



Course Specifications

Course Title:	Tourism communication skills
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

1. Course Description

This course aims to develop students' tourism communication skills in order to function effectively in the multicultural world of business. Undoubtedly, being able to deal with tourists from diverse cultures and backgrounds is a challenging task. This course deals with the basic components of the communication process and focuses on the study of culture (values, beliefs, customs, traditions, etc.) to understand how to communicate effectively with customers of different cultures. During this course, some Asian, African, and Arab cultures that will be introduced to and discussed, in addition to some Western cultures. This course allows students to gain theoretical and practical ideas on how to apply different communication strategies in multicultural contexts, which in turn will help the student to be an effective in the tourism events and business. The course content also focuses on studying the types of communication and identifying the communication skills that support successful and effective communication (building relationships, influencing others and creating trust, etc.), all of which is reflected in raising the quality of tourism services provided.

2. Course Main Objective

This course aims to develop students' communication skills and prepare them to communicate effectively with tourists and understand cultural differences when communicating with multicultural or customers with different cultures. Upon completion of this course students will be able to:

- Understand the concept of tourism communication (types, basic components of the communication process, importance, etc.).
- Recognize the basic concepts of culture, its dimensions and characteristics, and the basics of communicating with different cultures.
- Identify the difficulties and problems that may arise during communicating with tourists of different cultures and provide the skills necessary to overcome them.
- Recognize the theories and models of effective intercultural communication and study the impact of culture on behavior.
- Acquire the necessary skills and strategies for business tourism communication and dealing with difficult situations.
- Understand of the different tourists' patterns and how to deal with them effectively.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Familiarity with the concept of tourism communication, its importance, components, types, models, and misconceptions associated with it.	
1.2	Recognize the problems that arise during the communication process and how to overcome them and review the skills necessary for that.	
1.3	Deep understanding of cultural differences, characteristics and dimensions of different cultures (Arab, Asian, Western) and the associated values, customs and traditions, and how to communicate with these cultures effectively.	
1...		
2	Skills :	
2.1	Acquire the skills of decision-making, problem-solving and working with people of different cultures.	
2.2	Enhanced the ability to write, speak and report	
2.3	Proficiency in effective listening skill.	
2.4	Acquisition of presentation skills, speaking and negotiation skills (persuasion).	
3	Values:	
3.1	The ability to understand and deal with cultural differences in an appropriate manner.	
3.2	The ability to apply the concepts and principles of communication and choose the appropriate communication style for different situations.	
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
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1	Introduction: the concept of communication - culture and its dimensions - the concept of communication between cultures	3
2	Components and characteristics of the tourism communication process - principles and importance of communication	3
3	Types and channels of Communication - Verbal (verbal) and Nonverbal (Physical) communication	3
4	Communication Skills: Speaking, Listening, Dialogue, Persuasion, Negotiation	3
5	Forms and models of tourism business communication	3
6	Fundamentals of communication across cultures and challenges	3
7	Factors that affect tourism communication process and how to deal with them	2
8	Values, customs and traditions associated with different cultures	2
9	The characteristics of some Arab, Asian, African and Western cultures. Low-context cultures / High-context cultures	3
10	Tourists' patterns and how to deal with customer complaints	3
11	Language and culture in tourism communication	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	Familiarity with the concept of tourism communication, its importance, components, types, models, and misconceptions associated with it.	Lectures Active learning strategies	Exams Assignments Articles Discussion
1.2	Recognize the problems that arise during the communication process and how to overcome them and review the skills necessary for that.	Lectures Active learning strategies	Quizzes Course Work Reports Discussion
1.3	Deep understanding of cultural differences, characteristics and dimensions of different cultures (Arab, Asian, Western) and the associated values, customs and traditions, and how to communicate with these cultures effectively.	Lectures Active learning strategies	Exams Discussion Course work reports
2.0	Skills		
2.1	Acquire the skills of decision-making, problem-solving and working with people of different cultures.	Lectures Active learning strategies	Exams Case studies Discussions
2.2	Enhanced the ability to write, speak and report	Lectures Active learning strategies	Exams Research projects Course Work

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
2.3	Proficiency in effective listening skill.	Lectures Active learning strategies	Quizzes Teamwork Case studies Presentations
2.4	Acquisition of presentation skills, speaking and negotiation skills (persuasion).	Lectures Active learning strategies	Research projects Course Work
3.0	Values		
3.1	The ability to understand and deal with cultural differences in an appropriate manner.	Lectures Active learning strategies	Case studies Presentations Teamwork
3.2	The ability to apply the concepts and principles of communication and choose the appropriate communication style for different situations.	Lectures Active learning strategies	Exams Case studies Research projects Presentations
...			

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"> Gurminder Preet Singh (2018) Communication Skills for Hospitality Management and Tourism Industry, ISBN-10 : 9352690362 Neha Arora (2017) Communication Skills for Hospitality Management and Tourism Industry, ISBN-13 : 978-8181524980
Essential References Materials	<ul style="list-style-type: none"> Lauring Jakob (2011). "Intercultural Organizational Communication: The Social Organizing of Interaction in International Encounters". Journal of Business and Communication. 48.3, 231–55. Bethami, A. Dobkin and Roger C. Pace.(2006). Communication in a Changing World . USA: Mc Graw Hill Higher Education. Ting-Toomey, S. and Chung, L.C. (2005) Understanding intercultural Communication, 2nd , Oxford University Press. William B. Gudykunst (2003) Cross-Cultural and Intercultural Communication, SAGE Publication.
Electronic Materials	
Other Learning Materials	<ul style="list-style-type: none"> Seiler, William J. and Melissa L. Beall.(2005). Communication Making Connection. 6 Edition. USA: Pearson Education Inc. Chaney, L.H. and Martin, J.S. (2004) Intercultural Business Communication : Prentice Hall [Library: 395.52 CHA] Pearson, J.C. & P.E. Nelson. (1997). An Introduction to Human Communication .7th ed. Boston. Massachusetts: McGraw Hill

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

Evaluation Areas/Issues	Evaluators	Evaluation Methods
		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 (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	