



المركز الوطني للتقويم والاعتماد الأكاديمي
The National Center Academic Accreditation and Evaluation

Jazan University
Faculty of Arts and Humanities
Tourism and Archaeology Department

COURSE SPECIFICATIONS
Tourism Sales Promotion Code: TOUR 423-4

Course Specifications

Institution: Jazan University	Date: 20/01/1439 H
College/ Department : Faculty of Arts and Humanities / Tourism and Archeology Department	

A. Course Identification and General Information

1. Course title and code: Tourism Sales Promotion	Code: TOUR 423-4
2. Credit hours: 4	
3. Program(s) in which the course is offered. (If general elective available in many programs indicate this rather than list programs) Bachelor of Tourism and Archaeology	
4. Name of faculty member responsible for the course : Mr/ Qasem Mohamed Buayti	
5. Level/year at which this course is offered: 8 Level	
6. Pre-requisites for this course (if any): NA.	
7. Co-requisites for this course (if any): NA.	
8. Location if not on main campus: NA.	
9. Mode of Instruction (mark all that apply):	
a. traditional classroom	<input checked="" type="checkbox"/> What percentage? <input type="text" value="50%"/>
b. blended (traditional and online)	<input type="checkbox"/> What percentage? <input type="text"/>
c. e-learning	<input type="checkbox"/> What percentage? <input type="text"/>
d. correspondence	<input type="checkbox"/> What percentage? <input type="text"/>
f. other	<input checked="" type="checkbox"/> What percentage? <input type="text" value="50%"/>
Comments: Traditional Classroom 50% plus practical training in some tourism companies with 50%	

B Objectives

1. What is the main purpose for this course?

The main purpose for this course is to provide tourism sales promotions skills, techniques and environments. In addition, the development of sales promotion's plans and incentives, and providing facilities. Also, train students in the fields of marketing, sales development and tourism services in KSA.

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

Constant comparison of syllabi and course description with other universities (including those on the net). In Addition to biannual meetings of faculty members to discuss improvement.

C. Course Description (Note: General description in the form used in Bulletin or handbook)

Course Description:

The course syllabus includes: Tourism sales, mechanisms for tourism sales development and methods of tourism products that offering in the tourist markets. Marketing and development of tourism products, facilities and incentives for airlines and related tourism agencies - commissions and incentives for travel agents Travel Agents International or public, international and regional tourism companies, national and tour operators, Ground operators, pricing policy and price reduction systems - The nature of contracts with travel agencies and travel agencies - Development General marketing plans - Presentation of tourism sales - Development and updating of sales plans - HR Training working in marketing and sales tourism, study the factors of prosperity or recession and its effects on tourism activity.

1. Topics to be Covered

Tourism Sales Promotion

List of Topics	No. of Weeks	Contact hours
Historical view of domestic tourism in Saudi Arabia.	1	2
Types of domestic tourism in Saudi Arabia.	2	4
Recreation and tourism attraction.	1	2
Promotion and development of domestic tourism in Saudi Arabia.	2	4
challenges and changes face domestic tourism in Saudi Arabia.	1	2
The reality of tourism investment in Saudi Arabia.	2	4
The state's efforts in the development of tourism in Saudi Arabia.	2	4
Rehabilitation of tourist sites in Saudi Arabia.	2	4
Tourism Promotion in the Kingdom of Saudi Arabia.	1	2
Final Examinations	1	2

2. Course components (total contact hours and credits per semester):

		Lecture	Tutorial	Laboratory/ Studio	Practical	Other:	Total
Contact Hours	Planned	30	0	0	60	0	90
	Actual	30	0	0	60	0	90
Credit	Planned	2	0	0	2	0	4
	Actual	2	0	0	2	0	4

3. Additional private study/learning hours expected for students per week.

Meetings with students to review the training plan and progress

2

4. Course Learning Outcomes in NQF Domains of Learning and Alignment with Assessment Methods and Teaching Strategy

On the table below are the five NQF Learning Domains, numbered in the left column.

First, insert the suitable and measurable course learning outcomes required in the appropriate learning domains (see suggestions below the table). **Second**, insert supporting teaching strategies that fit and align with the assessment methods and intended learning outcomes. **Third**, insert appropriate assessment methods that accurately measure and evaluate the learning outcome. Each course learning outcomes, assessment method, and teaching strategy ought to reasonably fit and flow together as an integrated learning and teaching process. (Courses are not required to include learning outcomes from each domain.)

Code #	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods
1.0	By end of this course students will be able to..... Knowledge		
1.1	Recognize tourism sales promotions definitions, and strategies and tactics	Class lectures, group work, open discussions	Objective test , Fill-in the blank, Exams
1.2	State the advantages of tourism sales promotions and affected factors	Class lectures	Fill-in the blank, Exams
2.0	Cognitive Skills		
2.1	Explain different ways to plan a certain tourism promotions campaign	Practical training in some tourism companies	Interview and evaluation forms
2.2	Analyze tourism markets and market penetration mechanisms	Practical training in some tourism companies	Interview and evaluation forms
3.0	Interpersonal Skills & Responsibility		
3.1	Demonstrate HR Interpersonal Skills & responsibility	Class lectures, group work, open discussions	Objective test , Fill-in the blank, Exams
3.2	Evaluate crisis management skills in tourism business and sales promotions competitive reports	Class lectures	Fill-in the blank, Exams
4.0	Communication, Information Technology, Numerical		
4.1	Communicate with tourism customers and do intellectual relationships with customers	Class lectures, group work, open discussions	Objective test , Fill-in the blank, Exams

4.2	Use computers ICTs to communicate and respond to the tourist development partners about some potentialities for tourism services	Class lectures	Fill-in the blank, Exams
5.0	Psychomotor		
5.1	Perform the role played by the sales man	Practical training in some tourism companies	Interview and evaluation forms
5.2	Persuade tourists to purchase products and services	Practical training in some tourism companies	Interview and evaluation forms

5. Schedule of Assessment Tasks for Students During the Semester

	Assessment task (i.e., essay, test, quizzes, group project, examination, speech, oral presentation, etc.)	Week Due	Proportion of Total Assessment
1	Quizze 1	10	10%
2	Quizze 2	10	10%
3	Quizze 3	10	10%
4	Training assessments and related activities	20	20%
5	Final Exam	50	50%

D. Student Academic Counseling and Support

1. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

- **Assessing and Monitoring the student attendants gradually**
- **Ensure effective and adequate interview with students and announcing to the ten-hour office hours per week on the office door and announcing it in the infancy of the first semester**
- **Daily from 8 AM: 2 PM**
- **individual student consultations and academic advice through the official committee**

E Learning Resources

1. List Required Textbooks Suha Mohammed Abdalwahab. Tourism Sales Promotion, Notebook, Egypt, 2009.
2. List Essential References Materials (Journals, Reports, etc.) NA.
3. List Electronic Materials, Web Sites, Facebook, Twitter, etc. NA.
4. Other learning material such as computer-based programs/CD, professional standards or regulations and software. Using F2F practical training with other tourism service providers in Jazan for training the students.

F. Facilities Required

Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access, etc.)
1. Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.) Lecture classroom need to be equipped with means of modern audio-visual devices such as data show
2. Technology resources (AV, data show, Smart Board, software, etc.) Using data show.
3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list). NA.

G Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching 1. questionnaires for students to identify the teaching process outputs 2. Analysis of the results of the students and compared with the previous classes to the same course
2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department Oral and written questions and data collections by questioner forms The results of the students marks
3. Processes for Improvement of Teaching 1. Review the results of the students marks 2. questionnaires to the students to determine the teaching process outputs 3. student meetings within the academic guidance to students (Student Academic Counseling and Support)
4. Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution) 1) Discussion of the students learning abilities with another professor in the same field
5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement. a. 1 / questionnaires with a commitment to its outcome to improve the course outcomes

Name of Course Instructor: **Qasem Mohammed Buayti.**

Signature: _____ **Qasem Mohammed Buayti** Date Specification Completed: **20/01/1439 H**

Program Coordinator: _____ Dr/ Faysal Ali Tomihi _____

Signature: _____ Dr/ Faysal Ali Tomihi _____ Date Received: **20/01/1439 H**

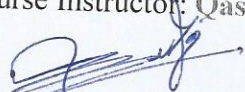
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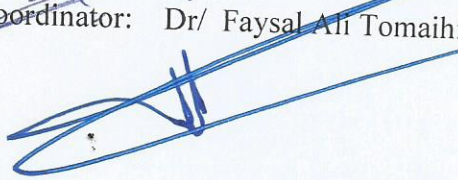
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