measure the results of marketing.

2. Course Main Objective

- What is the main purposes for this course?
 - Identify unique marketing challenges due to the nature of the tourism and hospitality industry structure and its diverse products.
 - Distinguish the challenges posed by the environmental factors.

- Develop strategies and tactics that may be used to avoid challenges and turn them into opportunities.
- Identify consumer characteristics and behavior in tourism consumption for segmentation and target marketing.
- Develop and manage tourism and hospitality products for diverse consumers.
- Explain branding and image development as a competitive strategy.
- Know various pricing strategies used for effective and efficient management of products.
- Develop promotional strategies and the role of integrated marketing communications for effective branding.
- Identify the critical components in the tourism and hospitality supply chain and dynamics in establishing the value chain for consumer satisfaction and loyalty.
- Apply theoretical knowledge into the practical world in making decisions and judgments in marketing of tourism and hospitality products and organizations.
- Display analytical and critical thinking as well as creative marketing solutions relevant to tourism and hospitality management.

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

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
1	Knowledge and Understanding	
1.1	Student will learn how to describe and apply theories of marketing	
1.2	Student will be able to discuss service characteristics of hospitality and tourism marketing	
1.3	Student will be able to analyse the role marketing in strategic planning	
1.4	Student will learn how to critically analyse a consumer markets and consumer buying behavior	
1.5	Student will learn how to identify market segmentation, targeting, and positioning	
2	Skills:	
2.1	Student's ability to analyse the market and price products	
2.2	Student's ability to promoting products: communication and promotion policy and advertising	
2.3		
3	Values:	
3.1	Student will learn how to use marketing theories to help small and medium business in tourism and hospitality	
3.2	Student will learn how to use marketing in a moral way.	

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: Introduction: Marketing for Tourism and Hospitality	3
2	Chapter 2: Service Characteristics of Tourism and Hospitality Marketing	3
3	Chapter 3: The Marketing Environment in Tourism and Hospitality Companies	3
4	Chapter 4: The Role of Marketing in Strategic Planning	3
5	Chapter 5: Marketing Information Systems and Marketing Research	3
6	Chapter 6: Tourist Markets and Tourist Buying Behavior	3
7	Chapter 7: Organizational Buyer Behavior of Group Market	3
8	Chapter 8: Market Segmentation, Targeting, and Positioning	3
9	Chapter 9: Designing and Managing for Tourism and Hospitality Products	3
10	Chapter 10: Distribution Channels in Tourism and Hospitality	3
11	Chapter 11: Pricing Products: Pricing Considerations, Approaches, and Strategy	3
12	Chapter 12: Promoting Products: Communication and Promotion Policy and Advertising	3
Total		33

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 marketing of tourism and hospitality products and organizations	Active Learning strategies	Exams Team Work Assignments Course Work
1.2	Identify unique marketing challenges due to the nature of the tourism and hospitality industry structure and its diverse products.	Active Learning strategies	Exams Team Work Assignments Course Work
1.3	Identify consumer characteristics and behavior in tourism consumption for segmentation and target marketing.	Active Learning strategies	Exams Team Work Assignments Course Work
2.0	Skills		
2.1	Identify the critical components in the tourism and hospitality supply chain and dynamics in establishing the value chain for consumer satisfaction and loyalty.	Active Learning strategies	Exams Team Work Assignments Course Work
2.2	Display analytical and critical thinking as well as creative marketing solutions relevant to tourism and hospitality management.	Active Learning strategies	Exams Team Work Assignments Course Work
2.3	Develop promotional strategies and the role of integrated marketing communications for effective branding.	Active Learning strategies	Exams Team Work Assignments Course Work
3.0	Values		
3.1	Manage and planning an effective business	Active Learning strategies	Exams Team Work Assignments Course Work

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.2	Responsibility for own learning.	Active Learning strategies	Exams Team Work Assignments Course Work
3.3	Adhere to ethical standards of behaviour.	Active Learning strategies	Exams Team Work Assignments Course Work
3.4			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm Exam	7	20%
2	Main Project	10	20%
3	Presentation	11	10%
4	Attendance and Participation	12	10%
5	Final Exam	13	40%
5			

*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:

2 hours a week office for counseling and support

All the week through Whatsapp and email

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Marketing for Hospitality and Tourism, by Kotler Bowen Make six edition (2014) Hospitality and Tourism Marketing: A Global Perspective, by Maria Rellie B. Kalacas (2010)
Essential References Materials	
Electronic Materials	https://vdoc.pub/documents/tourism-and-hospitality-marketing-a-global-perspective-3nqqef376h2g
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show and smartboard
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 and assessment	Lecturer and head of department	Exams and projects
Extent of achievement of course learning	Lecturer and head of department	Exams and projects
Quality of learning resources	Lecturer and head of department	All textbooks and online materials

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	