



T-104
2022

Course Specification





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Course Title: <i>Travel Agency Operations</i>
Course Code: <i>TTD 0107</i>
Program: <i>Travel & Tourism</i>
Department: <i>Management and Finance Unit</i>
College: <i>Applied College</i>
Institution: <i>Imam Muhammad Bin Saud Islamic University</i>
Version: <i>1st version</i>
Last Revision Date: <i>00/00/2024</i>





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A. General information about the course:

Course Identification	
1. Credit hours:	3
2. Course type	
a.	University ☐ College ☒ Department ☐ Track ☐ Others ☐
b.	Required ☒ Elective ☐
3. Level/year at which this course is offered:	3rd level, 1st year
4. Course general Description	
This course is designed to introduce students to different types of travel agents, why customers may choose them and the differences between the products and services offered by them. The student will also explore the operation activities, and information sources travel agencies use to recommend travel products to customers. The module explains the different types of travel agents and their products and services and validates the procedures for sourcing information travel agents use in the booking process.	
5. Pre-requirements for this course (if any):	
6. Co- requirements for this course (if any):	
	
7. Course Main Objective(s)	
The objective of this course is to provide students with an understanding of the travel industry and the various travel agents operating within Saudi Arabia. Through the course, students will learn about the products and services offered by different travel agents, as well as the sources of information used to support customer service and sales. They will also gain knowledge about booking procedures, record-keeping procedures, and the risks involved in the operation of travel agents, such as booking errors and incorrect processing of documents. Additionally, the course will cover regulatory requirements for travel agents and guidelines for making product recommendations. Overall, the module aims to familiarise students with the travel industry and the essential skills needed to work in a travel agency.	

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom		
2.	E-learning		
3.	Hybrid - Traditional classroom - E-learning	40	100%
4.	Distance learning		



2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	40
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	Total	40



B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Describe the different types of travel agents that operate within KSA.		Delivering Lectures Solve problems in groups during tutorial	A report and presentation supported by evidence of research. Key areas of assessment include: Compare (range of products and services, including regional, national, independent, e-agents, business, call centre).
1.2	Compare the differences between products and services offered by different travel agents.		Delivering Lectures Solve problems in groups during tutorial	
...				
2.0	Skills			
2.1	Source information to support customer service and sales.		Delivering Lectures Solve problems in groups during tutorial	 Workplace observation that demonstrates and describes the procedures for sourcing information involved in the booking process.
2.2	Demonstrate booking procedures used by travel agents.		Delivering Lectures Solve problems in groups during tutorial	
...	Explain the importance of accurate and secure record keeping.		Delivering Lectures Solve problems in groups during tutorial	
	Evaluate the consequences of booking errors and incorrect issues or process of documents.		Delivering Lectures Solve problems in groups during tutorial	
3.0	Values, autonomy, and responsibility			
3.1	Summarise the impact of regulatory requirements that impact on travel agents		Delivering Lectures Solve problems in groups during tutorial	Students must demonstrate their understanding of working within the regulatory and legal boundaries (for example, UNWTO, IATA, GACA and

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
				national legal requirements etc.). Key areas of assessment include: ● Process of developing travel documentation. ● Types of travel documentation that can be issued and completed. ● Booking terms and conditions.
3.2				



C. Course Content

No	List of Topics	Contact Hours
1.		
2.		

Total		

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Group project	8 th week	40%
2.	Presentation	9 th week	30%
3.	Examination	Final Exam week	30%
...			

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Peter Jones (Editor) 2008, Handbook of Hospitality Operations and IT, Elsevier
Supportive References	- James A. Fitzsimmons, Mona J. Fitzsimmons, Sanjeev Bordoloi. 2014, Service Management - Operations, Strategy, Information Technology, 8th Edition Ed., New York; McGraw-Hill - Robert Johnston, Graham Clark, Michael Shulver 2012, Service Operations Management: Improving Service Delivery, 4th Edition Ed., Prentice Hall - A.K Bhatia 2012, The Business of Travel agency and Tour Operations Management, Sterling Publishers.
Electronic Materials	Global Code of Ethics for Tourism UNWTO www.unwto.org/tourism+sites+saudi+arabia+tripadvisor&oq=tourism+sites+saudi+arabia+tripadvisor+&aqs=chrome.69i57j33i160l4.16555j0j15&sourceid=ch%20rome&ie=U TF-8
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	One classroom: fits up to 35 students with white board.
Technology equipment (projector, smart board, software)	A laptop computer connected to a projector to display PowerPoint presentations
Other equipment (depending on the nature of the specialty)	N/A



F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	The course instructor or teaching team	Student Feedback and Teaching Portfolio
Effectiveness of students assessment	The course instructor, teaching assistants, or an assessment committee	Rubric Analysis
Quality of learning resources	the course instructor, instructional	Student Satisfaction and External



Assessment Areas/Issues	Assessor	Assessment Methods
	designer, or curriculum development team	Review
The extent to which CLOs have been achieved	The course instructor	Direct and indirect
Other	N/A	N/A

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods(Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	DEPARTMENT COUNCIL
REFERENCE NO.	TTD 0107
DATE	00/00/2024

