



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: (CS)

Tourism Development (203Tour-2)

Course Specifications

Institution: Jazan University	Date: First Semester 1438-1439H.
College/Department : Faculty of Arts and Humanities, Tourism and Archaeology	

A. Course Identification and General Information

1. Course title and code: Tourism Development 203Tour-2	
2. Credit hours: 2 Credit Hour	
3. Program(s) in which the course is offered. (If general elective available in many programs indicate this rather than list programs) Bachelor in Tourism and Archeology	
4. Name of faculty member responsible for the course Mr. Abdullah Yahya Haressy	
5. Level/year at which this course is offered: 4th Level	
6. Pre-requisites for this course (if any): No pre-requisites	
7. Co-requisites for this course (if any): No pre-requisites	
8. Location if not on main campus: Main Campus AboArish, No. 2	
9. Mode of Instruction (mark all that apply):	
a. traditional classroom	<input checked="" type="checkbox"/> What percentage? <input type="text" value="100%"/>
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 type="checkbox"/> What percentage? <input type="text"/>
Comments:	
In addition to presenting a detailed proposal on tourism development applied in certain area in KSA	

B Objectives

1. What is the main purpose for this course?

The main purpose for this course is to define tourism developments, sustainability, significances, tourism development strategy in national level. In addition to measuring the tourism development effects on social and economic sectors. Also, studying the relationship of tourism income to national income and the general budget of the state. Study the internal and external elements that effects on tourism development in KSA and the roles of government and private sector in this process.

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)

- Gathering all new researches in the course domain
- Using such as feedback gathering from the results of areas development efforts in both national and local levels
- Activating the field visit programs for the course in the Jazan area

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

Course Description:

Tourism development definitions and Sustainable development concepts. The importance of tourism and its effects in supporting the national economy. The measuring of seasonal tourism supply and its impacts on tourism supply & demand analysis. The terms of tourism products and services as export goods. Produce tourism services and its costs. The impacts of tourism on national economy and GDP, tourism as an important source of foregone currency. The tourism economy concept and the economics of tourism schedule transport and international travelling. The role of tourism to move the sustainable development in regions, the positive direct effects on the tourism income on the national income in tourism counties. Role of tourism in creating jobs and decreasing the employment, increase the investment chances. Presenting students seminars around some tourism development cases in KSA.

1. Topics to be Covered

List of Topics	No. of Weeks	Contact hours
Tourism development definitions and Sustainable development concepts.	2	4
The importance of tourism and its effects in supporting the national economy. The measuring of seasonal tourism supply and its impacts on tourism supply & demand analysis.	1	2

The terms of tourism products and services as an export goods Produce tourism services and its costs.	1	2
The impacts of tourism on national economy and GDP, tourism as an important source of foregone currency.	2	4
The tourism economy concept, and the economics of tourism schedule transport and international travelling.	2	4
The role of tourism to move the sustainable development in regions , the positive direct effects on the tourism income on the national income in tourism counties.	2	4
Role of tourism in creating jobs and decreasing the employment, increase the investment chances.	2	4
Presenting students seminars around some tourism development cases in KSA.	2	4
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	-	-	-	-	30
	Actual	30	-	-	-	-	30
Credit	Planned	2	-	-	-	-	2
	Actual	2	-	-	-	-	2

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

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	Described tourism development frameworks, importance and definitions	During class lectures, open discussions	Exams
1.2	Memorize the tourism development plans for some areas, according to the development priorities	Group work	Objective Test
2.0	Cognitive Skills		
2.1	Explain tourism development projects outlines in KSA	Lectures, open discussions	Papers written exam questions
2.2	Analyze the strategies that have been used in tourism development	Lectures, open discussions	Papers written exam questions
3.0	Interpersonal Skills & Responsibility		
3.1	Evaluate different aspects around tourism development in KSA regions	Lectures, open discussions	Papers written exam questions
3.2	Choose the best practice in global case studies on tourism development and discussing it in groups	Lectures, open discussions	Papers written exam questions
4.0	Communication, Information Technology, Numerical		
4.1	Discussing research about the tourism development in regions	Lectures, open discussions	Seminars and exams
4.2	Evaluate how new technological innovations can establish and drive the tourism development	Lectures, open discussions	Seminars and exams
5.0	Psychomotor		
5.1	Not Available	Not Available	Not Available
5.2			

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	First exam	7	10%
2	First exam	11	10%
3	Research paper & Presentations	During the Semester	15%
4	Discussion & Class performance	During the Semester	5%
5	Final Exam	14	60%
8	Total	----	100%

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)

- 1) Ten-hour office hours per week to ensure effective and adequate interview with students and announcing to the students on the office door and announcing the first semester
- 2) Hours instruct my students and academics

E Learning Resources

1. List Required Textbooks

[Tourism Development prepared by Department Staff](#)

2. List Essential References Materials (Journals, Reports, etc.)

[International websites for encyclopedias](#)

[Reports of Saudi Commission for Tourism and National Heritage \(SCTNH\)](#)

3. List Electronic Materials, Web Sites, Facebook, Twitter, etc.

[Saudi Commission for Tourism and National Heritage \(SCTNH\)](#)

[Ministry of Economic & Planning](#)

[National Municipalities in Saudi Arabia](#)

4. Other learning material such as computer-based programs/CD, professional standards or regulations and software.

[Not Yet](#)

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.)

[Classrooms need to be prepared by sound-light devices](#)

2. Technology resources (AV, data show, Smart Board, software, etc.)

[Classrooms need to be prepared by Overhead Projector](#)

3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list)

[Not Needed](#)

G Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching

[1. questionnaires to the students to determine the teaching process outputs](#)

[2. Analysis of the results of the students and compared the previous school classes to the same decision](#)

2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department

- Review the results of tests students
- Questionnaires to the students to determine the teaching process outputs
- Work meetings and discussions in the Council of the Section on the teaching process calendar
- Work of some student meetings and within the academic guidance to students

3. Processes for Improvement of Teaching

- Prepare course descriptions continuously and learning sources feedback utilizations

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)

- Independent member teaching staff will investigate the students check marks

5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.

- Questionnaires students work and commitment to improve its outcome
- Improve and develop the course content is constantly
- Some work in similar visits with educational institutions in the Kingdom
- Use the link between teaching in the classroom and field experience represented in the field visits

Name of Course Instructor: ___ Mr. Abdullah Yahya Haressy ___

Signature: ___ Mr. Abdullah Yahya Haressy ___ Date Specification Completed: 5/2/1439H.

Program Coordinator: ___ Dr. Faysal Bin Ali Tomihi ___

Signature: ___ Dr. Faysal Bin Ali Tomihi ___ Date Received: ___6/2/1439h. ___



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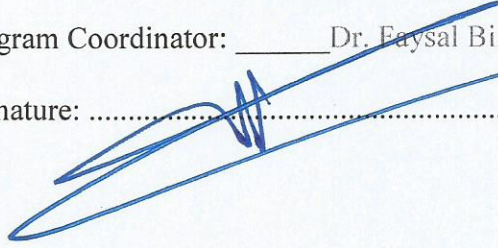
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