



T-104
2022

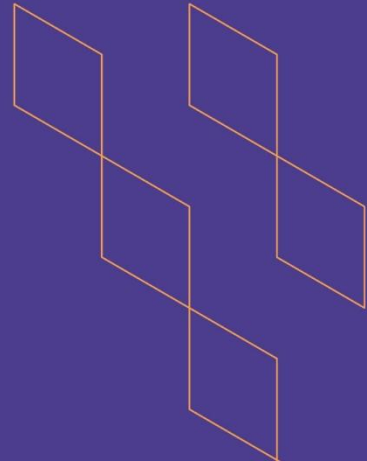
Course Specification





T-104
2022

Course Specification



Course Title: <i>Travel and Tour Operation</i>
Course Code: <i>TTD 0105</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 <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered:	2nd level, 1st year
4. Course general Description	
This course is designed to provide the students with a detailed knowledge of the role of the travel and tour operator in the identification, development and launch of a new destination or product. The module sets out the range of products and services offered by travel and touroperators, evaluates the factors that impact travel and tourism products, and demonstrates the process of itinerary planning schedules for travel and tourism services.	
5. Pre-requirements for this course (if any):	
TTD 101	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s)	
Students will explore organisations' processes when developing new products and services. Additionally, students will examine the marketing and promotional activities that tour operators may undertake to successfully launch new products and services to the public.	
The aim of the course is to provide students with the necessary knowledge and skill in defining the components of tour packages, evaluating the factors that travel and tour operators must research before offering new products and services, as well as outlining the stages in an itinerary schedule.	



1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom		
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> 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	Define the components of packages and customised holidays.		Delivering Lectures Solve problems in groups during tutorial	An assignment that allows the student to research the range of products and services offered by at least two travel and tour operators within a selected geographical location. ●Components (transport, accommodation, holiday type such as hotel or resort, information and advice, welcome party, excursions, in-resort representatives). ●Product range (inbound, outbound, domestic, independent, specialist, integrated, mass-market, short-haul, long- haul). ●Range (pre-bookable flight seats, upgrades, meals, transfers, meet and greet, excursion, extended stays, admission tickets). ●Legislation and industry codes (package travel regulations, supply of goods and services, air travel organisers licence, industry codes of conduct, civil aviation authority).
1.2	Categorise the range of products and services offered by tour and travel operators.		Delivering Lectures Solve problems in groups during tutorial	
1.3	Explain why tour and travel operators choose different modes of travel to meet customer needs.		Delivering Lectures Solve problems in groups during tutorial	
1.4	Illustrate the range of extra products and services offered by tour and travel operators in advance of the holiday.		Delivering Lectures Solve problems in groups during tutorial	
1.5	Outline the effects of current legislation and industry codes on the travel and tour industry.		Delivering Lectures Solve problems in groups during tutorial	
2.0	Skills			
2.1	Evaluate factors that travel and tour operators must research before offering new products and services.		Delivering Lectures Solve problems in groups during tutorial	The assignment must include a section that analyses the factors that impact travel and tour operators' products and services. ●Factors (holiday patterns, safety considerations, different types and ages of
2.2	Analyse the potential		Delivering Lectures	



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	effects of tourism on a destination.		Solve problems in groups during tutorial	customers, business performance, tourist information, gaps in provision).
2.3	Evaluate external influences that affect the potential market size for a new product or service.		Delivering Lectures Solve problems in groups during tutorial	<ul style="list-style-type: none"> •Trends (types of package holiday already offered, departure points, frequency and duration, price range, target market, increase or decline in popularity, gaps in provision - departure points, frequency of flights and durations, limited capacity, resorts, accommodation types). •Effects of Tourism (economic, environmental, social, cultural). •External influences (e.g. aircraft design, credit availability, exchange controls, consumer, social, economic, political).
2.4	Explain the effects of trends on travel and tour operators' products and services.		Delivering Lectures Solve problems in groups during tutorial	
3.0	Values, autonomy, and responsibility			
3.1	Identify and explain the rationale behind itinerary schedules.		Delivering Lectures Solve problems in groups during tutorial	The examination must include a section explaining how travel and tour operators develop an itinerary for travel and tourism services.
3.2	Describe the stages in an itinerary schedule.		Delivering Lectures Solve problems in groups during tutorial	Key areas of examination include: <ul style="list-style-type: none"> •Itinerary planning (e.g., for a new tourist destination, attraction, resort, package holiday, etc.).
3.3	Explain and provide an example of setting and working to 'SMART' targets.		Delivering Lectures Solve problems in groups during tutorial	<ul style="list-style-type: none"> •Stages (costing, contracting, brochure production, administration procedures, sales and marketing, operation of the program).
3.4	Confer the contracting		Delivering Lectures Solve problems in groups during	<ul style="list-style-type: none"> •SMART (specific, measurable, achievable,



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	arrangements for components of a package holiday.		tutorial	realistic and time-bound) ●Contracting arrangements (commitment, allocation, ad hoc).
3.5	Discuss the essential factors when considering the cost of new travel and tourism products and services.		Delivering Lectures Solve problems in groups during tutorial	●Methods (events with travel agents and customers, launch activity, press trips, familiarisation trips, flyers, leaflets, merchandising, website, brochures).
3.6	Describe methods of service promotion used by travel and tour operators.		Delivering Lectures Solve problems in groups during tutorial	

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.	Assignment	During the course	70%
2.	Case Study	9 th week	20%
3.	Examination	Final Exam week	10%
...			

*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	Christof Pforr, Ross Dowling, Michael Volgger (2020) Consumer Tribes in Tourism: Contemporary Perspectives on Special Interest Tourism, Springer.
Supportive References	Dr Sunil Bhardwaj (2022) Travel Agency and Tour Operations Management, Laxmi Publications Pvt Ltd. J. Christopher Holloway and Claire Humphreys (2020) The Business of Tourism, SAGE Publications Ltd. European Travel Commission (2011) Handbook on Tourism Product Development, World Tourism Organisation.
Electronic Materials	World Tourism Organisation https://www.unwto.org/
Other Learning Materials	N/A

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 designer, or curriculum development team	Student Satisfaction and External Review
The extent to which CLOs have been achieved	The course instructor	Direct and indirect
Other	The course instructor or teaching team	Student Feedback and Teaching



Assessment Areas/Issues	Assessor	Assessment Methods
		Portfolio

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

Assessment Methods(Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	DEPARTMENT COUNCIL
REFERENCE NO.	TTD 0105
DATE	00/00/2024

