



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)

Introduction to Tourism: (200Tour-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: Introduction To Tourism 200-Tour-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: 3rd 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 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 is to provide scientific introductory background on tourism related terms and terminology (methods, strategies, ways and entrance) and the process of teaching and its components. In addition, indicating & monitoring the tourism historical development, origination and definition related to other knowledge sciences. Also, students will be able to understand internal and external community, culture, economic, and environmental factors intellectually affecting the tourism industry. In addition, Explaining the types of tourism institutional global and local entities (UNWTO, IATA, and Saudi Commissions for Tourism and National Heritage).

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)

- Continuous improving the course contents according to the latest research outputs in tourism new trends and literatures
- 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
- Activating the applied field visit programs within jazan tourism sites and areas
- Presenting some case studies for the social, culture, economic and environmental effects intellectual with tourism industries
- Preparing tourism planning e-courses
- 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 science. Tourism definitions, Historical appearances, tourism joints related to the developing of industrial revolutions, and vacations, New geographical discoveries. Explaining details about the tourism demand or markets in one side and tourism attractions or destinations from the other side.

Monitoring the tourism markets mechanisms, hoe attracting tourists to different destinations. The role of tourism in developing the countries and local society. Elements of tourism attractions and its marketing and developing elements. The role of tourism official entities in developing tourism industry, norms, and different categories. Student should know different classifications and types of tourism.

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 tourism (Types, Principals, and main pillars), the industry history all over the world	2	4
The tourism elements, amenities, resources, and attractions The world tourism regions (explaining the tourism global traffics and triggering factors) Some exams (Quizzes), Model answers and results discussions	2	4
Activities associated with the tourism industry, directly or indirectly Explain the tourist process and components Explaining the tourism attractions and motivations in the KSA	2	4
Explain the factors that influence the tourism transport in different countries from the tourist perspective Explanation of tourist flows and global tourist markets Revisions... Some exams (Quizzes), Model answers and results discussions	2	4
The role of the country institutions concerned to promote and develop tourism Various tourist influences, Tourist demand characteristics (Flexibility, Expansion, Seasonal)	2	4
An explanation of the supply and demand of tourism within the Kingdom of Saudi Arabia	2	4
The relationship between the demand and tourist offer the application on the state of KSA study Explain the importance of tourism awareness	2	4
Tourist organizations and their goals and roles Student participation in the conceptualization of tourism and activities of Jazan region regarding the resources, the tourism and archaeological sites. Some exams (Quizzes), Model answers and results discussions	2	4
Final Revisions , open discussion, Final examination	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	<ul style="list-style-type: none"> Recognize tourism description as a science, specialty of tourism historical developments 	Class lectures, group work, open discussions	Objective test , Fill-in the blank, Exams
1.2	<ul style="list-style-type: none"> State the relationship between tourism and the rest of other sciences 	Class lectures,	Fill-in the blank, Exams
1.3	<ul style="list-style-type: none"> Define the tourist operation impacts and how are the factors that influence the growth of tourism 	Activity , Discussion	Multiple choice items
2.0	Cognitive Skills		
2.1	<ul style="list-style-type: none"> Explain tourism definitions, patterns and the types of traffics. 	Class lectures, Small Groups	Papers written exam questions
2.2	<ul style="list-style-type: none"> Analyze the Socio-economic impacts offered by the tourism sector and its nature 	Class lectures, Small Groups	Papers written exam questions
2.3	<ul style="list-style-type: none"> Differentiate between negative and positive environmental impacts of tourism in addition tourist environment and technological variables. 	Small Groups, Projects, and Activities	Classifying
3.0	Interpersonal Skills & Responsibility		
3.1	<ul style="list-style-type: none"> Evaluate the responsibility of government sector on managing and operating the tourism globally and in KSA 	Lectures, open discussions	Seminars and exams, and presentations, class discussions
3.2	<ul style="list-style-type: none"> Demonstrate tourism societal values and behavior, able to discussion and decision-making and opinion. 	Lectures, open discussions	Presentations, class discussions
4.0	Communication, Information Technology, Numerical		
4.1	<ul style="list-style-type: none"> Research the different IT application in tourism and marketing business 	discussions	Seminars and exams
4.2	<ul style="list-style-type: none"> Demonstrate the tourism reports and Statistics 	discussions	Exams, and class discussions

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, examination)	11	15
3	Activities and participations in discussions during semester , Field Visits , attendants levels	during semester	10
4	Final Exams	15	60
5			
	Total	----	100

D. Student Academic Counseling and Support

<p>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)</p> <ul style="list-style-type: none"> 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
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E Learning Resources

<p>1. List Required Textbooks</p> <ul style="list-style-type: none"> Introduction To Tourism..... Review. and book prepared by staffs in the department Book Note preparing by Dr/ Yasser shehawy the course co-ordinator and department staff member Related official online websites
<p>2. List Essential References Materials (Journals, Reports, etc.)</p> <ul style="list-style-type: none"> Reports of Saudi Commissions for Tourism and national heritage
<p>3. List Electronic Materials, Web Sites, Facebook, Twitter, etc.</p> <p>https://scth.gov.sa/Pages/default.aspx</p>

<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 Statistics for certain recent tourism countries, and in KSA (UNWTO, Saudi Commissions for Tourism and national heritage)

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 projects in Jazan area and its field visits

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.

- questionnaires with a commitment to its outcome to improve the course outcomes
- improve and develop the course content is constantly
- visiting some similar educational institutions in the KSA
- Use the link between teaching in the classroom and field experience represented in the field visits
- 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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