اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	Work ethics in Tourism and Hospitality
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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Table of Contents

A. Course Identification

1. Credit hours:	

2. Course type

a.   University ☐   College ☐   Department ■   Others ☐

b.   Required ■   Elective ☐

3. Level/year at which this course is offered: 1st year/1st 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 provides an introduction for students to understand the importance of professional work ethics in tourism and hospitality. The course deals with identifying the basic ethical theories in dealing with the human element and the importance of high ethical standards in the tourism and hospitality industry, in addition to understanding issues related to ethical behavior in the tourism work environment. The course also presents the impact of social and cultural characteristics on workplace ethics. It will also shed light on how to provide students with the skills of dealing with customers with different customs, traditions and personality traits, their personal development, their relationship with others, their status in the work environment, achievements and problems.

2. Course Main Objective

- Provide students with the necessary knowledge of the rules governing work in tourism and hospitality sector and how to apply them in practice.
- Make students aware with the concept of ethics in tourism and hotel work.

- Understand the importance of ethical principles for working in the work environment in the hospitality industry.
- Recognize the rights of customers and employees.
- Explain written organizational policies and procedures to help employees perform their jobs.
- Recognize the best methods for dealing with customers who have different customs and traditions.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and Understanding**	
1.1	Introducing students to the different concepts of hotel and tourism work ethics.	
1.2	Introduce students to the importance of disseminating the ethical principles and code of conduct that govern work in the hospitality and tourism industry.	
1.3	Introduce students to the different theories that govern the behavior of staff and the interaction between them.	
1...		
2	**Skills :**	
2.1	Ability to analyze ethical problems and respond appropriately	
2.2	The ability to apply different theories that determine the mechanisms of dealing with customers with different traditions and habits.	
2.3	The ability to manage differences between workers and achieve equal opportunities and avoid racism and discrimination.	
2..		
3	**Values:**	
3.1	Adhere to the ethics and the code of conduct of the profession and to effectively confront the public.	
3.2	Assessment of the ethical challenges that affect the work environment	
3.3	The ability to apply the ethics of hotel work environment.	
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Ethical Principles for Tourism and Hospitality Workers	3
2	Theories that govern people's behavior (Kant's moral theory)	3
3	The work environment in the tourism and hotel sector and ethical problems	2
4	The relationship between law and morals	3
5	Ethical thought and decision making	2
6	Ethical dealings - Employee Relations	2
7	Managing employee differences and equal opportunities	3
8	Ethical cultures for hotels and tourism companies	3
9	Different styles of customers	3
10	Ethics and hotel work	3
11	Management of work problems in tourism and hospitality	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	Introducing students to the different concepts of hotel and tourism work ethics.	Lectures Active learning strategies	Exams Assignments Articles Discussion
1.2	Introduce students to the importance of disseminating the ethical principles and code of conduct that govern work in the hospitality and tourism industry.	Lectures Active learning strategies	Quizzes Course Work Reports Discussion
1.3	Introduce students to the different theories that govern the behavior of staff and the interaction between them.	Lectures Active learning strategies	Exams Discussion Course work reports
2.0	**Skills**		
2.1	Ability to analyze ethical problems and respond appropriately	Lectures Active learning strategies	Exams Case studies Discussions
2.2	The ability to apply different theories that determine the mechanisms of dealing with customers with different traditions and habits.	Lectures Active learning strategies	Exams Research projects Course Work
2.3	The ability to manage differences between workers and achieve equal opportunities and avoid racism and discrimination.	Lectures Active learning strategies	Quizzes Teamwork Case studies Presentations
3.0	**Values**		
3.1	Adhere to the ethics and the code of conduct of the profession and to effectively confront the public.	Lectures Active learning strategies	Research projects Course Work
3.2	Assessment of the ethical challenges that affect the work environment	Lectures Active learning strategies	Case studies Presentations Teamwork
3.3	The ability to apply the ethics of hotel work environment.	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, Watsapp 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	Ferrell, O. C. and John Fraedrich (2016) Ethics: Ethical Decision Making & Cases, Publisher: Cengage Learning; 11 edition
Essential References Materials	Mackinnon, B. (2013). Ethics: Theory and contemporary issues, concise edition (2nd ed.) Wadsworth-Cengage Learning. ISBN-13: 978-1133049746
Electronic Materials	- Hilton Hotels Corporation – Code of Business Conduct and Ethics http://media.corporate-ir.net/media_files/irol/88/88577/corpgov/codeofethics_013004.pdf - Hyatt Hotels Corporation – Code of Business Conduct and Ethics http://investors.hyatt.com/phoenix.zhtml?c=228969&p=irol-govconduct - Marriott – Business Conduct Guide http://files.shareholder.com/downloads/MAR/509713320x0x153737/BC21397A-7576-4F6D-B870-22EDECC6BF9A/conduct_guide.pdf
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	- 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.)	- 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 (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

Evaluation Areas/Issues	Evaluators	Evaluation Methods
		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	