



ATTACHMENT 5.

Jazan University Faculty of Arts and Humanities

T6. COURSE SPECIFICATIONS (CS)

**Media and Tourism promotion
Tour 311**

Course Specifications

Institution: JazanUniversity	Date: 1 st Semester Academic Year 1438-1439
College/Department: Faculty of Arts and Humanities- Tourism and Archeology department	

A. Course Identification and General Information

1. Course title and code: Media and tourism promotion- Tour 311			
2. Credit hours: Two hours			
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 Archeology			
4. Name of faculty member responsible for the course Mossa Ahmed Haressy			
5. Level/year at which this course is offered: Seventh level.			
6. Pre-requisites for this course (if any): There is no			
7. Co-requisites for this course (if any): There is no			
8. Location if not on main campus: Colleges Abu Arish complex - built classrooms and teaching No. 4			
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:			

B Objectives

1. What is the main purpose for this course?
 1. To define media and tourism promotion
 2. To realize tourist and archaeological publication in the Kingdom of Saudi Arabi.
 3. To reconize the reality of the media tourism with a view to the most important goals of tourism media in the Kingdom of Saudi Arabia.
 4. To reconize the importance of promotion and its impact on products and tourist sites.

Understanding the role of public relations and its relation to tourism.

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)

Show students how to visit the website of the comission of Tourism and National Heritage to view the tourist media bag to follow the latest articles and reports and statistics tourism at the local and regional levels.

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

Course Description:

Students are trained in the lecture room on Definition of the media and tourism promotion, Trends study of media tourism, Recognizing the importance of the media tourism concepts, Tourism communications skills, realizing the media tourism history in Saudi Arabia throughout tourism and archeological publications, communication variables that affect tourism decisions, public relations and its relation to tourism.

1. Topics to be Covered

List of Topics	No. of Weeks	Contact hours
Definition of the media and tourism promotion and open discussions with students with an explanation of curriculum plan.	1-2	4
- A short quiz is a multiple choice that measures the student's understanding of the curriculum plan and course policy and expline the importance of media tourism. (Quiz).	3-4	4

- To view the most important media that are implemented through the promotion of tourism products at the local and international levels with recommending student to visit the media tourism statistics in KSA	5-6	4
- Mid term exam.	7	2
- The importance of public relations and its relation to tourism.	8-9	4
- Understand the public relations activity of tourist institutions to provide tourism services.	10-11	4
- Each group presents the role of tourism media in the Hajj season and the Janadriya Festival.	12	2
- Final exam	13-14	4

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

		Lecture	Tutorial	Laboratory or Studio	Practical	Other:	Total
Contact Hours	2	no	no	no	no	2	Contact Hours
Credit	28	no	no	no	no	28	Credit
Contact Hours	Lecture	Tutorial	Laboratory or Studio	Practical	Other:	Total	
	2	no	no	no	no	2	Contact Hours

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	Knowledge		
1.1	By the end of this course students will be able to: Study of the reality of media tourism	Small groups	Multiple Choice items
1.2	To define the media and promotion tourism.	Small groups	Fill in blank
2.0	Cognitive Skills		
2.1	To analyze the media and tourism promotion in KSA tourist organization.	Debates and Seminars	Papers, written exam questions
2.2			
3.0	Interpersonal Skills & Responsibility		
3.1	The ability to provide presentation about the reality of the public relations in Saudi organizations in tourism sector.	Small groups	Class presentation
3.2	The ability to search for good information about the literature of class presentation.	Discuss	Discussion
4.0	Communication, Information Technology, Numerical		
4.1	Improve using technology in studying.	Seminars	Class Discussion
4.2	Support students to discuss and Accept other destinations.	Seminars	Class Discussion
5.0	Psychomotor		
5.1	None.	None.	None.
5.2			

5. Schedule of Assessment Tasks for Students During the Semester

	Assessment task (e.g. essay, test, group project, examination, speech, oral presentation, etc.)	Week Due	Proportion of Total Assessment
1	Quiz	3-4	10%
2	Mid term	7	10%
3	Presentation	12	10%
4	Interaction in the lecture	All semester	10%
5	-	-	-
6	-	-	-
7	-	-	-

8	Final Exam	15	60%
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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)

I have 2 hours every day to meet students in my office.

E Learning Resources

1. List Required Textbooks

Eco-tourism textbook prepared by lecturer of the Department of Tourism and Archeology.

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

General Authority for Tourism and National Heritage, World Tourism Organization Library

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

N/V

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

General Authority for Tourism and National Heritage site on the Internet

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 halls equipped with means of modern audio-visual devices such as data show
2. Technology resources (AV, data show, Smart Board, software, etc.)
Data show
3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list)
N/V

G Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching
<ol style="list-style-type: none"> 1. Questionnaires for students to identify 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
<ol style="list-style-type: none"> 1. Review the results of tests students 2. Questionnaires to the students to determine the teaching process outputs 3. Work meetings and discussions in the Council of the Section on the teaching process calendar 4. Work of some student meetings and within the academic guidance to students
3. Processes for Improvement of Teaching
<ul style="list-style-type: none"> • Knowledge of all that is new and a novelty in the development of tourism and the emergence of science in English. • Review of research and studies published and unpublished at universities and Arab and foreign magazines and periodicals for the new in the science of tourism and its development and use of terminology in teaching • Take advantage of developments in the results of studies, reports and statistics in the General Authority for Tourism and National Heritage to develop decision. • Activating the program of field visits applied to decision within the Jizan region. • Prepare rapporteur electronic decision tourist texts in English • The use of modern technologies in teaching

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)

It is within the department with the same specialization teaching staff

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

1 / questionnaires students and a commitment to improve its outcome

2 / improve and develop the course content is constantly

3 / Some work in similar visits with educational institutions in the Kingdom

4 / Use the link between teaching in the classroom and field experience represented in the field visits

Name of Course Instructor: Mossa Ahmed Haessy

Signature: _____ Date Specification Completed: 20/1/1439

Program Coordinator: _____

Signature: _____ Date Received: _____



هيئة تقويم التعليم
Education Evaluation Commission

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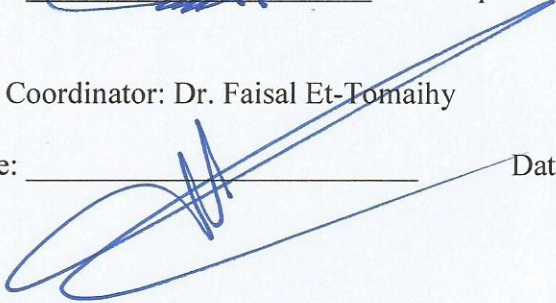
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Signature:  Date Specification Completed: 20/1/1439

Program Coordinator: Dr. Faisal Et-Tomaihy

Signature:  Date Received: 22 /4/1439h