



Program: Tourism and Travel Management

Course title	Introduction to Tourism & Hospitality Industry
Course code	HOS 100
Credit hours	4
Medium of instruction	English Language
Course description	The course introduces students to the general and particular characteristics of the Tourism and Hospitality industry. It is an introductory course to Tourism, Travel and Hospitality, introducing these topics and placing them into a correct and updated local and international perspective. The course is designed to develop knowledge and understanding.

Course title	Cross Cultural Communications
Course code	HOS 101
Credit hours	4
Medium of instruction	English Language
Course description	This course focuses on fundamental conceptual and practical dimensions of intercultural communication in everyday life in social interactions in multicultural environments. It aims at developing an



	individual's intellectual appreciation for cultural differences and sensitivity regarding intercultural interactions.
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Course title	Tourism Legal Issues in KSA
Course code	TTM 140
Credit hours	4
Medium of instruction	English Language
Course description	The aim of the course is to acquaint students with legal regulations nascent in the tourist industry in KSA. Principally to take heed of contractual relations between entrepreneurs and their consumers, explication of questions concerning the protection of consumers and problems of dispute resolution. The course makes the students familiar with the basics of tourism Laws and Regulations and the responsibilities of the partners and the organizations concerned.



Course title	Cultural Tourism and Heritage in KSA
Course code	TTM 110
Credit hours	4
Medium of instruction	English Language
Course description	The course Cultural Tourism and Heritage in KSA exposes students to scientific artistic, aesthetic, historic and conservationist points of views and values about culture and heritage in KSA. This enables them to know how to promote cultural and natural heritage as important tourist aspects for their country.



Course title	Eco-Tourism and Sustainable Development
Course code	TTM 111
Credit hours	4
Medium of instruction	English Language
Course description	<p>This course introduces the concept of sustainability and its relevance to both the tourism industry and society. Through examining its application to the environmental, socio-cultural, and economic impacts on host communities, students will gain an enhanced understanding of the role sustainable tourism can play in mitigating the consequences and maximizing the associated benefits. In addition, the various factors which influence globalization, tourism demand, and sustainable livelihoods will be examined through the incorporation of historical events, business cases, and real life industry scenarios.</p>



Course title	Tourism and Travel Services Marketing
Course code	TTM 130
Credit hours	4
Medium of instruction	English Language
Course description	The course explains the science of Marketing Management and its applications in tourism. This course teaches students how to apply marketing theory and concepts to what marketers do in "the real world", how to use marketing concepts to make business decisions and how to improve familiarity with current challenges and issues in marketing.

Course title	Human Resources Management in Tourism and Travel
Course code	TTM 131
Credit hours	4
Medium of instruction	English Language
Course description	This course provides an overview of a systematic approach to human resource management in the Saudi travel and tourism industry with an emphasis on theory and practice of modern personnel management particularly in leadership approach relating



	to other management functions. Students will analyze and apply contemporary issues and practice human resource Leadership skills as well as employment laws that have an impact on the way people are managed.
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Course title	Tourism and Travel Economics
Course code	TTM 132
Credit hours	4
Medium of instruction	English Language
Course description	Students will get familiar with the key concepts in tourism and the specific functioning of the tourism market. The emphasis lies on studying the economic functioning of tourism within the national economic system, and on determining its contribution to the national economy.



Course title	Tour Guiding
Course code	TTM 100
Credit hours	4
Medium of instruction	English Language
Course description	<p>This course explores the exciting career of a tour guide, a career that offers opportunities around the globe. Throughout the course, students will examine the full range of the day to day role of a tour guide and how they relate to the overall travel industry. The course will enable students to identify the components of effective selling, while enhancing their sales and presentation skills. Local destination knowledge, customer service skills, and crisis management procedures are analyzed through group discussions, videos, in-class presentations, and an off campus experiential field trip to demonstrate effective guiding skills.</p>



Course title	Travel Agency management and Airline Reservation Systems
Course code	TTM 120
Credit hours	4
Medium of instruction	English Language
Course description	<p>This course introduces students to Exploration of the travel agency professional including how to become a travel professional, the certifications, and licenses required and additional training available. This course will also compare travel agencies such as an independent, home based agents, internet marketing, and career options. As well, This course introduces students to basics and advanced airline fares principles, CRS, price and ticket issues. Students will learn principles of various ticketing software, e.g. Amadeus, Galileo, Apollo used by travel industry professionals to instantly confirm and manage flights, hotel, car and other reservations. The course also includes a module on electronic booking.</p>



Course title	Airport Management
Course code	TTM221
Credit hours	5
Medium of instruction	English Language
Course description	The course primarily aims to train students in managing staff, dealing with technical sections such as Air Traffic and Control, maintenance staff, and coordinating between them efficiently



Course title	Conference & Event Management
Course code	HOS 243
Credit hours	4
Medium of instruction	English Language
Course description	This course is outlined to provide a broad overview of the process of planning and managing meetings and events within Tourism and hospitality industry through interactive learning with an emphasis on <u>methods of marketing, selling, organizing, and producing events, and trade shows that will increase financial, environmental and societal values.</u> Students should be able to demonstrate principles of managing large events with an emphasis on the elements that make events distinguished, such as venue, decorations, catering services and entertainment.



Course title	Cruise Line Management
Course code	TTM 222
Credit hours	4
Medium of instruction	English Language
Course description	This course is designed to help students understand the cruise line industry as a unique tourism product. Examining the major aspects of cruise operations and management including history, global cruise market, economic significance, geography of cruising, itinerary design, anatomy of a cruise ship, operations, sales and marketing procedures, passenger services, event planning and management and career opportunities.



Course title	Customer Service
Course code	HOS 203
Credit hours	4
Medium of instruction	English Language
Course description	This course provides students an overview for quality customer service with an emphasis on how to build life-long relationship with customers, customers' loyalty, and customers' satisfaction within tourism and hospitality operations by using systematic tools and skills. Students should be able to develop and apply the necessary skills of quality customer service in various situations within hospitality industry.



Course title	Hajj & Umrah Services Management (Elective)
Course code	TTM212
Credit hours	4
Medium of instruction	English Language
Course description	The course explains how to deal with all issues related to Hajj & Umrah. Reservations, organizations, and services presented to guests.



Course title	Crisis Management and Tourism Security (Elective)
Course code	TTM202
Credit hours	5
Medium of instruction	English Language
Course description	<p>This course aims to introduce students to how to manage crises facing the tourism sector and how to overcome those crises. It discusses the concept of crisis management and its relevance to tourism at a 'macro' level (the destination); focus on the destination marketing management of prolonged crisis, caused by non-sporadic events, in particular those related to destination safety and security problems; assess, on the basis of international case-histories, the specific difficulties that arise when crisis management is 'embedded' in a fragmented and multi-faced industry as tourism is. How tourist destinations react to crisis, Which measures are taken and what impact do they have, When these measures show greater effectiveness, and how can destinations accrue its readiness to face such crisis situations.</p>



Course title	Entrepreneurship in tourism and Travel (Elective)
Course code	TTM 250
Credit hours	5
Medium of instruction	English Language
Course description	The course explores entrepreneurship as a multidimensional phenomenon at individual and corporate levels. Students are given hands-on experience in business venture development through a close interrelation between class theory and practice.



Course title	Cooperative Training
Course code	TTM 290
Credit hours	14
Medium of instruction	English Language
Course description	This course is designed for students to be participated and involved in a travel and tourism related internship experience within different travel and tourism operations. Students will be required to complete job tasks as assigned to them by the employer and to implement knowledge and skills learned throughout the whole program.