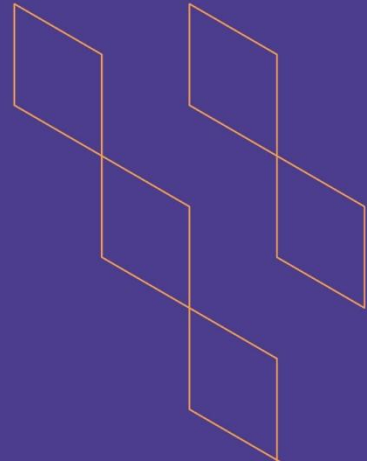# Course Specification

T-104
2022

Course Specification

Course Title: *Customer Service in Travel and Tourism*

Course Code: *TTD 0104*

Program: *Travel & Tourism*

Department: *Management and Finance Unit*

College: *Applied College*

Institution: *Imam Muhammad Bin Saud Islamic University*

Version: *1st version*

LastRevision Date: *00/00/2024*

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:	2nd level, 1st year

4. Course general Description

Effective delivery of the customer experience supports the growth and development of travel and tourism and allows the different sectors in the industry to retain their customers.

Organisations within travel and tourism depend on being able to provide customers with excellent service and memorable experiences. The success of organisations depends onrecognising customer expectations, understanding how these change, and developing appropriate customer strategies.

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

TTD 101

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

7. Course Main Objective(s)

This course is designed to allow students to investigate the broad context of how organisations deliver customer experience. Students will investigate travel and tourism organisations' customer service aims and various approaches to customer service and explore the products, services and facilities offered by different travel and tourism organisations to meet and exceed customer needs and expectations.

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	20
2.	Laboratory/Studio	
3.	Field	

4.	Tutorial	4	20
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 different aims of customer service in travel and tourism organisations.			A presentation based on research that explores two different travel and tourism organisations in terms of customer service aims and approaches.
1.2	Research the different approaches tocustomer service in travel and tourism organisations.			
...				
2.0	Skills			
2.1	Differentiate the range of travel andtourism customers.			.A research report that examines how at least two travel and tourism operators meet different customer needs and exceed expectations
2.2	Assess how travel and tourism organisations meet customer needs and exceed expectations.			
2.3	Assess customer service measuring and monitoring techniques used by travel and tourism organisations.			A research report that explores the methods and benefits of measuring and monitoring customer service and the impacts of poor customer service on at least two travel and tourism organisations.
2.4	Evaluate the impact of customer servicedata on the organisations.			
2.5	Analyse the impacts of poor customer service on travel and tourism organisations.			
3.0	Values, autonomy, and responsibility			
3.1				
3.2				

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
...				

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.			
2.			
3.			
...			

*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	
Supportive References	
Electronic Materials	
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	
Technology equipment (projector, smart board, software)	
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching		
Effectiveness of students assessment		
Quality of learning resources		
The extent to which CLOs have been achieved		
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods(Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	DEPARTMENT COUNCIL
REFERENCE NO.	TTD 0104
DATE	00/00/2024