



Course Specifications

Course Title:	Tourism and Hospitality Quality Management
Course Code:	
Program:	B.Sc of 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
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:
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		
3	E-learning		
4	Distance learning		
5	Other	22	% 100

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	
2	Laboratory/Studio	
3	Tutorial	
4	Others (Active learning)	22
	Total	22

B. Course Objectives and Learning Outcomes

1. The course is designed to provide students with knowledge, understanding and the conceptual and analytical skills necessary for professional and sustainable management of quality management in hospitality and tourism organization. It also covers the different quality systems applied in hospitality and tourism properties.

2. Course Main Objective

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

- To critically evaluate concepts and theories associated with service quality in international hospitality, tourism, and leisure.
- To creatively utilize the acquired knowledge and skills to prevent and solve diverse quality-related problems in hospitality, tourism and leisure within hospitality environment.
- To find relevant data and make use of several research techniques that will assist them in identifying areas for quality improvement in hospitality, tourism and leisure within an international environment.
- To communicate effectively and professionally within the context of service quality management in international hospitality, tourism, and leisure.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Have detailed knowledge of certification and accreditation.	
1.2	Know how to control and maintain a quality management system.	
1.3	Practical knowledge and insight of different quality management systems i.e. product quality management, safety and environmental management.	
2	Skills :	
2.1	Demonstrate the ability to produce a quality manual	
2.2	Critically evaluate concepts and theories associated with service quality in international hospitality, tourism and leisure	
2.3	Find relevant data and make use of several research techniques that will assist in identifying areas for quality improvement in hospitality, tourism and leisure operations.	
2.4	Manage effective performance within a team environment	
3	Values:	
3.1	Taking a leadership/managerial role as appropriate.	
3.2	Responsibility for own learning.	
3.3	Adhere to ethical standards of behavior.	

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to key definitions and concepts and identification of quality Management	2
2	Learning organization and TQM	2
3	Quality theory and quality theorists	2
4	Benchmarking across hospitality boundaries	2
5	ISO and quality management	2
6	An exploration of some of the key models in hospitality, tourism and leisure (including SERVQUAL and its descendent)	2
7	Quality, the cost of quality and the cost of non-quality	2

8	Customer focused quality: Relationship marketing and its role in service quality	2
9	Managing the internal customer: HR strategies for service quality including concepts of empowerment	2
10	Practical tools for quality improvement teams	2
11	Future perspectives on service excellence	2
Total		22

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	Have detailed knowledge of certification and accreditation.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.2	Know how to control and maintain a quality management system.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
1.3	Practical knowledge and insight of different quality management systems i.e. product quality management, safety and environmental management.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.0	Skills		
2.1	Demonstrate the ability to produce a quality manual	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.2	Critically evaluate concepts and theories associated with service quality in international hospitality, tourism and leisure	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.3	Find relevant data and make use of several research techniques that will assist in identifying areas for quality improvement in hospitality, tourism and leisure operations.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
2.4	Manage effective performance within a team environment	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.0	Values		
3.1	Taking a leadership/managerial role as appropriate.	Active Learning strategies	Teamwork, Assignments, and Coursework
3.2	Responsibility for own learning.	Active Learning strategies	Exams, Teamwork, Assignments, and Coursework
3.3	Adhere to ethical standards of behavior.	Course rules introduction	Teamwork, Assignments, and Coursework

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Classroom activity (quizzes- problem solving- attendance)	Every week	20%
2	Group assignment	12	20%

#	Assessment task*	Week Due	Percentage of Total Assessment Score
3	Mid-term exam	5	20%
5	Final exam	Exams weeks	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)

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Syratt, G. and Archer. (2003). Manual of Travel Agency Practice (3rd ed). A Butterworth-Heineman. Bhatia. A. K. (2012). The Business of Travel Agency & Tour Operations Management. Sterling Publishers.
Essential References Materials	Cornell Hotel and Restaurant Administration Quarterly Hospitality Review International Journal of Hospitality Management International Journal of Contemporary Hospitality Management Managing Service Quality Service Industries Journal
Electronic Materials	https://www.iso.org/home.html
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom with max of 30 seats- Active Learning Halls
Technology Resources (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, White board, flip chart, Blue glue; Markers

Item	Resources
<p align="center">Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)</p>	

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,	Department council	Providing samples all kind of assessment in the departmental course portfolio of each course.

Evaluation Areas/Issues	Evaluators	Evaluation Methods
periodic exchange and remarking of tests or a sample of assignments with staff at another institution)		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 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	