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| 1. Course code: | | | MGT 438 | | | 1. Course title: | | | | | | | | Tourism Management | | | | | | | | | | | | | |
| 1. College: College of Business Administration | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: Management | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6-7-8 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: TBA | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: MGT 230 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: Online | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: Blackboard | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Dr. | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: TBA | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course coordinator: Dr. Meryem Masmoudi | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | | | |  | **First** | | | | | | X | | | | **Second** | | | |  | | | **Summer** | | | | | |
| 1. Textbook(s): Tourism Management: An Introduction Second Edition by Clare Inkson and Lynn Minnaert   Sage Publications, eText ISBN: 9781526450647, 152645064X  Students view : <https://study.sagepub.com/inkson/student-resources> | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library (<http://www.ac-knowledge.net/uobv3/>):   <https://ebookcentral.proquest.com/lib/uob-ebooks/detail.action?docID=269967> | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g. e-Learning, field visits, periodicals, software, etc.):   Besides Local publications on Tourism management, students are strongly recommended to read related topics to the course from different journal in Tourism Management and can refer to material provided by the e-book as Useful websites and Video links. Video links will be provided in Blackboard for the student. | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description (as per the published):   Concepts, tools, trends, and issues of tourism management; economic, social, cultural, and environmental impacts of tourism development; planning for tourism; international tourism trends; tourism marketing.  The study of the importance of Tourism as an industry (Research Case Studies & use of Multi-Media)  What is the impact of tourism on the economy, culture,…(Group work and on class discussion and the use of video) | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | | | | | |
| Learning goals | | | | | | | a. Knowledge | | | b. Globalization | | | | | | c. Skills | | d. Communication | | | | | e. Competencies | | f. Values | | |
| Learning objectives | | | | | | | a1: General Knowledge | a2: Specific knowledge | | b1: International cross-cultural | | b2: Global Perspective | | | | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | | d2: Communication (Oral) | | | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility | |
| 1. Develop an understanding of the principles, different approaches and applicable strategies in management of tourism industry | | | | | | | ü |  | | ü | |  | | | |  |  |  | |  | | |  |  |  |  | |
| 2. Analyze the demographic, economic, political, cultural and social trends and how the tourism industry is adapting to them | | | | | | |  |  | |  | |  | | | |  | ü |  | |  | | |  | ü |  |  | |
| 3. Examine multicultural issues and policies in tourism management and use analytical tools to make best decisions. | | | | | | |  |  | |  | |  | | | | ü |  |  | | ü | | |  |  |  |  | |
| 4. Investigate the historical growth and probable future directions of the tourism sector | | | | | | |  |  | |  | |  | | | |  |  |  | |  | | | ü |  |  | ü | |
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| 1. Course assessment: | | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Assessment Type* | | *Details/ Explanation of Assessment in relation to CILOs* | | | | | | | *Number* | | | | *Weight* | | | | | | | | *Date(s)* | | | | | |
| Continuous Assessment (2-hour) | | Short questions | | | | | | | TBA | | | | 15 % | | | | | | | | TBA | | | | | |
| Engagement Activities (1-hour) | | Team HomeWorks | | | | | | | TBA | | | | 15 % | | | | | | | | TBA | | | | | |
| Practical | | Text/ video Assignment | | | | | | | 1 | | | | 10 % | | | | | | | | TBA | | | | | |
| Projects/Case Studies | | Final Project | | | | | | | 1 | | | | 20 % | | | | | | | | TBA | | | | | |
| Final Examination  (Respondus) | |  | | | | | | |  | | | | 40% | | | | | | | | 6/7/2021 | | | | | |
| Total | |  | | | | | | |  | | | | 100% | | | | | | | |  | | | | | |

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| 1. Description of Topics Covered | |
| *Topic Title*  *(e.g. chapter/experiment title)* | *Description* |
| Chapter 1:  Introduction | Explain the impact of physical, human, and regional geography on tourism activities, Explain why tourism should be studied from marketing, management, and financial perspectives, Identify future challenges and opportunities facing the tourism industry and Discuss career prospects in the tourism industry |
| Chapter 2:  Understanding Tourism | Understand and explain the basic definition of tourism, Identify the major participants and forces shaping the tourism industry, |
| Chapter 6:  Intermediaries in the tourism system | Explain the importance of intermediaries in the distribution of tourism services, Identify and describe the three different types of distribution channels that are used for tourism services, Describe the roles of travel agencies in bringing tourists and tourism providers together. |
| Chapter 7:  The economic impact of Tourism | Identify and explain the economic benefits of tourism, Identify and explain the potential economic problems that can be created by tourism, Explain why tourism revenues are considered an export. |
| Chapter 8:  The social and cultural impact of Tourism | Describe how tourism can benefit or undermine cultural preservation, Describe the impact of tourism activities on host community resources, Explain how carrying capacities are determined, Describe the positive and negative impacts tourism can have on societies and cultures, Identify the potential unintended consequences of tourism |
| Chapter 9:  The environmental impact of Tourism | Describe how tourism can aid the preservation of nature as well as harm it, |
| Chapter 11:  Tourism Marketing | Explain the importance of segmenting the tourism market, Identify the four major models of tourist motivations, List and describe the steps involved in segmenting a market, Describe the major approaches that are used to segment the tourism market, Describe how information gained from segmenting the tourism market can be used to target and meet the wants, needs, and expectations of the traveling public. |
| Chapter 14:  The Future of Tourism | Describe emerging trends that will affect future tourism marketing decisions, Describe how emerging market segments will affect the future of the tourism industry, Describe how tourism service suppliers will be affected by changing consumer needs, Describe how and why tourism service suppliers are becoming larger through mergers, consolidations, and alliances, Describe how technological changes will affect the future of the tourism industry, Explain why the human touch will remain important to the future success of tourism service suppliers. |

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| 1. Weekly Schedule | | | | | |
| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| *1* | 7-11 Feb | Chapter 1:  Introduction | 1,2 | *2-hour lecture:* |  |
| *1-hour lecture* |
| *2* | 14-18 Feb | Chapter 2:  Understanding Tourism | 1,2 | *2-hour lecture:* | *Final Project* |
| *1-hour lecture* |
| *3* | 21-25 Feb | *2-hour lecture:* |
| *1-hour lecture* |
| *4* | 28 Feb-4 March | Chapter 6:  Intermediaries in the tourism system | 1,2,3 | *2-hour lecture:* | *Assignment* |
| *1-hour lecture* |
| *5* | 7-11 March | *2-hour lecture:* |
| *1-hour lecture* |
| *6* | 14-18 March | Chapter 7:  The economic impact of Tourism | *2-hour lecture:* | *Final Project* |
| *1-hour lecture* |
| *7* | 21-25 March | Chapter 8:  The social and cultural impact of Tourism | 1,2 | *2-hour lecture:* | *Final Project* |
| *1-hour lecture* |
| *8* | 28 March-1 Apr | *2-hour lecture:* |
| *1-hour lecture* |
| *9* | 4-8 April | *Mid Semester Break* | | | |
| *10* | 11-15 Apr | Chapter 9:  The environmental impact of Tourism | 3 | *2-hour lecture:* |  |
| *1-hour lecture* |
| *11* | 18-22 Apr | Chapter 11:  Tourism Marketing | 1,3 | *2-hour lecture:* | *Final Project* |
| *1-hour lecture* |
| *12* | 25-29 Apr | *2-hour lecture:* |
| *1-hour lecture* |
| *13* | 2-6 May | Chapter 14:  Tourism and the Future | 1,4 | *2-hour lecture:* |  |
| *1-hour lecture* |
| *14* | 9-11 May |  | *2-hour lecture:* |  |
| *1-hour lecture* |
| *15* | 16-20 May | Project Group Work presentations |  | *2-hour lecture:* |  |
| *1-hour lecture* |
| *16* | 23-27 May | Revision |  | *2-hour lecture:* |  |
| *1-hour lecture* |

**Calculation of Absences for WF Grade**

* If you miss 7 hours of MGT 438, you will receive 15% Absence Warning which will be sent by registration to your home address.
* If you miss 11 hours of MGT 438, you will receive 25% Absence Warning and your grade will be WF (Withdrawal with Fail)

**Engagement Activities (15 marks)**

At the end of each chapter, the class will be divided into groups of 4 or 5 students and a case study or a video related to the chapter will be provided. The professor will provide the students with the guidelines necessary to study each case or video. The student has to submit a critical analysis (policy paper) of 2 to 3 pages about the case where he/she must explain and argue the relevance of his/her answer. All details will be discussed and announced by the instructor.

* **Final Project (20 Marks)**

At the end of the semester, students should understand the importance of tourism as an industry and its impact on the economy, society, cultural and the environment. The final project report will assess how well students can apply all knowledge and skills they have learned during the course.

Students (in groups) are required to write a report (7 to 10 pages) where they are describing the importance of Tourism in a chosen country and the impact of COVID-19 on that industry.

The groups should prepare a PowerPoint presentation for the final research project in no more than 10 minutes. It will be an individual presentation.