



Course Specifications

Course Title:	The Business of Tourism Management
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: 1 st year/2 nd 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

<p>1. Course Description</p> <p>The course aims to explore the management of the organisations involved in delivering tourism products and services. This will include a consideration of public sector organisations 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.</p>
<p>2. Course Main Objective</p> <p>At the end of the course the student will be able to:</p> <ul style="list-style-type: none"> ❖ understand the role of public sector agencies in the development and promotion of tourism.

- ❖ identify different tourism product suppliers including accommodation providers, transport operators, attraction providers, travel wholesalers and retailers.
- ❖ understand the nature of domestic and international dimensions of tourism.
- ❖ understand the key operations management issues facing tourism providers
- ❖ Apply the principles and procedures for effective customer service in tourism and hospitality organizations.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
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 the field of tourism management	
1.3	An appreciation of the link between theory and practice in the field of managing tourism businesses	
2	Skills :	
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 of understandings in the fields of tourism and hospitality.	
2.3	Manage effective performance within a team environment	
2.4	Taking a leadership/managerial role as appropriate.	
2.5	Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.	
2.6	Value and practice active listening, critical thinking, and critical reading.	
3	Values:	
3.1	Students will be able to demonstrate different values (i.e., respect, trust, honesty and loyalty) when communicating with the teams, members and various audiences.	
3.2	Students will be able to carry out the responsibility and provide meaningful work regarding different tasks and duties	
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	The business of Travel Agents and the designing of package tours	3
2	Demand for tourism	2
3	Tourist destinations – The influence of information technology on businesses and destinations management	3
4	The structure of the tourism and travel industry	2
5	Business/conferences tourism and related processes	2
6	Tourist attractions and Visitor attraction management- queuing theory applications in visitor attractions	3

7	The role of the public sector in tourism development	3
8	The business and functions of tour operating	3
9	The hospitality sector: accommodation and catering services	3
10	Managing transport operations	3
11	Contemporary challenges for tourism operations 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	A broad understanding of the tourism theory and practice, including how other disciplines relate to the field of study.	Active strategies Learning	Exams Team Work Assignments Course Work
1.2	A comprehensive and in-depth knowledge in the field of tourism management	Active strategies Learning	Exams Team Work Assignments Course Work
1.3	An appreciation of the link between theory and practice in the field of managing tourism businesses	Active strategies Learning	Exams Team Work Assignments Course Work
2.0	Skills		
2.1	Adapt to new situations and demands by applying and/or updating her/his knowledge and skills	Active strategies Learning	Exams Team Work Assignments Course Work
2.2	Demonstrate and apply analytical and critical thinking and synthesis of understandings in the fields of tourism and hospitality.	Active strategies Learning	Exams Team Work Assignments Course Work
2.3	Manage effective performance within a team environment	Active strategies Learning	Exams Team Work Assignments Course Work
2.4	Taking a leadership/managerial role as appropriate.	Active strategies Learning	Exams Team Work Assignments Course Work
2.5	Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.	Active strategies Learning	Exams Team Work Assignments Course Work
2.6	Value and practice active listening, critical thinking, and critical reading.	Active strategies Learning	Exams Team Work Assignments Course Work

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.0	Values		
3.1	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
3.2	Students will be able to carry out the responsibility and provide meaningful work regarding different tasks and duties	Active Learning strategies	Exams Team Work Assignments Course Work
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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	Venu Vasudevan, Vijayakumar B., Saroop Roy B. R. (2019) An Introduction to the Business of Tourism First Edition, SAGE Publications Pvt. Ltd; First edition Beech, J. G., Beech, J., & Chadwick, S. (Eds.). (2006). The business of tourism management. Pearson education.
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	Robinson, P., Fallon, P., Cameron, H., & Crofts, J. C. (Eds.). (2016). <i>Operations management in the travel industry</i> . CABI.
Essential References Materials	<ul style="list-style-type: none"> • Annals of Tourism Research • Environment & Planning • Journal of Sustainable Tourism • Leisure Management • Leisure Opportunities • Progress in Tourism and Hospitality Research • Tourism Analysis • Tourism Management • Travel and Tourism Analyst
Electronic Materials	
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

Evaluation Areas/Issues	Evaluators	Evaluation Methods
		(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
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	