T-104
2022

Course Specification

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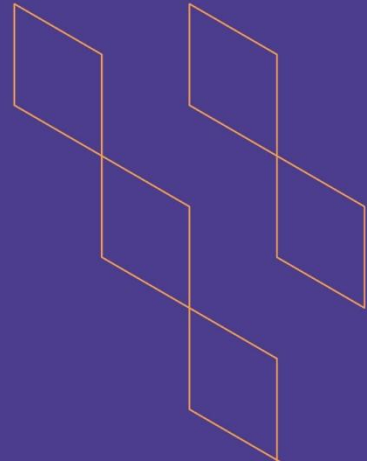
Course Title: *Tourist Advisor Role and Responsibilities*	
Course Code: *TTD 0106*	
Program: *Travel & Tourism*	
Department: *Management and Finance Unit*	
College: *Applied College*	
Institution: *Imam Muhammad Bin Saud Islamic University*	
Version: *1st version*	
LastRevision Date: *2024*	

Table of Contents:

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

The tourist advisor is the first and last person representing the travel/tourist company. Therefore the role must be fulfilled professionally to enhance the status of the individual travel agency, tour operating company or tourist enterprise. This course teaches the student how to prepare and work independently to deliver tourist information and supportto visitors in a tourist office or a range of tourist enterprises. This course sets out the rules and regulations of the workplace in preparation for work, outlines customer requirements and resolves service problems (service recovery),recommends travel products to customers and describes the job role and job opportunities for a Travel Advisor in KSA.

5. Pre-requirements for this course (if any):

N/A

6. Co- requirements for this course (if any):

N/A

7. Course Main Objective(s)

This course is designed to provide students with the knowledge and skills necessary to engage with visitors to support their needs and offer suggestions to enhance their holiday experience. Students will learn about the problems or issues that customers might face, how to solve them promptly and courteously, provide timely and accurate information, and encourage visitors to provide feedback through visitor comment cards, forms, and surveys. The course aims to ensure students are equipped with the knowledge in categorising the range of information required for planning the workday schedule, describing customer types and their travel requirements, elaborating the Tourism Advisor job profiles in various tourism settings and providing travel advice to customers on various products.

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.	Distancelearning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	10
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	Explain the organisation's standards of appearance and behaviour.		Delivering Lectures Solve problems in groups during tutorial	An assignment that allows the student to research the range of rules and regulations for working in various tourism settings while carrying out their work as a tourist advisor. Key areas of assessment include: Employee handbook. Rest break & lunch break laws. Occupational health and safety procedures. Travel agency, tour operator and hotel organisational charts.
1.2	Categorise the range of information required for planning the workday schedule.		Delivering Lectures Solve problems in groups during tutorial	
1.3	Explain the KSA safety procedures concerning health safety and national security rules.		Delivering Lectures Solve problems in groups during tutorial	
1.4	Describe the work area's reporting structure, inter-dependent functions, lines and procedures.		Delivering Lectures Solve problems in groups during tutorial	
1.5	Explain the significance of maintaining organizational confidentiality and customer privacy in tourism.		Delivering Lectures Solve problems in groups during tutorial	
2.0	Skills			
2.1	Research and discuss the needs of tourists while travelling.		Delivering Lectures Solve problems in groups during tutorial	The tourism advisor regularly communicates with stakeholders in multiple entities to help customers resolve problems. A report supported by evidence of research must include the following: Lost and stolen documents. Airline delay. Refund policy. Sudden illness. Accommodation changing problems. Security issues. Lost baggage.
2.2	Describe various customer types and their travel requirements.		Delivering Lectures Solve problems in groups during tutorial	
2.3	Discuss the essential factors when completing visitor comment forms and visit surveys.		Delivering Lectures Solve problems in groups during tutorial	
2.4	Explain the process and significance of tour tracking and monitoring.		Delivering Lectures Solve problems in	

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
			groups during tutorial	The assessment of this course must demonstrate how a student will deal with an upset customer who wants his refund. It can be focused on using extended role-plays whereby the student role plays the customer, and the teacher enacts the tourism advisor.
2.5	Explain the steps in submitting visitor statistics data to a central database. Describe the visa requirements and visa application process for tourists arriving in KSA.		Delivering Lectures Solve problems in groups during tutorial	
2.6	Research suitable practices to develop an understanding of consulate or embassy rules and regulations for visa approval interviews.		Delivering Lectures Solve problems in groups during tutorial	
2.7	Discuss and explain different ways to assist and support the customers in changing/upgrading the planned itinerary while on tour.		Delivering Lectures Solve problems in groups during tutorial	
2.8	Research the job of Tourism Advisor in KSA and categorise by the tourism sector.		Delivering Lectures Solve problems in groups during tutorial	The assignment must include a section explaining the role of travel and tourism advisors in KSA and their linkages with other parts of the tourism value chain. Key areas of assessment include: -Student profiling on relevant tourism recruitment platforms (i.e.www.linkedin.com). -Prepare a CV to reflect the requisites for a work placement as a Tourist Advisor.
2.9	Illustrate the Tourism Advisor job profiles in various tourism settings.		Delivering Lectures Solve problems in groups during tutorial	
2.10	Prepare to work as a Tourist Advisor by demonstrating the skills, attitude and behaviour required for successful work placement.		Delivering Lectures Solve problems in groups during tutorial	
2.11	Identify the recruitment and application steps for a work placement as a Tourism Advisor in KSA.		Delivering Lectures Solve problems in groups during tutorial	
3.0	Values, autonomy, and responsibility			
3.1	Advise travel products to different customers.		Delivering Lectures Solve problems in	A report and presentation based on research present

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
			groups during tutorial	three individual itineraries based on three customer types. The studen t must recommend appropriate travel products, including: Dates and length of travel. Transport. Accommodation. Additional products and services. Full costing breakdown. Final examination.
3.2	Provide justifications for product recommendations.		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.	Individual assignment	During the course	20%
2.	Presentation	9th week	20%
3.	Group project	8th week	30%
...	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	●Christof Pforr, Ross Dowling, Michael Volgger (2020) Consumer Tribes in Tourism: Contemporary Perspectives on Special InterestTourism, 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. ●Stephen J. Page (2019) Tourism Management, Routledge Taylor & Francis
Electronic Materials	**Websites:** ● 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

Assessment Areas/Issues	Assessor	Assessment Methods
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 0106
DATE	00/00/2024