



Course Specifications

Course Title:	Tourism Guidance
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"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 4 th year/11 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

The course is divided into two parts, the first one deals with the concept of the tourism guidance, types of tour guides, functions, roles, and importance. It covers the qualifications that a tourist guide should possess to undertake his job effectively and efficiently. The second part involves on the job training in the field where students play the role of the tour guide and transfer accurate information to developing tourists' expectations about KSA.

2. Course Main Objective

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

- Learn the general overview of tourism industry;
- Acquire knowledge on the different components of the tourism industry and acknowledge the importance of tour guiding as a major component;
- Learn skills such as research, reading, communication to deliver commentary

- Identify detail of information that needs to be announced to participants to ensure awareness of tour activities and policies, safety, and interesting local information

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	An analysis of the role of tour guiding in tourism by identifying, researching and making recommendations on problems being experienced by practical operations	
1.2	An essential ability to guide several types of tours (e.g. historical, monumental, safari, environmental, religious ...etc).	
1.3	Use current maps to ensure safe and successful tour.	
1.4	Create prop kit to enhance presentation.	
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 tour guiding.	
2.3	Manage effective performance within a team environment	
2.4	Taking a leadership/managerial role as appropriate.	
3	Values:	
3.1	Students will be able to value and practice tour guiding principles and ethics in different tours.	
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.	
3.3	Students will be able to carry out the responsibility and provide meaningful work regarding different tasks and duties	
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Fundamental of Tour Guiding Skills.	3
2	Personal requirements for tourist guides.	2
3	Types of Tour Guiding.	3
4	Practical and ethical aspects of guiding.	3
5	Handling tourists and problems.	2
6	Interpretation of Tourist Sites	2
7	Designing a Remarkable Tourism Experiences	3
8	Field Trip	3
9	Tourist Psychology and Its Impacts on Tour Guiding	3
10	Guiding Cultural Trips	3
11	Current Trends and Future Issues.	2
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	An analysis of the role of tour guiding in tourism by identifying, researching and making recommendations on problems being experienced by practical operations	Active strategies	Learning Exams Team Work Assignments Course Work
1.2	An essential ability to guide several types of tours (e.g. historical, monumental, safari, environmental, religious ...etc).	Active strategies	Learning Exams Team Work Assignments Course Work
1.3	Use current maps to ensure safe and successful tour.	Active strategies	Learning Exams Team Work Assignments Course Work
1.4	Create prop kit to enhance presentation.	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 tour guiding.	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
3.0	Values		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
3.1	Students will be able to value and practice tour guiding principles and ethics in different tours.	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 carry out the responsibility and provide meaningful work regarding different tasks and duties	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"> • Chiranjib Kumar C. (2016) Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism, ISBN-10 : 1533143803 • Nick Manning (2014) How to be a Tour Guide : The Essential Training Manual for Tour Managers and Tour Guides, Createspace Independent Publishing Platform
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	<ul style="list-style-type: none"> • Mitchell, G. E. (2005). How to Start a Tour Guiding Business. Book surge Llc. ISBN-10: 1419610147 ISBN-13: 978-1419610141 • Syrratt, G. and Archer, J. (2003). Manual of Travel Agency Practice (3rd ed.). A Butterworth-Heinemann. ISBN-10: 0750656891. ISBN-13: 978-0750656894 • Kathleen Lingle Pond, K. L. (1992). The Professional Guide: Dynamics of Tour Guiding. John Wiley & Sons. ISBN-10: 047128386X ISBN-13: 978-0471283867 • Ham, S. and Weiler, B. (2002). Perspectives and thoughts on tour guiding, In: S. Medlik, S. and A. Lockwood (Eds). A. Tourism and hospitality in the 21st century (Rev. ed.). Butterworth-Heinemann. 256-264.
Essential References Materials	
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

Evaluation Areas/Issues	Evaluators	Evaluation Methods
		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 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	