



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)

(Managing and Organizing Crowds)
(421Tour-2)

Course Specifications

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

A. Course Identification and General Information

1. Course title and code: Managing and Organizing Crowds (421Tour-2)			
2. Credit hours: Two Hours/ Week			
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 Antiquities			
4. Name of faculty member responsible for the course Dr/ Yasser Moustafa Moustafa Shehawy			
5. Level/year at which this course is offered: 7rd 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 classroom Campus (Campus No. 4) Abo-Arish			
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: It may include, in some cases doing class activities managing and organizing certain event similarity within the students Case study (HAJJ- Omra- National Events) It may include, Field Visits to actual event in jazan university to follow and monitor different aspects in organizing crowds (benefits, financial , SWOT, and affecting factors.			

B Objectives

1. What is the main purpose for this course?

Definition of managing and organizing crowds and its related terms and terminology (methods, strategies, ways and entrance). Also, explaining of the various meanings of managing crowds and its economic values. Understanding the Hajj & Omra sequences, steps, and arrangements. Students should gain more details and knowledge about the KSA air, land, and sea main ports. Defining Crowds healthy, catering, equipment's, attendant's participation steps and services, Benefits of crowds in national economy. Analysis case study of how evaluating steps of organizing an events and values of feedback for sustainability

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)

- Reviewing the related academic studies and researches published in universities, in Arab and foreign periodicals
- Using the feedback and related new results in the tourism units in Saudi commission for tourism and national heritage figures and traffics, Minister of Hajj figures (1438)
- Presenting some case studies for the national, regional crowds

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

Course Description:

This course introduces students to the principles of crowds. The concept of crowds - management of crowds and public ceremonies - Modern scientific methods in the crowds management and organization- Rituals of Hajj and Umrah - General planning of Makkah and Madinah as a main national destination for attracting mass crowds- General planning of the two KSA Holy Mosques - The most important airports in the Kingdom - Land and sea ports - Psychological security of crowds – Minister of Hajj affaires and experiences from different experiments. the Interior in the management and organization of crowds - the role of media in raising crowds awareness- providing health services, preventive and therapeutic crowds services - insurance and organization of transport - food, medicine and overnight insurance for crowds

1. Topics to be Covered

List of Topics	No. of Weeks	Contact hours
----------------	--------------	---------------

Identifying the course specifications , semester's regulations Presenting the meanings and definitions of crowds and / in tourism (Types, Principals, and main pillars), the industry history all over the world	1	2
Management and organizing crowds and its related issues to tourism industry	1	2
Recent Methods in Crowd Management in Hajj and Umrah Case studies from Hajj crowd management (Ministry of Hajj)	2	4
Most important ports in the Kingdom (air, land and sea) Health Services in Hajj Revisions... Some exams (Quizzes), Model answers and results discussions	1	2
Different steps in organizing crowds	1	2
Evaluating an international tourism events	2	4
Organizing transportation in Hajj Securing Food and Medicine in Hajj	2	4
Steps in organizing certain event/ conference and crowds	2	4
The role of sponsors and outsourcing in crowds and conference	2	4
Case Study explain the case study of some crowd events in KSA and within the region of Jazan, (Jazan Heritage Village Festival) Final Revisions , open discussion	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.

Does not exist

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 crowds as tourism related benefits activities and patterns	Class lectures, group work, open discussions	Objective test , Fill-in the blank, Exams
1.2	• List the specialty of crowds related definitions applied in tourism industry and businesses	Class lectures,	Fill-in the blank, Exams
1.3	• Outlined the relationship between Hajj& Omrah crowds and Tourism & hospitality	Activity , Discussion	Multiple choice items
2.0	Cognitive Skills		
2.1	Explain sequencing crowds management steps in Hajj & Omrah, conferences	Class lectures, Small Groups	Papers written exam questions
2.2	Analyzes the strategies that have been used in selecting crowd destination Also, reasoning and problem solving the issues and challenges faced the crowd management up-to-second	Class lectures, Small Groups	Papers written exam questions
2.3	Evaluate event steps, managing, financial services, media, feedback, and knowing the healthy, security, and catering in organizing crowds	Small Groups, Projects, and Activities	Classifying
3.0	Interpersonal Skills & Responsibility		
3.1	Analyze how work with a group within the team and the formation of successful positive relationships with others.	Lectures, open discussions	Seminars and exams, and presentations, class discussions
3.2	Illustrate leadership behavior in managing crowds, notably some crowds in KSA	Lectures, open discussions	Presentations, class discussions
4.0	Communication, Information Technology, Numerical		
4.1	Evaluate negotiation skills with others (Outsourcing) & Sponsors	discussions	Seminars and exams
4.2	Demonstrate using computers and the Internet to communicate and respond to the tourist subjects about some potentialities for tourism services	discussions	Exams, and class discussions
5.0	Psychomotor		
5.1	Illustrate the duties of different groups in organizing crowds and HR responsibilities	Lectures, open discussions	Seminars and exams
5.2	Employ HR skills in organizing crowds and dealing with sudden-crisis in crowds	Lectures, open discussions	Seminars and exams

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 examination (test, quizzes, group project, examination)	6	15
2	Second examination (test, quizzes, group project, examination)	11	15
3	Activities and participations in discussions during semester , Field Visits , attendants levels	during semester	10
4	Final Exams	14	60
5			
	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)

- Organizing official welcome meetings between new students and head of Department and department staff.
- 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

- Managing and Organizing Crowds..... Review.
- Book Note preparing by Dr/ Yasser shehawy the course co-ordinator and department staff member
- Related official online websites

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

- Reports of Saudi Commissions for Tourism and national heritage

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

<http://www.haj.gov.sa/arabic/Pages/default.aspx>

<https://scth.gov.sa/Pages/default.aspx>

<http://www.haj.gov.sa/arabic/EServices/Pages/defaultpage.aspx>

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

Digital Statistics for certain recent KSA Hijj and Omrah Crowds
(Saudi Commissions for Tourism and national heritage events statistics)

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.)

1 computers and 1 projectors

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

The tourism economic or business event in Jazan area or in KSA and its Statistics

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. office meetings and discussions in the department to evaluate the teaching process
4. 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. questionnaires with a commitment to its outcome to improve the course outcomes
- b. improve and develop the course content is constantly
- c. visiting some similar educational institutions in the KSA
- d. Use the link between teaching in the classroom and field experience represented in the field visits
- e. Comparison of the topics which are taught in the course with the market needs and with the new instrumentation and technology

Name of Course Instructor: ___Dr/ Yasser Moustafa Shehawy___

Signature: Dr/ Yasser Moustafa Shehawy Date Specification Completed: _14/01/1439___

Program Coordinator: _____ Dr/ Faysal Bin Ali Tomihi _____

Signature: ___ Dr/ Faysal Bin Ali Tomihi ___ Date Received: _17/01/1439_

1. Review the results of the students marks
2. questionnaires to the students to determine the teaching process outputs
3. office meetings and discussions in the department to evaluate the teaching process
4. 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. questionnaires with a commitment to its outcome to improve the course outcomes
- b. improve and develop the course content is constantly
- c. visiting some similar educational institutions in the KSA
- d. Use the link between teaching in the classroom and field experience represented in the field visits
- e. Comparison of the topics which are taught in the course with the market needs and with the new instrumentation and technology

Name of Course Instructor: Dr/ Yasser Moustafa Shehawy

Signature: Dr/ Yasser Moustafa Shehawy Date Specification Completed: 14/01/1439

Program Coordinator: Dr/ Faysal Bin Ali Tomihi

Signature: Dr/ Faysal Bin Ali Tomihi Date Received: 17/01/1439