



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 Planning: 414Tour-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: Tourism Planning 414Tour-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: 7th 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, field visits to tourism sites inside Jazan area such as the areas of hot springs in ElKoba tourism site, Wadi Lagb, FIFA touristic Mountains and sites, Faasan Islands			

B Objectives

1. What is the main purpose for this course?

The main purpose for this course concerns the tourism and/ or Planning related terms and terminology, certain successful tourism planning strategy descriptions. In addition to study of the tourism plans design and implementation and factors that affecting tourism planning. Also, study the relationship between GIS and tourism planning; study the foundations of the planning and management of tourist destinations. Discussing the case studies: New Red Sea tourism projects in KSA, New Farasan tourism projects in KSA based on KSA Vision 2030.

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)

- Improve the course contents according to the resent research papers in tourism planning process, techniques, and applications
- Reviewing the related academic studies and researches published in universities, in Arab and foreign periodicals
- Make some changes in the presentation methods by using technical innovations in teaching.

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

Course Description:

This course introduces students to the principles of tourism planning. It reviews and discusses the various approaches and strategies that seem appropriate to destination planning notably national and regional, areas, and projects of tourism centers levels. In general, this course is designed to introduce the student to the scope and importance of a land use tourism strategies. Students explore the nature of the tourism planning levels.

In the studying process in this course students learn how to implement area plan time/tasks schedules, how economically and effectively the tourism business and co-ordinate tourism supply & demand analysis, and how to use the applications of GIS in Tourism planning in KSA. The content defines the role of both the private, public community leadership in the tourism planning process. It includes Case Study: New Red Sea tourism projects in KSA, New Farasan tourism projects in KSA based on KSA Vision 2030.

1. Topics to be Covered

List of Topics	No. of Weeks	Contact hours
<ul style="list-style-type: none"> Identifying the course specifications , semester's regulations Presenting the meanings and definitions of tourism planning (Types, Principals, and main pillars) 	2	4
<ul style="list-style-type: none"> Presenting different types of tourism planning and its levels (National, Regional, and the level of small tourism centers and sites. Some exams (Quizzes), Model answers and results discussions 	2	4
<ul style="list-style-type: none"> How preparing tourism areas schemes and planning (discover, Familiars, and survey stages for all the areas amenities and tourism resources 	2	4
<ul style="list-style-type: none"> Case Studies in KSA, and field Revisions... in some cases Some exams (Quizzes), Model answers and results discussions 	2	4
<ul style="list-style-type: none"> Conceptual planning stages and indicative or design processes Detailed and Executing the tourism area planning 	2	4
<ul style="list-style-type: none"> Putting tourism planning strategy and structural plans Tourism planning guidelines and triggering factors 	2	4
<ul style="list-style-type: none"> GIS Explanations Definitions and systems components 	1	2
<ul style="list-style-type: none"> The functions and applications of GIS in preparing tourism planning Case studies, Revision, open discussion, and final Examinations 	2	4

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	Define tourism planning descriptions, terms and learning reviews and theoretical points in planning	Class lectures,	Fill-in the blank, Exams
1.2	Recognize tourism planning significant and analyzing suggestions around planning for certain areas, re-structuring and factors affecting the tourism growth	Class lectures, group work, open discussions	Objective test , Fill-in the blank, Exams
2.0	Cognitive Skills		
2.1	Examine tourism planning alternatives and how using new systems and technologies in tourism planning applied to field studies.	Class lectures, Small Groups	Papers written exam questions
2.2	Summarize new KSA strategy or modify previous strategy according to the tourist environment and technological variables.	Class lectures, Small Groups	Papers written exam questions
3.0	Interpersonal Skills & Responsibility		
3.1	Illustrate interpretation of tourism planning and persuade partners with the strategy, objectives, and tools	Lectures, open discussions	Seminars and exams, and presentations, class discussions
3.2	Analyze and write tourism proposed planning projects and monitoring continuous improvements	Lectures, open discussions	Presentations, class discussions
4.0	Communication, Information Technology, Numerical		
4.1	Operate the GIS applications in tourism planning projects and analysis	discussions	Seminars and exams
4.2	Using IT in illustrating the different tourism planning stages	discussions	Seminars and exams
5.0	Psychomotor		
5.1	Does not exist	Does not exist	Does not exist
5.2	Does not exist	Does not exist	Does not exist

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,	11	15

	examination)		
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)

- **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

- **Tourism Planning 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.)

- **C. Michael Hall (2008): Tourism Planning: Policies, Processes and Relationships (Themes in Tourism) 2nd Edition, Rutledge.**
- **Turgut Var and Clare Gunn (2002): Tourism Planning: Basics, Concepts, Cases 4th Edition, Routledge.**

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

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

<http://www2.unwto.org/ar>

<https://scth.gov.sa/TourismInvestment/Pages/TouristSitesDevelopment.aspx>

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

[Digital Maps for certain tourism areas in KSA](#)

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, GIS software
3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list) The KSA Areas planning projects and its Tourism planning regional projects with field visits

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. 1 / questionnaires with a commitment to its outcome to improve the course outcomes
- b. 2 / improve and develop the course content is constantly
- c. 3 / visiting some similar educational institutions in the KSA
- d. 4 / Use the link between teaching in the classroom and field experience represented in the field visits
- e. 5/ 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_

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