



KINGDOM OF SAUDI ARABIA
Technical and Vocational Training Corporation
Director General for Curricula



Training Plans For Technical Colleges

Curriculum for Department of

Tourism and Hospitality Technology

Major

Travel and Tourism



TECHNOLOGY DIPLOMA

Semesters

1439 H – 2018 G



Introduction

Praise be to Allah who taught (the use of) the pen, Taught man that which he knew not. Peace and blessings upon our Prophet, instructor and role model, Muhammad Ibn Abdullah, who is sent as a teacher and guide to people and caller to Allah to bring people out of the darkness of ignorance and misguidance to the light of knowledge and guidance.

The Technical and Vocational Training Corporation seeks to qualify trained national cadres who are able to fill technical, technical and vocational jobs available in the Saudi labor market. This interest comes as a result of the directions requested by the leaders of this country. All these jobs seek to obtain an integrated homeland that depends first on Allah's success, then on its resources and the strength of its youth, which has knowledge and faith. Everyone strives for the sake of continuing to reach developmental progress, so that, by the grace of Allah, the country becomes one of the highest industrialized countries.

The Director General for curricula has taken a positive step in line with advanced international experiences to build training programs, according to modern scientific methods that are compatible with the requirements of the labor market in all its specialties to meet these requirements. This step consisted of the National Professional Standards Preparation Project, then the National Professional Qualifications Project. Both projects are the main pillar in building training programs. Standards and qualifications depend on the formation of specialized committees representing the labor market and the General Organization for Technical and Vocational Training. The scientific vision must be compatible with the practical reality imposed by the requirements of the labor market, so that these committees ultimately come out with an integrated view of a training program more relevant to the labor market, and more realistic in achieving its basic requirements.

This training plan deals with the "Travel and Tourism plan" in the Department of Tourism and Hospitality Technology for trainees of technical colleges to describe the courses of this specialization. This plan needs to include vital topics that deal with how to acquire the necessary skills for this specialization so that their skills are to assist them in their practical life after graduating from this program.

The Director General for curricula hopes that this training plan will be a direct contribution to the study of necessary skills, in a simplified manner free of complication.

We hope that Allah will grant success to those who prepare the training plan and its beneficiaries, for what Allah wants and pleases.

Director General for curricula



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Program Description

The Travel and Tourism diploma in the Tourism and Hotel Department is designed to match the local job market needs for specialization. Training in this specialization is carried out in technical colleges, in five semester training classes, the duration of each training term is eighteen training weeks, with a total of (107) training hours. This is in addition to (490) hours of practical training in the labor market, equivalent to (84) credit hours.

Training in this program is carried out on specialized skills in the field of automated reservation systems, airline ticket pricing, ticketing, tourist service reservations, tourist agency accounts, and tourism marketing. The training includes general skills in Islamic culture, Arabic, English, mathematics, computer applications, computer keyboard, business world familiarity, career behavior and communication skills.

Graduates in this program are granted an intermediate university degree in travel and tourism specialization from the Department of Tourism and Hospitality Technology. The graduate is expected to work in the areas of reservation and ticketing and travel documents.

The overall objective of the program

This program aims to provide the trainee with the skills and information necessary to practice work in the field of travel and tourism and gets the fifth level in the national qualifications framework.

The detailed objectives of the program

By the end of this program, the trainee will be able and efficiently to:

- The trainee learns the work of the travel and tourism agent
- The trainee calculates the prices of tickets
- The trainee creates the amendment and cancellation of reservations
- The trainee issues tickets and travel documents
- The trainee designs tourism programs
- The intern prepares sales reports
- The trainee is familiar with travel rules and regulations
- The trainee learns ways to book tourist services
- The trainee acquires the skill of selling communication
- The trainee knows the language of dealing with the labor market



The Study Distributed on Semesters

	No	Course Code	Course Name	Prerequisites	Equivalent	No of unites				
						CRH	L	P	T	CTH
1st Semester	1	ARAB 101	Technical Writing		ARB 101	2	2	0	0	2
	2	ENGL 111	English Language -1		ENG 8111	3	3	0	1	4
	3	MATH 8101	Mathematics		MAT 8101	3	3	0	1	4
	4	ICMT 101	Introduction to Computer Applications		CMT 101	2	0	4	0	4
	5	GTTH 101	Introduction of tourism hospitality industry		THT131	3	3	0	0	3
	6	GTTH 121	Travel Agencies operations		TTH 9151	3	2	2	0	4
	7	UMAN 101	Basics of Business Administration		MAN 104	4	4	0	0	4
	8	VOCA 101	Vocational Guidance & Excellence		KAB101 VOC 107	2	2	0	0	2
Total Number of Units						22	19	6	2	27
CRH: Credit Hours		L: Lecture		P: Practical		T: Tutorial		CTH: Contact Hours		

	No	Course Code	Course Name	Prerequisites	Equivalent	No of unites				
						CRH	L	P	T	CTH
2st Semester	1	ISLM 101	Islamic Studies		ISL 101 ISL 102	2	2	0	0	2
	2	ENGL 112	English Language -2	ENGL 101	ENG 8112	3	3	0	1	4
	3	GTTH 131	Tourism Transport		TTH 163	3	2	2	0	4
	4	GTTH 110	Tourism Destination Management			3	2	2	0	4
	5	GTTH 141	Automatic Reservation System Galileo		TTH 9152	5	2	6	0	8
	6	UMAN 231	Human Resources Management	MAN 101	MAN 225	4	3	2	0	5
Total Number of Units						20	14	12	1	27
CRH: Credit Hours		L: Lecture		P: Practical		T: Tutorial		CTH: Contact Hours		



3 rd Semester	No	Course Code	Course Name	Prerequisites	Equivalent	No of unites				
						CRH	L	P	T	CTH
	1	LEAS 101	Learning Skills			2	2	0	0	2
	2	ENGL 113	English Language -3	ENGL 112	ENG 8103	3	3	0	1	4
	3	GTHH 251	Principles of Tourism Marketing		TTH 9252	3	2	2	0	4
	4	GTHH 102	Geography of tourism and Aviation		TTH 9153	3	2	2	0	4
	5	GTHH 271	Service Quality in tourism		TTH 9256	3	2	2	0	4
	6	GTHH 260	Tour guide		GTHH 242	3	2	2	0	4
	7	GTHH 252	Travel Agencies Accounting	GTHH 121	TTH 252	3	2	2	1	5
Total Number of Units						20	15	10	2	27
CRH: Credit Hours		L: Lecture		P: Practical		T: Tutorial		CTH: Contact Hours		
4 th Semester	No	Course Code	Course Name	Prerequisites	Equivalent	No of unites				
						CRH	L	P	T	CTH
	1	ETHS 101	Professional Ethics & Comm. Skills	VOCA 101	KAB 102	2	2	0	0	2
	2	GTHH 243	Automatic Reservation System Amadeus		TTH 9154	5	2	6	0	8
	3	GTHH 211	Planning and Management of Tourism Programs		TTH 9253	3	2	2	1	5
	4	GTHH 203	Tourism Regulations and Laws		TTH 9254	3	3	0	0	3
	5	GTHH 261	Tourism and Antiquities		TTH 268	3	2	2	0	4
	6	ENGL 204	English Language -4	ENGL 113	ENG 8104	3	3	0	1	4
Total Number of Units						19	14	10	2	26
CRH: Credit Hours		L: Lecture		P: Practical		T: Tutorial		CTH: Contact Hours		
5 th Semester	No	Course Code	Course Name			No of unites				
						CRH				
	1	GTHH 299	Co-operative Training			4				
Total Number of Units						4				
CRH: Credit Hours		L: Lecture		P: Practical Hours		T: Tutorial		CTH: Contact Hours		
Total Number of Semesters Credit Unites					CRH	L	P	T	CTH	
					84	60	40	7	107	
Total of training Hours (16* 107)+ Cooperative training Hours (490)					2202					



Brief description of the major courses



Course Name	Introduction of tourism hospitality industry	Course Code	GTTH 101	CRH	3
Description	This course addresses the trainee's definition of the tourism industry, its types and components, and the trainee's definition of the hospitality industry by examining the history of the origins of hotels, hotel types and methods of managing them. The course deals with providing the trainee with knowledge of the food and beverage service industry, its sectors, global service types, and food and drink production processes.				
Course Name	Basics of Business Administration	Course Code	UMAN 101	CRH	4
Description	This course introduces the topics that the trainee needs in the field of specialization, where the trainee trains to understand the fundamentals of business administration that include concepts, theories and functions of management (planning, organizing, directing and controlling), and facility functions (production, marketing, finance, human resources, purchases, stores, and public relations).				
Course Name	Travel Agencies operations	Course Code	GTTH 121	CRH	3
Description	The course deals with identifying the tasks and requirements for establishing travel and tourism agencies and their types, the organizational structure for them, the services they provide, and the tool used in travel and tourism agencies.				
Course Name	Geography of tourism and Aviation	Course Code	GTTH 102	CRH	3
Description	Geography of the world and the Kingdom of Saudi Arabia, international tourist attractions, IATA regions, international air traffic, global capitals and aviation				
Course Name	Tourism Transport	Course Code	GTTH 131	CRH	3
Description	The course deals with the identification of the various forms of tourism transport (air, land, sea) and the extent of developments that occurred and the impact of those developments on the direction of tourism movement and the motives for travel. The course includes the continuous development of tourism services in light of the continuous development of forms of tourism transport.				
Course Name	Automatic Reservation System Galileo	Course Code	GTTH 141	CRH	5



Description	The reservation system (Galileo) is one of the most important global GDS systems that deal with flight reservations, dealing with and issuing tickets, in addition to implementing hotel reservations and rental cars, which airlines, travel and tourism offices, and here the trainee implement is trained to use this program and master it.				
Course Name	Principles of Tourism Marketing	Course Code	GTTH 251	CRH	3
Description	This course deals with the marketing tasks of the Marketing Department (airlines and airlines) as well as studying the tourist market, evaluating the tourist supply and demand, participating in marketing tourism exhibitions and conferences, and building tourist marketing and promotional programs.				
Course Name	Service Quality in tourism	Course Code	GTTH 271	CRH	3
Description	The course deals with the trainee being introduced to the concept and skills of effective communication with the client on the one hand and with the work environment on the other hand. The course includes, in addition to identifying the types of tourist customers, ways of dealing with each customer based on their needs and cultural background, providing high-quality service commensurate with the customer's requirements and solving problems that occur during dealing in the field of selling tickets and tourist programs.				
Course Name	Tourism Destination Management	Course Code	GTTH 110	CRH	3
Description	In this course, the trainee acquires the basic skills in managing tourist destinations according to high quality standards to be attractive to tourists. The course explains the importance of maintaining tourism sites to be sustainable for future generations. This trainee course is known for the necessities of tourist attraction and ways of investing it to benefit society and the state. Clarify the challenges facing the management of tourist destinations to overcome them, Providing the trainee with the important information to organize the tourist destinations in order to compete with the international tourist destinations. The course deals with successful examples in managing tourist destinations. Apply examples of future tourist destinations that the state aspires to establish within Vision 2030.				
Course Name	Travel Agencies Accounting	Course Code	GTTH 252	CRH	3
Description	This course aims to provide the trainee with the basic skills to complete daily accounting work in				



	terms of familiarity with accounting principles, preparation of sales reports, documents of accounting operations, preparation of income statements and financial position and carrying out the accounting course for tourist agencies.				
Course Name	Tour guide	Course Code	GTTH 260	CRH	3
Description	The course deals with explaining the importance of tourist guides in highlighting tourist sites, whether they are heritage, historical, natural and others, The course includes an explanation of the importance of the tour guide, the ethical qualities and communication skills that he must possess in order to be able to establish a good impression on tourists. List the types of tour guides and tourists. This course introduces the regulations and laws related to tourist guides and ways to obtain a tourist guides license.				
Course Name	Planning and Management of Tourism Programs	Course Code	GTTH 211	CRH	3
Description	The course aims to give the trainee the ability to design and manage tourism programs that meet the needs and needs of tourist customers. The course includes knowledge of the mathematical operations that enable the trainee to know the costs that he must perform for the profits he earns from organizing trips and in professional tourist systems and regulations.				
Course Name	Tourism Regulations and Laws	Course Code	GTTH 203	CRH	3
Description	The trainee aims to familiarize the trainee with the tourism systems and regulations applied in the Kingdom of Saudi Arabia by the relevant authorities which include travel agency systems, the licensing system for tour operators, the tourist visa system, the system of antiquities and museums, tourist transport systems, tourism and antiquities.				
Course Name	Tourism and Antiquities	Course Code	GTTH 261	CRH	3
Description	This course sheds light on the most important archaeological sites in the Kingdom of Saudi Arabia, where the trainee in this bag will learn about the meaning of civilization and its various developments since its inception, such as civilization in the Arabian Peninsula and its ancient history, Byzantine, Greek and Roman civilization. The course aims at the importance of archeology tourism in the Kingdom of Saudi Arabia, plans and ingredients to support the national heritage. The course aims to know the archaeological sites in the Kingdom such as the sites of Al-Ula (Madain Saleh), the Okhdood in Najran and other historical sites, museums and their role in the development of tourism.				



Detailed Description of the specialization courses



Course Name	Introduction of tourism and hospitality industry				Course Code	GTTH 101
Prerequisite	No Reference					
Training semester	1	2	3	4	5	
Credit hours	3					
Contact hours (Hour/ week)	Lecture	3				
	Practical	0				
	Training	0				
					Collaborative training	

Course Description
This course introduces the trainee to the tourism and hospitality industry and its types and the importance of each industry on the economic and social level. Where this bag was divided into three sections to introduce the trainee in the fields of tourism and hospitality. One chapter explains the importance of the tourism and travel sector, the other chapter explains the importance of hospitality and hotel, and the last chapter on food and beverages.
The general objective of the course:
This course introduces the trainee to the tourism and hospitality industry and its types and the importance of each industry on the economic, cultural and social level.
The detailed objectives of the course: The trainee should be able and efficient to:
1. Understanding the history of the tourism industry
2. List different types of hotels and their classifications
3. Defining food and beverage industry services
4. Knowing the role of the tourism industry in the economic, social and cultural system
5. Knowing the types of hospitality and the job of each of them

Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ Tourism industry components		16
○ Hotel industry components		16
○ Food and beverage industry components		16
Total		48
	48	

Procedures of Safety Requirements:
1. Following the place safety instructions
2. Keeping the rooms clean and tidy when completing the training



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
16	<p>Tourism industry components</p> <ul style="list-style-type: none"> - Definition of the tourism industry - The tourism industry has developed historically - The importance of the tourism industry - Types of tourism - Pillars of tourism (travel and tourism agencies) - Types of airlines - Tourism associations - Recent trends in the tourism industry 		<p>Oral exams</p> <p>Written exams</p> <p>Self- exam</p>
Subject reference	1.	Mohy Saeed, Modern Trends in Tourism, Modern University Office	
	2.	Maher Tawfiq, Tourism Industry, Zahran Publishing House	
16	<p>Hotel industry components</p> <ul style="list-style-type: none"> - The definition of the hotel industry - The hotel industry has developed historically - The importance of the hotel industry - Types of hotels - Sections of the hotel - Excellence rights and management contracts in the hotel industry - Hotel associations - The positives of hotel business - Modern trends in the hotel industry 		<p>Oral exams</p> <p>Written exams</p> <p>Self- exam</p>
Subject reference	1.	Gerald Lattin (2001), Introduction to the Hospitality Industry. East Lansing Michigan: AH&MA	
	2.	Michael Kasavana & Richard M.Brooks (2001) Rooms Division Management, East Lansing Michigan: AH&MA	



The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
16	<p>Food and beverage industry components</p> <ul style="list-style-type: none"> - Definition of the food and beverage industry - The food and beverage industry has developed historically - The importance of the food and beverage industry - Food and beverage industry sectors - Types of restaurants - Food and beverage departments - Food and beverage associations - Recent trends in the food and beverage industry 	<p>Oral exams Written exams Self- exam</p>
Subject reference	1.	Jack D. Ninemeier, Management of Food and Beverage Operations, Sixth Edition, East Lansing Michigan: AH&MA

References	•	Mohy Saeed, Modern Trends in Tourism, Modern University Office
	•	Maher Tawfiq, Tourism Industry, Zahran Publishing House
	•	Gerald Lattin (2001), Introduction to the Hospitality Industry. East Lansing Michigan: AH&MA
	•	Michael Kasavana & Richard M.Brooks (2001) Rooms Division Management, East Lansing Michigan: AH&MA
	•	Jack D. Ninemeier, Management of Food and Beverage Operations, Sixth Edition, East Lansing Michigan: AH&MA



Course Name	Basics of Business Administration				Course Code	UMAN 101
Prerequisite	No Reference					
Training semester	1	2	3	4	5	
Credit hours	3					Collaborative training
Contact hours (Hour/ week)	Lecture	2				
	Practical	2				
	Training					

Course Description
The course deals with identifying the tasks and requirements for establishing travel and tourism agencies and their types, the organizational structure for them, the services they provide, and the tool used in travel and tourism agencies. The course deals with the definition and classification of travel and tourism companies, Attributes that must be present in the staff of travel and tourism offices. Also steps to obtain a license for travel and tourism offices. The course deals with the organizational structure of travel and tourism agencies and tourist agencies such as the Tourism and National Heritage Authority. The course deals with an overview of global tourism bodies and organizations such as the World Tourism Organization, international federations of air transport, travel and tourism.
The general objective of the course:
The trainee will be able to know the conditions necessary to open a tourist office, and be familiar with the internal laws of travel and tourism companies and the various safety procedures used in tourist facilities and with tourist groups.
The detailed objectives of the course: First: procedural Objectives:
1. The trainee learns about tourism organizations and bodies related to air transport and tourism activity
2. The trainee learns about the travel and tourism agency departments and activities
3. The trainee performs the tasks required to work inside the travel and tourism agencies. It improves dealing with colleagues and clients.
4. The trainee learns about the nature of the work of tourism services suppliers
5. The trainee will follow the necessary steps to open a travel and tourism agency
6. The trainee runs a travel and tourism agency
7. The trainee applies the system of work and workers in the Kingdom of Saudi Arabia
8. The trainee applies travel and tourism regulations and rules



Second: Cognitive and behavioral Objectives:

1. Knowing the global tourist destinations
2. Knowing the elements of tourist attractions in the Kingdom of Saudi Arabia
3. How to extract information from available sources
4. Effective Communication

Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ Definition and types of travel and tourism agencies	8	8
○ Organizational structure of travel and tourism agencies	6	6
○ Organizations related to the work of travel and tourism agencies	6	6
○ Guides used in travel agencies automated reservation systems	4	4
○ Travel and tourism services	5	5
○ Terms related to travel and tourism business	3	3
Total	32	32
	64	

Procedures of Safety Requirements:

1. Following the place safety instructions
2. Keeping the rooms clean and tidy when completing the training

The detailed curriculum (theoretical and practical)

Hours	Content	Assessment tools
16	Definition of travel and tourism agencies <ul style="list-style-type: none"> - Class A tourism companies - Class B tourism companies - Class C tourism companies - Job description of travel and tourism agent 	Direct observation (Practical performance) Oral exams Written exams Role-playing



The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
	<ul style="list-style-type: none"> - Duties of sales and reservation employee - Personal and professional qualities that must be present in workers in tourism companies - Taking care of customers and clients - The relationship of the travel and tourism agent with tourism service suppliers - Steps to obtain a tourist business license - Feasibility study for opening a travel agency 	
Subject reference	1.	Maher El-Sisi, Tourism Companies and Travel Agencies, Cairo
	2.	Issam Al-Saedi, Department of Travel and Tourism Agents' Offices and Companies, Al-Raya Publishing House, 2009
12	<p>Organizational structure of travel and tourism agencies</p> <ul style="list-style-type: none"> - Sections of travel and tourism agencies - The relationship of the travel and tourism division with other departments - Forms of organizational structures: - Example: the organizational structure of Saudi Airlines - The relationship between travel and tourism agencies and the General Authority for Tourism and Antiquities 	<p>Direct observation (Practical performance) Oral exams Written exams</p>
Subject reference	1.	Ghada Hammoud, Mona Hajjaj, the work of tourist offices
	2.	Training course for the work of travel and tourism agencies, the General Organization for Technical and Vocational Training, 1430
12	<p>Travel and tourism services</p> <ul style="list-style-type: none"> - Travel and tourism agent fees - Reservation and sales - Tourist services - Air freight services 	<p>Direct observation (Practical performance) Oral exams Written exams Role-playing</p>
Subject reference	1.	Laurence Steven, Guide to Starting & Operating a Travel Agency (The Travel Management Library Series), Cengage Learning
8	<p>Organizations related to the work of travel and tourism agencies</p> <ul style="list-style-type: none"> - IATA - ICAO - WTO - UFFTA - ASTA 	<p>Oral exams Written exams Making research and reports</p>



	- Arab Union for Travel and Tourism	
Subject reference	1. The websites of the organizations on the internet	
10	The guides used in travel agencies - Official guide for OAG travel and tourism agencies - Air Traveler Tariff Guide - GDS mass distribution systems	Oral exams Written exams Making research and reports
Subject reference	1. IATA MANUALS	
6	Terms related to travel and tourism business - Aviation terms - Tourism terms - Hotel terms	Oral exams Written exams The practical use of these terms

References	•	Maher El-Sisi, Tourism Companies and Travel Agencies, Cairo
	•	Ghada Hammoud, Mona Hajjaj, the work of tourist offices
	•	Issam Al-Saedi, Department of Travel and Tourism Agents' Offices and Companies, Al-Raya Publishing House, 2009
	•	Training course for the work of travel and tourism agencies, the General Organization for Technical and Vocational Training, 1430
	•	Laurence Steven, Guide to Starting & Operating a Travel Agency (The Travel Management Library Series), Cengage Learning
	•	IATA MANUALS



Course Name	Geography of tourism and Aviation				Course Code	GTTH 102
Prerequisite	No Reference					
Training semester	1	2	3	4	5	
Credit hours		3				Collaborative training
Contact hours (Hour/ week)	Lecture		2			
	Practical		2			
	Training		0			

Course Description

The course covers the geography of the world and the Kingdom of Saudi Arabia, international tourist attractions, IATA regions, international air traffic, global capitals and aviation. Also know the continents of the world and their connection to air transport in terms of the IATA regions. This course deals with travel and tourism index, symbols of IATA. The course deals with the importance of tourism and its patterns, factors to attract tourism, infrastructure services and their impact on tourism development, A case study of some international countries like Saudi Arabia, America.

The general objective of the course:

Familiarize the trainee with IATA regions and learn about the most important tourist attractions and international air traffic.

The detailed objectives of the course: The trainee should be able and efficient to:

1. The trainee is able to:
2. Knowledge of IATA regions
3. Determination of international air traffic
4. Learn the geography of the world
5. Know the codes used in the aviation industry (airports, cities, countries and currencies)
6. Knowing and defining international tourist attractions
7. Familiarity with the tourist regions in the Kingdom
8. Providing the best itinerary for a passenger's trip

Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ Definition of the geography of tourism and aviation	2	-
○ Types of geography	4	4
○ Weather and climate and its impact on the tourist trend	2	2
○ Regions of verses	3	3
○ Symbols of verses used in the fields of travel and tourism	3	4



○ UTC	2	-
○ Tourism and its essence	4	4
○ Tourist resources	4	5
○ Study cases	4	6
○ International tourist attractions	4	4
Total	32	32
	64	

Procedures of Safety Requirements:	
1.	Following the place safety instructions
2.	Keeping the rooms clean and tidy when completing the training

The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
10	Definition of the geography of tourism and aviation Geographical types <ul style="list-style-type: none"> - The seven continents - Oceans - Landforms - Longitude and latitude - Reading maps (city maps) 		Direct observation Oral exams Self-Exam Written exams
Subject reference	1.	Dr. Hamid Al-Tai, Introduction to Tourism, Travel and Aviation	
4	Weather and climate and its impact on the tourist trend		Direct observation, Oral exams, Self-Exam Written exams
Subject reference	1.	Abdul Qadir Hammad, Nasser Mahmoud, an introduction to the geography of tourism, Al-Warraq for publication and distribution, 2013	



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
6	IATA Territories: <ul style="list-style-type: none"> - Major areas, sub-regions - Movement indicator - Miles system (applied in the reservation lab) 		Direct observation, Oral exams, Self-Exam Written exams
Subject reference	1.	IATA Manual	
7	IATA codes: (Application in the reservation lab to find and decode) <ul style="list-style-type: none"> - Airport codes - Country codes - Airline codes - Equipment codes - Currencies 		Direct observation, Oral exams, Self-Exam Written exams
Subject reference	1.	IATA Manual	
2	UTC <ul style="list-style-type: none"> - Local time - 24 hours system - Timing shift (reservation lab implementation) - Calculate the duration of the trip 		Direct observation, Oral exams, Self-Exam Written exams
Subject reference	1.	World Atlas, the Scientific Foundation for Teaching Aids	
8	Tourism and its importance <ul style="list-style-type: none"> - The origin and development of tourism - Definition of tourism and tourists - Tourism patterns 		Direct observation, Oral exams, Self-Exam Written exams Making reports
Subject reference	1.	Maher Tawfiq, Tourism Industry, Zahran Publishing House	



The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
9	Tourist resources <ul style="list-style-type: none"> - Characteristics of tourism resources - Tourist attractions - Transportation facilities - Hospitality facilities - Supply facilities - Infrastructure services - Superstructure services 	Direct observation, Oral exams, Self-Exam Written exams
Subject reference	1.	Maher Tawfiq, Tourism Industry, Zahran Publishing House
10	Case Study <ul style="list-style-type: none"> - The regions of the Kingdom of Saudi Arabia - France - Egypt - Tunisia 	Direct observation, Oral exams, Self-Exam Written exams
Subject reference	1.	Saudi Commission for Tourism and Antiquities
	2.	Mohamed El-Ghammaz, Taha Saqr, Egypt Tourism Geography, Ain Shams University, Cairo
	3.	Arab Geographers http://www.arabgeographers.net
8	International tourist attractions <ul style="list-style-type: none"> • Tourist destinations <ul style="list-style-type: none"> - Europe - USA - Asia - Australia - Middle east - Africa 	Direct observation, Oral exams, Self-Exam Written exams Making reports
Subject reference	1.	World Atlas, the Scientific Foundation for Teaching Aids
	2.	Arab Geographers http://www.arabgeographers.net
References	•	World Atlas, the Scientific Foundation for Teaching Aids
	•	Dr. Hamid Al-Tai, Introduction to Tourism, Travel and Aviation
	•	Arab Geographers http://www.arabgeographers.net
	•	Mohamed El-Ghammaz, Taha Saqr, Egypt Tourism Geography, Ain Shams University, Cairo
	•	Abdul Qadir Hammad, Nasser Mahmoud, Introduction to the Geography of Tourism, Al-Warraaq for Publishing and Distribution, 2013
	•	Saudi Commission for Tourism and Antiquities www.scta.gov.sa
	•	IATA Manual



Course Name	Tourism Destination Management				Course Code	GTTH 110
Prerequisite	Introduction of tourism and hospitality industry					
Training semester	1	2	3	4	5	
Credit hours		3				
Contact hours (Hour/ week)	Lecture		2		Collaborative training	
	Practical		2			
	Training		0			

Course Description
This course acquires the trainee the basic skills in managing tourist destinations according to high quality standards to be attractive to tourists. The course also explains the importance of preserving tourism sites to be sustainable for future generations. This trainee course is known for the necessities of tourist attraction and ways of investing it to benefit society and the state. Clarify the challenges facing the management of tourist destinations and overcome them. This course acquires Providing the trainee with the important information to organize the tourist destinations in order to compete with the international tourist destinations. The course deals with successful examples in managing tourist destinations, Applying examples of future tourist destinations that the state aspires to establish within Vision 2030.
The general objective of the course:
Providing the trainee with the important knowledge and skills in managing the tourist destinations to be able to manage the tourist attractions in the Kingdom according to high quality standards
The detailed objectives of the course:
1. The trainee learns about the concept of sustainable tourism by researching books and other learning resources.
2. The trainee learns ways to invest in the attractions of tourism attractions in the Kingdom and ways to invest in achieving the 2030 vision
3. The trainee analyzes the risks that may occur in the management of tourist destinations.
4. The trainee shall conclude the beneficial solutions for managing the tourist destinations, so that the Kingdom's destinations will compete with the international tourist destinations.
5. The trainee learns about the important tourist destinations in the current and future kingdom
6. The trainee learns the concept of organizing tourist destinations
7. The trainee applies the necessary skills to organize tourist destinations.
8. The trainee learns some successful examples in managing tourist destinations around the world.
9. The trainee learns about the concept of eco-tourism.



Units (theoretical and practical)	Training hours	
	Theoretical	Practical
Management of tourist destinations	4	4
Sustainable tourism	4	4
Challenges for the development of tourist destinations	4	6
Organizing tourist destinations	4	4
Humanization of cities	4	6
Successful examples in managing tourist destinations around the world	4	6
Management of tourist destinations in the Kingdom of Saudi Arabia according to Vision 2030	4	6
Total	28	36
	64	

Procedures of Safety Requirements:
1. Following the place safety instructions
2. Keeping the rooms clean and tidy when completing the training

The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
8	Management of tourist destinations <ol style="list-style-type: none"> 1. The concept of managing tourist destinations 2. The concept of managing tourist destinations has evolved 3. Pros and cons of developing tourist destinations 	Oral exams Written exams
Subject reference	<ol style="list-style-type: none"> 1. Othman Ghoneim, Benita Saa (2017), Tourism Development Planning 2. Alastair Morrison (2013) Marketing and Managing Tourism Destinations 	



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
8	Sustainable tourism <ol style="list-style-type: none"> 1. Defining the concept of sustainable tourism 2. Sustainable tourism goals 3. The importance of preserving the cultural identity of tourist attractions 3. Important applications in sustainable tourism for tourist destinations in the Kingdom of Saudi Arabia 		Oral exams Written exams Practical Application
Subject reference	1.	Ahmed Abdullah (2015) Tourism Planning and Development	
	2.	Sultan Al Saeed (2016) The Importance of the Tourism and Hospitality Industry in the Kingdom of Saudi Arabia, Vision 2030	
10	Challenges for the development of tourist destinations <ol style="list-style-type: none"> 1. Challenges facing the development of tourist destinations 2. Means to overcome challenges and difficulties 3. SWOT Analysis Application 		Oral exams Written exams Practical performance
Subject reference	1.	Stephen McCool, Keith Bosak (2016) Reframing Sustainable Tourism (Environmental Challenges and Solutions)	
8	Organizing tourist destinations <ol style="list-style-type: none"> 1. Explain the concept of organizing tourist destinations 2. Basics of organizing tourist destinations 3. The importance of organizing tourist destinations 		Oral exams Written exams
Subject reference	1.	Manal Shawky (2011) the foundations of tourism planning	
	2.	David Weaver, Laura Lawton (2014) Tourism Management 5ed	
10	Humanization of cities <ol style="list-style-type: none"> 1. The concept of humanizing cities 2. Happy cities 3. City development plans 		Oral exams Written exams Practical Performance
Subject reference	1.	Charles Montgomery (2014) Happy city: Transforming Our Lives Through Urban Design	
	2.	Yan Gil (2017) Cities for People	



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
10	Successful examples in managing tourist destinations around the world <ol style="list-style-type: none"> 1. Malaysia 2. the Maldives Islands 3. The city of Dubai 4. France 		Oral exams Written exams Practical performance
Subject reference	1.	Tourism websites in these countries	
10	Management of tourist destinations in the Kingdom of Saudi Arabia according to Vision 2030 <ol style="list-style-type: none"> 1. Waterfront development 2. Development of ecotourism 3. Tourism development for attractions within cities 4. Development of antiquities and national heritage 		Oral exams Written exams Practical performance
Subject reference	1.	Maher Al-Shamayleh, Mustafa Kafi, Ali Al-Dhelaine (2015), Environmental Tourism Planning	
	2.	Ziyad Al-Rawadia (2013) Eco-tourism: concepts, foundations, and constituents	

References	1.	Othman Ghoneim, Benita Saa (2017), Tourism Development Planning
	2.	Alastair Morrison (2013) Marketing and Managing Tourism Destinations
	3.	Ahmed Abdullah (2015) Tourism Planning and Development
	4.	Sultan Al Saeed (2016) The Importance of the Tourism and Hospitality Industry in the Kingdom of Saudi Arabia, Vision 2030
	5.	Stephen McCool, Keith Bosak (2016) Reframing Sustainable Tourism (Environmental Challenges and Solutions)
	6.	Manal Shawky (2011) the foundations of tourism planning
	7.	David Weaver, Laura Lawton (2014) Tourism Management 5ed
	8.	Charles Montgomery (2014) Happy city: Transforming Our Lives Through Urban Design
	9.	Yan Gil (2017) Cities for People
	10.	Maher Al-Shamayleh, Mustafa Kafi, Ali Al-Dhelaine (2015), Environmental Tourism Planning
	11.	Ziyad Al-Rawadia (2013) Eco-tourism: concepts, foundations, and constituents



Course Name	Tour guide				Course Code	GTTH 260
Prerequisite	No Reference					
Training semester	1	2	3	4	5	
Credit hours			3			Collaborative training
Contact hours (Hour/ week)	Lecture		2			
	Practical		2			
	Training		0			

Course Description
The trainee explains the importance of tourist guides in highlighting tourist sites, whether they are heritage, historical, natural, and others. The trainee explains the importance of the tour guide, the ethical qualities and the communication skills that he must possess in order to be able to establish a good impression on tourists. List the types of tour guides and tourists. The trainee deals with introducing the laws and regulations related to tourist guides and ways to obtain a tourist guides license.
The general objective of the course:
The trainee learns about the importance of the role of the tour guide in highlighting the various tourist sites in the Kingdom of Saudi Arabia.
The detailed objectives of the course: First: procedural Objectives:
1. The trainee learns the importance of tourist guides.
2. The trainee learns about the types of tour guides
3. The trainee learns the art of communication skills.
4. The trainee learns about the rules and laws of tourist guides.
5. The trainee learns about the importance of the relationship between the tour guide and the tour operator.
6. The trainee learns about current and future tourism initiatives according to Vision 2030
7. The trainee memorizes the most important terms related to tourist guides.
Second: Cognitive and behavioral Objectives:
1. The trainee mastered the skills of tourist guides.
2. The trainee learns the art of speech and successful communication.
3. The trainee acquires the skills of dealing with types of tourists
4. The trainee acquires a green ethic.



Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ Introduction to the concept of tourist guides	5	5
○ Types of tour guides	5	5
○ Tourist guide skills	8	8
○ Governmental and private initiatives to stimulate tourism and tourist guides	6	6
○ Tourist organizations and associations	3	3
○ Important terms in tourist guides	5	5
Total	32	32
	64	

Procedures of Safety Requirements:
1. Following the place safety instructions
2. Keeping the rooms clean and tidy when completing the training

The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
10	Introduction to the concept of tourist guides <ul style="list-style-type: none"> - Definition of the concept of tourist guides - History of tourist guides - Tourist guide in the modern era - The importance of tourist guides - Tourist guide responsibilities 	Direct observation (Practical performance) Oral exams Written exams
Subject reference	1.	World Tourism Organization (2017)
	2.	Osama Sobhi (2012), tourist guide between theory and practice



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
10	Types of tour guides <ul style="list-style-type: none"> - Types of tourist guides according to international rankings - Types of tourist guides according to the local classification in the Kingdom - Conditions for obtaining a tourist guide license in the Kingdom 		Direct observation (Practical performance) Oral exams Written exams
Subject reference	1.	General Authority for Tourism and National Heritage (2016) requirements for obtaining a tourist guide license	
	2.	Sultan Al Saeed (2016) The Importance of the Tourism and Hospitality Industry in the Kingdom of Saudi Arabia: Vision 2030	
16	Tourist guide skills <ul style="list-style-type: none"> - The most important ethical features of a tour guide - communication skills - Types of tourists - The art of tourist guidance in the bus - The art of tourist guides in tourist sites - The most important tools and techniques used for tourist guides - The relationship between the tour guide and the tour operator 		Direct observation (Practical performance) Oral exams Written exams
Subject reference	1.	Ziyad Al-Rawadia (2015), tourist guides and tourist group management tools	
	2.	Khaled Hussein (2011) Meaning of Being a Tourist Guide: The Arab Tourist Guide Guide	
12	Governmental and private initiatives to stimulate tourism and tourist guides <ul style="list-style-type: none"> - Saudi Living Program - Do not leave a trace - Volunteer work - Guidance in exhibitions and conferences - Tourism Excellence Awards - Current and future tourism projects according to Vision 2030 		Direct observation (Practical performance) Oral exams Written exams Role-playing
Subject reference	1.	The General Authority for Tourism and National Heritage (2017) programs and support	



6	Tourist organizations and associations		Oral exams Written exams Making reports
	<ul style="list-style-type: none"> - Saudi Association of Tourist Guides - World Tourism Organization 		
Subject reference	1.	Saudi Association of Tourist Guides (2017)	
	2.	World Tourism Organization (2017)	
10	Important terms in tourist guides		Oral exams Written exams The practical use of these terms
Subject reference	1.	General Authority for Tourism and National Heritage (2017) Glossary of Tourism Terms	

References	•	The General Authority for Tourism and National Heritage
	•	Osama Sobhi (2012), tourist guide between theory and practice
	•	Sultan Al Saeed (2016) The Importance of the Tourism and Hospitality Industry in the Kingdom of Saudi Arabia: Vision 2030
	•	How to be a Tour Guide: The Essential Training Manual for Tour Managers and tour guide 2017
	•	How to Be an Award-Winning Tour Guide 2015
	•	Becoming a Tour Guide: Principles of Guiding and Site Interpretation 2000



Course Name	Tourism Transport				Course Code	GTTH 131
Prerequisite						
Training semester	1	2	3	4	5	
Credit hours		3				Collaborative training
Contact hours (Hour/ week)	Lecture		2			
	Practical		2			
	Training		0			

Course Description
Learn about the different forms of tourist transport (air, land). Maritime (and the extent of developments that occurred to it and the impact of those developments on the direction of tourism movement and the motives for travel, as well as the continuous development of tourism services in the light of the continuous development on forms of tourism transport, Leasing on the movement of tourism.
The general objective of the course:
The trainee familiarity with knowledge of the importance of the transport sector and recent developments in the modern aspects of land, air and maritime transport
The detailed objectives of the course:
First: Procedural Objectives
The trainee should be able to
1. Understand the drivers of travel for tourists to choose the appropriate mode of transportation
2. Learn about the different forms of tourism transportation and how to deal with suppliers of tourist transport services
3. Familiarity with international organizations related to the organization of tourist transport in all its forms
Second: Auxiliary Objectives (cognitive and behavioral)
The trainee should be able to
1. Knowing the continuous developments in the forms of tourist transport
2. Continuous identification of the latest trends and modern tourist patterns and their effect on the tourist's preference for one means of transportation over another
3. Keeping pace with the continuous development of the information technology tools used by the tourist in choosing to purchase tourist transport services



Units (theoretical and practical)	Training hours	
	Theoretical	Practical
Tourism and transportation	6	6
The historical development of tourist transport	6	6
Air transport industry	5	5
Ground transportation services	5	5
Cruise	5	5
Tourism transportation organizations	5	5
Total	32	32
	64	

Procedures of Safety Requirements:
1. Following the place safety instructions
2. Keeping the rooms clean and tidy when completing the training

The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
12	Tourism and transportation <ul style="list-style-type: none"> - The historical relationship between transportation and tourism - Tourist transport and the emergence of tourist destinations - Tourist transport and the diversity of tourism services 	Oral exams Written exams Researches and making reports
Subject reference	1. Ahmad Al-Jallad, Planning Prospects for Tourist Transportation, World of Books, 2004	
12	The historical development of tourist transport <ul style="list-style-type: none"> - Tourist transportation in the past - The proliferation of rail networks - The era of express transportation 	Oral exams Written exams Researches and making reports
Subject reference	1. Ahmad Al-Jallad, Planning Prospects for Tourist Transportation, World of Books, 2004	



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
10	Air transport industry <ul style="list-style-type: none"> - Aircraft industry booming - Types of air transport - Air Transport Regulators (IATA, ICAO) - Sale of air transport services - Top ten airlines - Air transport companies in the Kingdom of Saudi Arabia 		Oral exams Written exams field visit
Subject reference	1.	Rasha Selim, Air Transport and Competition Economics in the Tourist Market, Egyptian Marketing Corporation, 2013	
	2.	Maher Abdel-Khaleq Al-Sisi "Airline Business", (Cairo: Without 2005)	
10	Ground transportation services <ul style="list-style-type: none"> - Rail transport services - The most famous tourist trains in the world - Tourist car delay services - The largest car rental companies - Land transport companies in the Kingdom of Saudi Arabia 		field visit Oral exams Written exams Role-playing
Subject reference	1.	Manal Ahmed, Tourism Transport Economics, Al-Wafa Publishing House, 2010	
10	Cruises <ul style="list-style-type: none"> - Shipping date - Forms of sea transportation - Floating hotel services - Sale of cruises - Seaports in the Kingdom of Saudi Arabia 		Oral exams Written exams field visit
Subject reference	1.	Manal Ahmed, Tourism Transport Economics, Al-Wafa Publishing House, 2010	
10	Tourism transportation organizations		Oral exams Written exams making reports
Subject reference	1.	Arab Tourism Organization – www.arab-tourismorg.org/	
	2.	World Tourism Organization – http://www2.unwto.org/ar/home	
	3.	IATA	

References	•	Maher Abdel-Khaleq Al-Sisi "Airline Business", (Cairo: Without 2005)
	•	Rasha Selim, Air Transport and Competition Economics in the Tourist Market, Egyptian Marketing Corporation, 2013
	•	Ahmad Al-Jallad, Planning Prospects for Tourist Transportation, World of Books, 2004
	•	Manal Ahmed, Tourism Transport Economics, Al-Wafa Publishing House, 2010
	•	Arab Tourism Organization – www.arab-tourismorg.org/
	•	World Tourism Organization – http://www2.unwto.org/ar/home
	•	IATA



Course Name	Automatic Reservation System Galileo				Course Code	GTTH 141
Prerequisite	No Reference					
Training semester	1	2	3	4	5	
Credit hours		5				Collaborative training
Contact hours (Hour/ week)	Lecture		2			
	Practical		6			
	Training		0			

Course Description
This course is the first level of the automated reservation approach or the use of the comprehensive system (GDS) in the reservation and sale of tourism services and the issuance of airline tickets, through this course, the Galileo automatic reservation program is trained in several different topics, from decoding and coding the names and codes of cities and airports And airlines, and even review available flight schedules and flights, and also complete the basic elements necessary to complete the reservation file correctly
The general objective of the course:
Enabling the trainee to acquire the skills of dealing with the Galileo system to book and sell tours, issue tickets and make hotel reservations and rental cars.
The detailed objectives of the course: The trainee should be able and efficient to:
1. The trainee is able to find and decode cities / airports, countries, airlines, and aircraft types
2. The trainee can request the presentation of schedules and the available possibility
3. The trainee will be able to make the mandatory entries: itinerary, name, caller, contact address, ticket arrangements, termination of the procedure
4. The trainee can make optional entries: pre-reservation of seats, special requests and additional information.
5. The trainee is able to deal with traveler information, and deal with funds.
6. The trainee improves using the system to provide the best services to the customer
7. The trainee can create and amend the reservation file according to the client's request and the reservation regulations and systems
8. The trainee is familiar with the services provided by the airlines, and to update his information constantly



Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ Automated reservation and Galileo's information system	6	22
○ Reservation and air transport file	6	16
○ Reservation boxes	5	15
○ Customer data file	5	14
○ Reservation of hotel rooms	5	15
○ Car Rental	5	14
Total	32	96
	128	

Procedures of Safety Requirements:
1. Following the place safety instructions
2. Keeping the rooms clean and tidy when completing the training
3. Maintenance of devices in the laboratory

The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
28	<p>Automatic reservation:</p> <ul style="list-style-type: none"> • Galileo Information System <ul style="list-style-type: none"> - Sign-in and check-out: signature - Program interface: Keys (icons) - Work areas, screens - Find and decode - Seek immediate help - The minimum time to continue - calculations - Convert measurements and travel information guide 	<p>Oral exams</p> <p>Written exams</p> <p>Practical exercises</p> <p>Practical performance</p>
Subject reference	1.	Galileo manuals
	2.	IATA manuals



The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
22	<p>Reservation file:</p> <ul style="list-style-type: none"> ○ Compulsory entries <p>Itinerary: Air Transport:</p> <ul style="list-style-type: none"> - View flight schedules <ul style="list-style-type: none"> ▪ Display options ▪ Width adjustment ▪ Follow-up entries - View the available availability request <ul style="list-style-type: none"> ▪ Display options ▪ Width adjustment ▪ Follow-up entries - Sale <ul style="list-style-type: none"> ▪ Using icons ▪ Long sale ▪ direct sale ▪ Open flight ▪ Unrecognized access queue ▪ Placebo sector ▪ Adjustment ▪ Cancellation - The name - Contact address - Ticket arrangements - Employee signature - End the procedure <p>Optional entries</p> <ul style="list-style-type: none"> - Additional information - Special requests - Advance reservation of seats <p>Dealing with the attachment file</p>	<p>Oral exams</p> <p>Written exams</p> <p>Practical exercises</p> <p>Practical performance</p> <p>Create a reservation file</p>



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
	<ul style="list-style-type: none"> - Split the reservation file - Adjustments - Update reservation file items - Price review 		
Subject reference	1.	Galileo manuals	
20	Reservation boxes <ul style="list-style-type: none"> - Take action entries - Print entries - Putting reservation records in the boxes - Send a text message - Entitlement to the reservation record 		Oral exams, Written exams, practical exercise Practical performance
Subject reference	1.	Galileo manuals	
19	Customer data file <ul style="list-style-type: none"> - The configuration of the client file via the reservation system or the client file system - asking for help - Customer file data - Dealing with the customer file 		Oral exams Written exams practical exercise Practical performance
Subject reference	1.		
20	Booking of hotels <ul style="list-style-type: none"> - Introduction to hotel reservation <ul style="list-style-type: none"> ▪ Hotel Information System ▪ asking for help ▪ Find and decode hotels - Request for Proposals <ul style="list-style-type: none"> ▪ Show hotel index ▪ Using the city code ▪ Show specific chain hotels 		



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
	<ul style="list-style-type: none"> - Request to display the possibility (hotels) <ul style="list-style-type: none"> ▪ Possibility of asking for possibility and prices (rooms) ▪ Show Prices ▪ Hotel features, hotel services - Sale <ul style="list-style-type: none"> ▪ The sale offers the possibility of one hotel ▪ Deposit and warranty requirements ▪ Reserving a room requires a guarantee ▪ Reserving a room requires an deposit - Dealing with hotel room reservations <ul style="list-style-type: none"> ▪ Adjustment ▪ Cancellation 		<p>Oral exams Written exams Practical exercises Practical performance Create a reservation file</p>
Subject reference	1.	Galileo manuals	
19	<p>Cars reservation</p> <ul style="list-style-type: none"> - Introduction to car rental <ul style="list-style-type: none"> ▪ Car rental information system ▪ asking for help ▪ Car rental companies policy ▪ Find and decode ▪ Types of cars - Offers <ul style="list-style-type: none"> ▪ View the list of car rental companies ▪ Show menus ▪ Options - Show available capabilities and prices <ul style="list-style-type: none"> ▪ Show the potential of all companies ▪ Show the possibility of one company ▪ Show the possibility of using the elements of the reserved itinerary ▪ Offer request options 		<p>Oral exams Written exams practical exercise Practical performance</p>



The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
	<ul style="list-style-type: none"> ▪ Terms of the car rental contract ▪ Display price advantages from: ▪ Show the possibility ▪ Show car reservation line - Sale <ul style="list-style-type: none"> ▪ From the possibility show ▪ From the width of the itinerary ▪ Use of option icons - Dealing with car rental reservations <ul style="list-style-type: none"> ▪ Adjustment ▪ Cancellation 	
Subject reference	1.	Galileo manuals

References	•	Galileo manuals
	•	IATA manuals



Course Name	Principles of Tourism Marketing				Course Code	GTTH 251
Prerequisite	No Reference					
Training semester	1	2	3	4	5	
Credit hours			3		Collaborative training	
Contact hours (Hour/ week)	Lecture		2			
	Practical		2			
	Training		0			

Course Description
This course deals with the marketing tasks of the Marketing Department (tourism agencies / airlines) as well as studying the tourist market, evaluating the tourist offer and demand, and participating in tourism exhibitions and conferences, The marketing mix in the field of tourism and travel The marketing strategy, its concept and its types.
The general objective of the course:
This course aims to familiarize the trainee with the marketing tasks of the marketing department in tourism agencies and airlines to market their products and try to satisfy the needs and desires of their clients.
The detailed objectives of the course:
1. The trainee will be able to market the services of the tourist agency and airlines
2. The trainee can study the current and potential tourism markets
3. The trainee is conversant and able to participate in marketing fairs and conferences

Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ Marketing management organization	2	2
○ Marketing concept in general	2	2
○ Tourism marketing concept	2	2
○ Tourist markets	4	4
○ The marketing mix and the tourist marketing mix	4	4
○ The promotional mix and the tourist promotional mix	6	6
○ The sales process for tourism services	4	4
○ Marketing strategies	4	4
○ Organizing marketing exhibitions	4	4
Total	32	32
	64	



Procedures of Safety Requirements:
1. Following the place safety instructions
2. Keeping the rooms clean and tidy when completing the training

The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
4	Marketing management organization <ul style="list-style-type: none"> - Organizational Chart - The qualities of a marketing man - Marketing management terms of reference - Job description for a marketing manager - The custodian's role as a marketing man 		Direct Observation (Practical performance) Oral exams Written exams Making reports
Subject reference	1.	Dr. Sabry Abdel Samie, Hotel and Tourism Marketing	
4	Marketing concept in general <ul style="list-style-type: none"> - Marketing is old and new - Definition of marketing - Marketing benefits - Marketing areas 		Oral exams Written exams practical exercise Practical performance
Subject reference	1.	Dr. Sabry Abdel Samie, Hotel and Tourism Marketing	
Subject reference	2.	Phillikotller, Kevin Keller, Marketing Management	
4	Tourism marketing concept <ul style="list-style-type: none"> - The definition of tourism marketing - Marketing goals - The difference between merchandise marketing and tourism marketing 		Direct Observation Simulation Oral exams Written exams Making reports
Subject reference	1.	Dr. Sabry Abdel Samie, Hotel and Tourism Marketing	



8	Tourist markets <ul style="list-style-type: none"> - General market definition - Definition of the tourist market - Elements of studying the tourist market - Tourism demand and supply - Market segmentation - Types of tourist markets 		Direct Observation Simulation Oral exams Written exams Role-playing Previous experience
Subject reference	1.	Phillip kotler, Marketing for hospitality and Tourism	
8	The merchandise marketing mix <ul style="list-style-type: none"> - Tourist marketing mix - Tourist product (offer) - The human element - Distribution outlets - Pricing 		Direct Observation Simulation Oral exams Written exams Self-exam Role-playing
Subject reference	1.	Phillip kotler, Marketing for hospitality and Tourism	
	2.	Phillikotller, Kevin Keller, Marketing Management	
12	Merchandise promotional mix <ul style="list-style-type: none"> • Tourist promotional mix - Hype - Advertising - Public relations - Stimulate sales - Personal selling 		Practical performance Oral exams Written exams
Subject reference	1.	Phillip kotler, Marketing for hospitality and Tourism	
	2.	Phillikotller, Kevin Keller, Marketing Management	



8	The sales process for tourism services - Types of sale - Sales interview - selling skills		Direct Observation Simulation Oral exams Written exams Role-playing
Subject reference	1.	Phillip kotler, Marketing for hospitality and Tourism	
8	Marketing strategies - Offensive marketing strategies - Defensive marketing strategies		Direct Observation Simulation Oral exams Written exams
Subject reference	1.	Dr. Sabry Abdel Samie, Hotel and Tourism Marketing	
	2.	Phillikotller, Kevin Keller, Marketing Management	
8	Organizing marketing exhibitions and conferences - Tourist exhibitions - Tourist conferences - The marketing role for exhibitions and conferences - Tourist caravans - E-tourism marketing		Direct Observation Simulation Oral exams Written exams Self-exams Role-playing
Subject reference	1.	Phillip kotler, Marketing for hospitality and Tourism	

References	•	Dr. Sabry Abdel Samie, Hotel and Tourism Marketing
	•	Phillip kotler, Marketing for hospitality and Tourism, 7 edition, 2016
	•	Phillikotller, Kevin Keller, Marketing Management, 15th edition



Course Name	Service Quality in tourism				Course Code	GTTH 271
Prerequisite	No Reference					
Training semester	1	2	3	4	5	
Credit hours			3			Collaborative training
Contact hours (Hour/ week)	Lecture		2			
	Practical		2			
	Training		0			

Course Description
This course introduces the trainee to the concept and skills of effective communication with the customer and with the work environment in addition to identifying the types of tourist customers and the art of dealing with them and providing a good service commensurate with their requirements and solving problems that arise from dealing in the field of selling tickets and tourist programs
The general objective of the course:
This course aims to familiarize the trainee with effective communication and provide good customer service.
The detailed objectives of the course: The trainee should be able and efficient to:
1. Understanding the purchasing behavior of tourists with different demographic factors such as age, gender, education, and lifestyle that are reflected in the choice of the tourist destination and the formation of the appropriate tourism program
2. Achieve a successful and effective communication with clients and colleagues in the workplace
3. Study the behavioral elements of tourists and their impact on purchasing decision-making
4. Learn about the problems facing customers and work to avoid them
5. Understanding the purchasing behavior of tourists with different demographic factors such as age, gender, education, and lifestyle that are reflected in the choice of the tourist destination and the formation of the appropriate tourism program

Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ The concept of communication, its types and success factors	4	4
○ The concept of tourist consumer behavior	6	4
○ Study the behavior of the tourist consumer	4	4
○ Factors affecting the behavior of the tourist consumer	6	6
○ Examine the motives for travel	6	6
○ Customer service problems	6	8
Total	32	32
	64	



Procedures of Safety Requirements:	
1.	Following the place safety instructions
2.	Keeping the rooms clean and tidy when completing the training

The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
8	The concept of communication and its components: <ul style="list-style-type: none"> - The concept of communication - Contact elements - Types of written and verbal communication - Means of communication - Factors affecting the choice of means of communication - Effective communication skills - Successful communication factors - Phrases of welcome, farewell and the skill of talking with the customer 		Direct Observation Oral exams Written exams Role-playing
Subject reference	1.	Dr. Ibrahim Khader, effective communication skills.	
	2.	Hotel correspondence	
10	The concept of tourist consumer behavior <ul style="list-style-type: none"> - The historical development of the behavior of the tourist consumer - Purchasing behavior differs in the diversity of tourist patterns - Types of clients and methods of dealing with each type 		Direct Observation Oral exams Written exams Role-playing
Subject reference	1.	Swarbrook, J. Horner, S (1999). "Consumer Behaviour Tourism". Oxford: Butterworth-Heinemann	
8	Study the behavior of the tourist consumer <ul style="list-style-type: none"> - The decision-making process - The stages of the purchasing process - Purchase decision stage 		Direct Observation Oral exams Written exams Role-playing
Subject reference	1.	Swarbrook, J. Horner, S (1999). "Consumer Behaviour Tourism". Oxford: Butterworth-Heinemann	



The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
12	Factors affecting the behavior of the tourist consumer <ul style="list-style-type: none"> - Cultural factors - Social factors - Economic factors - Political factors 	Direct Observation Oral exams Written exams
Subject reference	1.	Swarbrook, J. Horner, S (1999). "Consumer Behaviour Tourism". Oxford: Butterworth-Heinemann
	2.	Williams, A (2002), "Understanding the Hospitality Consumer. Oxford: Butterworth-Heinemann
12	Examine the motives for travel <ul style="list-style-type: none"> • Travel motives differ according to the market segment • The relationship between the motives for travel and the nature of the tourism product • Modern tourist trends and patterns 	Direct Observation Oral exams Written exams Making reports and researches
Subject reference	1.	Swarbrook, J. Horner, S (1999). "Consumer Behaviour Tourism". Oxford: Butterworth-Heinemann
	2.	Williams, A (2002), "Understanding the Hospitality Consumer. Oxford: Butterworth-Heinemann
14	Customer service problems <ul style="list-style-type: none"> • Determine the problems that occur between the customer and the establishment • Mechanism to deal to solve these problems • The skill of negotiating with a customer who is dissatisfied with the service 	Direct Observation Oral exams Written exams On-the-job evaluation
Subject reference	1.	Karen Leyland, Junior Customer Service
	2.	Khaled Marzouk, the quality of customer service

References	•	Dr. Ibrahim Khader, effective communication skills
	•	Karen Leyland, Junior Customer Service
	•	Khaled Marzouk, the quality of customer service
	•	Williams, A (2002), "Understanding the Hospitality Consumer. Oxford: Butterworth-Heinemann
	•	Swarbrook, J. Horner, S (1999). "Consumer Behaviour Tourism". Oxford: Butterworth-Heinemann
	•	Hotel Correspondence, The Educational Institute of the AH&MA East Lansing, Michigan



Course Name	Travel Agencies Accounting				Course Code	GTTH 252
Prerequisite	Travel Agencies operations - GTTH 9151					
Training semester	1	2	3	4	5	
Credit hours			3		Collaborative training	
Contact hours (Hour/ week)	Lecture		2			
	Practical		2			
	Training		1			

Course Description
This course aims to acquire the trainee the basic skills to complete daily accounting work in terms of familiarity with accounting principles, preparation of sales reports, documents of accounting operations, preparation of income lists and financial position and carrying out the accounting course for tourist agencies. The course deals with the organizational structure and job description of the Accounting Department, Financial transaction documents.
The general objective of the course:
The trainee's mastery of the skills in accounting work for travel and tourism agencies
The detailed objectives of the course: The trainee should be able and efficient to:
1. The trainee is familiar with the accounting principles related to travel and tourism agency accounts
2. The trainee prepares the accounting reports related to travel agency sales
3. The trainee can implement the accounting treatment procedures and prepare financial reports
4. The trainee can record accounting for travel and tourism agency operations

Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ The organizational structure of the Accounting Department	2	3
○ Sales reporting	4	6
○ Accounting documents	4	6
○ Identify, read and deal with the accounting course within the Travel and Tourism Bureau	8	12
○ Financial position and income statement	8	12
○ Financial filing system	6	9
Total	32	48
	80	



Procedures of Safety Requirements:
1. Following the place safety instructions
2. Keeping the rooms clean and tidy when completing the training

The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
5	The organizational structure of the Accounting Department <ul style="list-style-type: none"> - Job Description - The relationship of tasks in between - The types of reports that must be completed 		Oral exams Written exams Making reports
Subject reference	1.	Dr/ Hani Atef, Accounting for Tourism Companies	
	2.	Richard Kotas, Management Accounting for Hospitality and Tourism	
10	Sales reporting <ul style="list-style-type: none"> - Using an accounting program for travel and tourism offices - Use the mass distribution system to extract sales reports 		Oral exams Written exams Practical exercises
Subject reference	1.	Richard Kotas, Management Accounting for Hospitality and Tourism	
10	Accounting documents		Oral exams Written exams Practical exercises
Subject reference	1.	DAI YI GUO, Travel agency accounting statements of the actual step by step	
	2.	James Poynter, Travel Agency Accounting Procedures	
20	Learn, read and deal with the accounting course in the Travel and Tourism Bureau <ul style="list-style-type: none"> - Account types - Daily notebook - Ledger - Balance scales and final accounts 		Oral exams Written exams Practical exercises



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
Subject reference	1.	DAI YI GUO, Travel agency accounting statements of the actual step by step	
	2.	James Poynter, Travel Agency Accounting Procedures	
20	Financial position and income statement		Oral exams Written exams Applied exercises
Subject reference	1.	DAI YI GUO, Travel agency accounting statements of the actual step by step	
	2.	James Poynter, Travel Agency Accounting Procedures	
15	Financial filing system • Manual system • Automated system		Oral exams Written exams Applied exercises Practical exercises

References	•	Dr/ Hani Atef, Accounting for Tourism Companies http://www.slideshare.net/hanyatef/ss-60982542
	•	James Poynter, Travel Agency Accounting Procedures, 1991
	•	DAI YI GUO, Travel agency accounting statements of the actual step by step, 2000
	•	Richard Kotas, Management Accounting for Hospitality and Tourism 3rd Edition
	•	Directory of Saudi Airlines travel and tourism agencies accounts



Course Name	Automatic Reservation System Amadeus				Course Code	GTTH 243
Prerequisite	No Reference					
Training semester	1	2	3	4	5	
Credit hours				5		
Contact hours (Hour/ week)	Lecture			2	Collaborative training	
	Practical			6		
	Training			0		

Course Description
This course is the third level of the automated reservation methodology or the use of the comprehensive distribution system (GDS) in the reservation and sale of tourism services and the issuance of airline tickets, symbols and country abbreviations, accounts and knowledge of prices. The course includes airlines and their association with the International IATA.
The general objective of the course:
Acquire the skills of dealing with the Amadeus system for booking and selling tourist trips.
The detailed objectives of the course: The trainee should be able and efficient to:
1. The trainee will be able to book tourist services (aviation)
2. The trainee was able to create and amend a reservation file, according to the client's request, reservation regulations, regulations and prices
3. The trainee provides the most appropriate prices and the most suitable itineraries
4. The trainee can make compulsory entries: itinerary, name, contact address, ticket arrangements, end of the procedure
5. The trainee mastered the optional entries: advance reservation of seats, special requests and additional information

Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ Amadeus Information System	8	24
○ Reservation file	6	18
○ Reservation boxes	4	18
○ Customer data file	4	12
○ Reservation of hotel rooms	6	12
○ Car Rental	4	12
Total	32	96
	128	



Procedures of Safety Requirements:
1. Not to enter food and drinks for the reservation lab
2. Not to tamper with electrical connections and power outlets

The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
20	<p>Amadeus Information System:</p> <ul style="list-style-type: none"> - Sign-in and check-out: signature - Program interface: Keys (icons) - Work areas, screens - Find and decode - Seek immediate help - The minimum time to continue - calculations - Convert measurements - Travel information guide 	<p>Oral exams Written exams Practical application</p>
Subject reference	1.	Amadeus Automated Reservation System Manual
22	<p>Reservation file:</p> <ul style="list-style-type: none"> • Compulsory entries <p>Itinerary:</p> <ul style="list-style-type: none"> - View flight schedules <ul style="list-style-type: none"> ▪ Display options ▪ Width adjustment ▪ Follow-up entries - View the available availability request <ul style="list-style-type: none"> ▪ Display options ▪ Width adjustment ▪ Follow-up entries - Sale <ul style="list-style-type: none"> ▪ Using icons ▪ Long sale ▪ direct sale 	<p>Oral exams Written exams Practical application</p>



The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
	<ul style="list-style-type: none"> ▪ Open flight ▪ Unrecognized access queue ▪ Placebo sector ▪ Adjustment ▪ Cancellation - The name - Contact address - Ticket arrangements - Employee signature - End the procedure <p>Optional entries</p> <ul style="list-style-type: none"> - Additional information - Special requests - Advance reservation of seats <p>Dealing with the attachment file</p> <ul style="list-style-type: none"> - Split the reservation file - Adjustments - Update reservation file items - Price review - PNR Reservation File Pricing 	
Subject reference	1.	Amadeus Automated Reservation System Manual
22	<p>Reservation boxes:</p> <ul style="list-style-type: none"> - Take action entries - Print entries - Putting reservation records in the boxes - Send a text message - Entitlement to the reservation record 	<p>Oral exams</p> <p>Written exams</p> <p>Practical application</p>
Subject reference	1.	Amadeus Automated Reservation System Manual



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
22	Customer data file: <ul style="list-style-type: none"> - The configuration of the client file via the reservation system or the client file system - asking for help - Customer file data - Dealing with the customer file 		<p>Oral exams Written exams Practical application</p>
Subject reference	1.	Amadeus Automated Reservation System Manual	
20	Booking of hotels : Introduction to hotel reservation <ul style="list-style-type: none"> - Hotel Information System - asking for help - Find and decode hotels Request for Proposals <ul style="list-style-type: none"> - Show hotel index - Using the city code - Show specific chain hotels Request to display the possibility (hotels) <ul style="list-style-type: none"> - Possibility of asking for possibility and prices (rooms) - Show Prices - Hotel features, hotel services Sale <ul style="list-style-type: none"> - The sale offers the possibility of one hotel - Deposit and warranty requirements - Reserving a room requires a guarantee - Reserving a room requires an deposit Dealing with hotel room reservations <ul style="list-style-type: none"> - Adjustment - Cancellation 		<p>Oral exams Written exams Practical application</p>
Subject reference	1.	Amadeus Automated Reservation System	



The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
22	<p>Cars reservation</p> <ul style="list-style-type: none"> - Introduction to car rental <ul style="list-style-type: none"> ▪ Car rental information system ▪ asking for help ▪ Car rental companies policy ▪ Find and decode ▪ Types of cars - Offers <ul style="list-style-type: none"> ▪ View the list of car rental companies ▪ Show menus ▪ Options - Show available capabilities and prices <ul style="list-style-type: none"> ▪ Show the potential of all companies ▪ Show the possibility of one company ▪ Show the possibility of using the elements of the reserved itinerary - Offer request options <ul style="list-style-type: none"> ▪ Terms of the car rental contract ▪ Display price advantages from: <ul style="list-style-type: none"> ▪ Show the possibility ▪ Show car reservation line - Sale <ul style="list-style-type: none"> ▪ From the possibility show ▪ From the width of the itinerary ▪ Use of option icons - Dealing with car rental reservations <ul style="list-style-type: none"> ▪ Adjustment ▪ Cancellation 	<p>Oral exams Written exams Practical application</p>
Subject reference	1.	Amadeus Automated Reservation System Manual

References	•	Amadeus Automated Reservation System
	•	Amadeus manuals
	•	IATA BOOKS



Course Name	Planning and Management of Tourism Programs				Course Code	GTTH 211
Prerequisite	Travel Agencies operations - GTTH 121					
Training semester	1	2	3	4	5	
Credit hours				3	Collaborative training	
Contact hours (Hour/ week)	Lecture			2		
	Practical			2		
	Training			1		

Course Description
<p>This course acquires the trainee the basic skills in designing and managing tourism programs with the various tourism services available, depending on the season, in the most prominent internal and external tourist attractions. The standards that are taken into account when preparing tourist programs. The course deals with the pricing of the tourism program. Organizing and preparing tourist programs of various kinds and styles by means of modern land, air and sea. The course deals with tourism events and conferences, festivals in the Kingdom of Saudi Arabia.</p>
The general objective of the course:
The trainee acquires skills in designing, developing, organizing and managing tourism trips
The detailed objectives of the course: The trainee should be able and efficient to:
1. The trainee can advise the client
2. The trainee selects the tourist destinations that are required by obtaining information about the destination, analyzing it and providing advice
3. The trainee plans and designs tourist programs that meet the desires and needs of clients
4. The trainee discusses cooperation contracts with tourism services suppliers
5. The trainee mastered the methods of emphasizing the proper implementation of tourism services
6. The trainee mastered the good reception and farewell of the tourists
7. The trainee should be familiar with the first aid criteria
8. The trainee understands the importance of ensuring the security of tourists during the tourism program
9. The trainee learns to manage special events

Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ The development of tourism	2	3
○ Tourism program design	8	12
○ Tourist flight pricing	4	6
○ Implementing and managing tourism programs	6	9
○ Publishing, promoting and selling tourist trips	6	9
○ Booking services related to the tourism program	4	6
○ Private event management	2	3
Total	32	48
	80	



Procedures of Safety Requirements:
1. Following the place safety instructions
2. Keeping the rooms clean and tidy when completing the training

The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
5	Tourism development: <ul style="list-style-type: none"> - Definition of tourism - History of the development of tourism - Types of trips - Types of travel and tourism agencies and agencies - Types of excursions - Terms 		Oral exams Written exams Field visit
Subject reference	1.	IATA manuals	
20	Tourist program design: <ul style="list-style-type: none"> - Setting the path and tourist places - Select dates - means of transportation - Type of hotels - Subsistence type - Determine the tourist places that the trip will include - Tours and entertainment programs - Other services 		Oral exams Written exams Practical application
Subject reference	1.	IATA manuals	
	2.	Tourism principles	



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
10	Tour pricing: <ul style="list-style-type: none"> - Transfers - Hotel accommodation - Tourist attractions 		Oral exams Written exams Practical performance
Subject reference	1.	IATA manuals	
	2.	Tourist programs: planning and implementation	
15	Implementation and management of tourism programs: <ul style="list-style-type: none"> - Print processing - Distribution of tasks - Decision-making and problem-solving - Performance evaluation - Organizing the flight reception soothing transport - Farewell 		Oral exams Written exams Practical performance
Subject reference	1.	IATA manuals	
	2.	Tourist programs: planning and implementation	
15	Publishing, promoting and selling tourist trips: <ul style="list-style-type: none"> - Promotion - Communication ways - Sale - Leaflets 		Oral exams Written exams Practical performance
Subject reference	1.	IATA manuals	
	2.	Commercial promotion of goods and services	
10	Booking services related to the tourism program: <ul style="list-style-type: none"> - Air transportation services - Ground transportation services - Hotel accommodation services 		Oral exams Written exams Practical performance
Subject reference	1.	IATA manuals	



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
	2.	Tourism principles	
3	Special event management: <ul style="list-style-type: none"> - Types of events (exhibitions - conferences - festivals) - Planning - Implementation - Team composition - Distribution of tasks - Auditing and evaluation - Dealing with problems 		Oral exams Written exams Practical performance
Subject reference	1.	IATA manuals	
	2.	Tourism principles	

References	•	IATA manuals
	•	Tourist programs: planning and implementation
	•	Commercial promotion of goods and services
	•	Tourism principles



Course Name	Tourism Regulations and Laws				Course Code	GTTH 203
Prerequisite	No Reference					
Training semester	1	2	3	4	5	
Credit hours				3	Collaborative training	
Contact hours (Hour/ week)	Lecture			3		
	Practical Training			0		
				0		

Course Description

The course introduces the trainee to the tourist regulations and regulations applied in the Kingdom of Saudi Arabia by the relevant authorities. The course deals with knowledge of the regulations of travel and tourism agencies and the statutory procedures for establishing a travel and tourism office and forms issued by the General Authority for Tourism and National Heritage. The course deals with explaining the formal procedures for obtaining a tourist guide's license. The course addresses the basic requirements for obtaining a tour operator license. The course deals with knowledge of museums' archeology systems, tourist transport regulations, rules and requirements, Hajj and Umrah laws and regulations.

The general objective of the course:

The trainee will be able to know the systems and regulations organizing work in the field of tourism and see the standards issued by the General Authority for Tourism and National Heritage.

The detailed objectives of the course: The trainee should be able and efficient to:

1. Familiarity with the requirements of the official authorities of tourism regulations and regulations, which makes him able to understand and work with them
2. Connecting the trainee with the concepts of tourism and its importance in terms of economic and development, creating job opportunities and its importance by highlighting the tourism gains and pride in them
3. Implementing the system of work and workers in the Kingdom of Saudi Arabia
4. Knowledge and regulations of travel and tourism agency laws
5. Knowing the systems and laws of museums and monuments
6. Hajj and Umrah laws and regulations

Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ Introduction to tourism includes	3	
○ Tourist code of conduct	6	
○ System of travel and tourism agencies	6	
○ System of tour guides	3	
○ The licensing system for tour operators	3	
○ Tourist visa system	6	
○ Archeology and museums system	6	
○ Tourist transport licensing system	6	
○ Hajj Regulation	6	
○ Saudi labor and workers system	3	
Total	48	
		48



Procedures of Safety Requirements:	
1.	Following the place safety instructions
2.	Keeping the rooms clean and tidy when completing the training

The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
3	<p>Introduction to tourism, which includes:</p> <ul style="list-style-type: none"> - Definition of the General Authority for Tourism and Antiquities, including: - Incorporation - Target - Vision - The general strategy of the Authority 		<p>Oral exams</p> <p>Written exams</p>
Subject reference	1.	General Authority for Tourism and Antiquities	
6	<p>Tourist code of conduct:</p> <ul style="list-style-type: none"> - The next tourist from the inside - The tourist coming from abroad - Tourism service providers 		<p>Oral exams</p> <p>Written exams</p>
Subject reference	1.	March, R. Woodside, A. G (2005), "Tourism Behaviour: Travellers Decision and Action". Oxon CABI Publishing	



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
6	Tourism and Travel Agency and System: <ul style="list-style-type: none"> - Introduce it - How to obtain an agency license - Office specifications - Conditions for opening an agency - License renewal - Man power - Revoke the license - Irregularities - Change the office address - Transfer ownership - Agency opening models 		<p>Oral exams</p> <p>Written exams</p>
Subject reference	1.	General Authority for Tourism and Antiquities	
6	Tourist Guides System: <ul style="list-style-type: none"> - Definition of what it is - License terms - Types of tourist guides 		<p>Oral exams</p> <p>Written exams</p>
Subject reference	1.	General Authority for Tourism and Antiquities	
3	The licensing system for tour operators: <ul style="list-style-type: none"> - Diving and safari trips 		<p>Oral exams</p> <p>Written exams</p>
Subject reference	1.	General Authority for Tourism and Antiquities	
6	Tourist visa system: <ul style="list-style-type: none"> - requirements - Conditions 		<p>Oral exams</p> <p>Written exams</p>



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
Subject reference	1.	General Authority for Tourism and Antiquities	
6	Antiquities and museums system: <ul style="list-style-type: none"> - License - Permits - Visit (forms licensing forms) 		Oral exams Written exams
Subject reference	1.	General Authority for Tourism and Antiquities	
6	Tourist Transport Licensing System: <ul style="list-style-type: none"> • License forms (forms) 		Oral exams Written exams
Subject reference	1.	General Authority for Tourism and Antiquities	
6	Hajj Regulation: <ul style="list-style-type: none"> • License to practice Umrah • Procedures for coming to the pilgrims • Violations and contracts concluded 		Oral exams Written exams
Subject reference	1.	Hajj and Umrah Regulations (Ministry of Hajj)	
3	Saudi labor and workers system		Oral exams Written exams
Subject reference	1.	The Saudi Labor and Workers System, 1426	

References	•	The Saudi Labor and Workers System, 1426, Ministry of Labor
	•	General Authority for Tourism and Antiquities www.scta.gov.sa
	•	The Ministry of Hajj
	•	March, R. Woodside, A. G (2005), "Tourism Behaviour: Travellers Decision and Action". Oxon CABI Publishing



Course Name	Tourism and Antiquities				Course Code	GTTH 261
Prerequisite	No Reference					
Training semester	1	2	3	4	5	
Credit hours				4		
Contact hours (Hour/ week)	Lecture			2		Collaborative training
	Practical			2		
	Training			0		

Course Description
<p>This course highlights the most prominent archaeological sites in the Kingdom of Saudi Arabia, where the trainee in this bag will learn about the meaning of civilization and its various developments since its inception. As civilization in the Arabian Peninsula and its ancient history, Byzantine, Greek and Roman civilization, The importance of archeology tourism in the Kingdom of Saudi Arabia, plans and ingredients to support the national heritage. Also know the archaeological sites in the Kingdom, such as the sites of Al-Ula (Madain Saleh), Al-Okhdood in Najran and other historical sites, museums and their role in developing tourism</p>
The general objective of the course:
<p>The trainee will be able to know the most important archaeological sites and buildings in the Kingdom of Saudi Arabia that were the product of ancient civilizations that followed the region and preserved it</p>
The detailed objectives of the course: The trainee should be able and efficient to:
<ol style="list-style-type: none"> 1. Familiarity with ancient civilizations from the prehistoric period to the present day 2. Definition of archaeological tourism and an indication of its most important elements 3. Feeling the heritage value of the ancient sites 4. Link between the tourism and antiquities industry 5. Learn about the importance of museums and their important role in preserving archaeological contents 6. Identify the most important internal and external archaeological sites

Units (theoretical and practical)	Training hours	
	Theoretical	Practical
○ A general introduction to the beginning of the emergence of civilizations since ancient times and the most prominent civilizations that followed in the Arabian Peninsula and the Levant	4	4
○ Archeology tourism	4	6
○ Create archaeological and heritage sites	6	4
○ Museums	4	4
○ Archeological and historical sites inside the Kingdom of Saudi Arabia	4	4
○ List of archaeological and heritage sites inside the Kingdom	6	6
○ Examples of important archaeological and historical sites	4	4
Total	32	32
	64	



Procedures of Safety Requirements:	
1.	Following the place safety instructions
2.	Keeping the rooms clean and tidy when completing the training

The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
8	General introduction to the beginning of the emergence of civilizations since ancient times and the most prominent civilizations that successively took place on the Arabian Peninsula and the Levant: <ul style="list-style-type: none"> - stone era - Persian era - Greek era - Roman era - Byzantine era - Islamic era 		Oral exams Written exams Practical performance
Subject reference	1.	General history of civilizations East and ancient Greece	
	2.	Introduction to the history of ancient civilizations	
	3.	Encyclopedia of Ancient World Civilizations	
10	Archeological tourism: <ul style="list-style-type: none"> - Definition - Elements - Dimensions 		Oral exams Written exams Practical performance
Subject reference	1.	Rashid in History: A Study of History, Archeology and Tourism	
10	Creating archeological and heritage sites: <ul style="list-style-type: none"> - Outreach - Definition of antiquities and heritage 		Oral exams Written exams Practical performance



The detailed curriculum (theoretical and practical)			
Hours	Content		Assessment tools
Subject reference	1.	Rashid in History: A Study of History, Archeology and Tourism	
8	Museums:	<ul style="list-style-type: none"> - Establishing and developing museums - Provincial Museums 	Oral exams Written exams Practical performance
Subject reference	1.	Directory of museums in the Kingdom of Saudi Arabia	
	2.	Means and methods for the restoration and maintenance of antiquities and art museum collections	
8	Archeological and historical sites inside the Kingdom of Saudi Arabia:	<ul style="list-style-type: none"> - Saleh city - Historical shield - Historic Jeddah 	Oral exams Written exams Practical performance
Subject reference	1.	High Commission for Tourism and Antiquities	
12	List of archaeological and heritage sites inside the Kingdom:	<ul style="list-style-type: none"> - Palace of the Masmak - Shubra Palace - The city of Ein - FAO - Square palace - Nassif House - Emirates Palace - The village of bells - Modern - Aflaj - Safqa - two eggs mountain - Glamorous mountain - Chokeh Mountain 	Oral exams Written exams Practical performance



The detailed curriculum (theoretical and practical)		
Hours	Content	Assessment tools
	<ul style="list-style-type: none"> - Twine Cave - Al-Qawafil Road (Aba Al-Qud) - Wadi Fatimah - People's Port - Block plug - Agate pool - Appointed sniper - Shamsan Castle - Wadi Aya - The ancient city of Juweh 	
Subject reference	1.	High Commission for Tourism and Antiquities
8	<p>Examples of important archaeological and historical sites:</p> <ul style="list-style-type: none"> - Pyramids (Egypt) - Petra (Jordan) - Jerash Archaeological City (Jordan) - Palmyra (Syria) - Volubilis (Morocco) - Calcium (Italy) - Hamra Palace (Spain) - Taj Mahal (India) - Agor City (Cambodia) - Machu Picchu (Peru) 	<p>Oral exams Written exams Practical performance</p>
Subject reference	1.	Geographical Encyclopedia: Continents, Regions, Countries, Countries, Cities, Landmarks, Documents, Topics
	2.	Arab Tourist Guide
References	•	General History of Civilizations, East and Ancient Greece, Uwaidat for Printing and Publishing, 2003
	•	An introduction to the history of ancient civilizations, Taha Baqer
	•	Encyclopedia of Ancient World Civilizations, Mervat Abdel Nasser
	•	Rashid in History: A Study in History, Archeology and Tourism, Mr. Abdel-Aziz Enani Salem
	•	Directory of museums in the Kingdom of Saudi Arabia, Ministry of Education, 2000
	•	Means and methods for the restoration and maintenance of antiquities: and collections of art museums, Ibrahim Abdel Qader Hassan
	•	High Commission for Tourism and Antiquities
	•	Geographical historical encyclopedia: continents, regions, countries, countries, cities, landmarks, documents, topics, Masoud Al-Khund
	•	Arab Tourist Guide, Arab Ministerial Council for Tourism, Arab Union for Hotels and Tourism



Appendixes of training plan



Appendix of equipment for laboratories, workshops and Labs

A statement of the laboratories, workshops and Labs

No	The name of the factory / workshop	Capacity for training	HR	Training courses benefiting from the laboratory / workshop / Labs
1	A computer lab equipped with the Galilo program for reservation and flight	20 trainees		Galilo automatic reservation system
				Accounts of travel and tourism agencies
2	A computer lab equipped with the Amedus program for reservation and flight	20 trainees		Amedus automatic reservation system
				Design and management of tourism programs
3	A computer lab equipped with the Saber program for reservation and flight	20 trainees		Saber automatic reservation system
				Tourist transport
4	A simulation lab for a modern travel office	20 trainees		Travel Agencies operations
				Tourist transport
				Design and management of tourism programs
5	Training rooms equipped with a computer and an electronic whiteboard	20 trainees		Theoretical hours for most of the major subjects except for automatic reservation courses

A detailed statement of equipment for each laboratory, workshop or laboratory

computer lab for Galilo program				
No	Item name	Quantity	Estimated Cost (unit price)	lifespan
1	Galileo program	1		
2	Computer device	21		
3	Electronic whiteboard	1		
4	A separate internet line to run the program	1		
5	HP laser printer	1		



Amedus lab for Galilo program

No	Item name	Quantity	Estimated Cost (unit price)	lifespan
1	Amedus program	1		
2	Computer device	21		
3	Electronic whiteboard	1		
4	A separate internet line to run the program	1		
5	HP laser printer	1		

Saber lab for Galilo program

No	Item name	Quantity	Estimated Cost (unit price)	lifespan
1	Saber program	1		
2	Computer device	21		
3	Electronic whiteboard	1		
4	A separate internet line to run the program	1		
5	HP laser printer	1		

Simulation office for travel agency

No	Item name	Quantity	Estimated Cost (unit price)	lifespan
1	Computers	5		
2	Desk set with two swivel chairs and two visitor chairs	4		
3	Waiting chairs	15		
4	Electronic whiteboard	1		
5	HP printer	4		
6	Aircraft models and pictures of world maps	2		



Appendix on assessment tools

Definition of assessment:

There are those who define the evaluation as assessing and judging something, as the evaluation is defined as **measuring the impact that training has had on the trainees, and determining the amount of trainees' achievement or the outcome they obtained from the training process, habits, knowledge, skills they acquired, and behavioral changes they have.**

Assessment tools and methods:

We can limit ourselves to the following main assessment tools (three tools):

Assessment tools								
Oral exams					Written exams		Practical performance	
Short oral questions from (trainer and colleagues)	Oral dialogue while performing the activity	Oral presentation and participation in the discussion	Dialog presentation in the dialogue readings	Role play	class work	Non-class work	Identify	the performance
					Objective exams	Article exams		
					True and false questions	Supplement questions	Multiple choice	Communication or pairing

1. Oral exams:

An assessment tool is applied during different educational and training situations to obtain oral responses from the trainee on a specific issue or topic. This tool aims to test the trainee's ability to use his previous information and the way to collect and arrange it for oral presentation. This tool is one method of group thinking that relies on oral discussion to support or reinforce an idea. This tool, in addition to being an assessment tool, can be used to develop and enhance the trainee's expressive ability and to enhance his ability to listen and dialogue and his self-confidence. This tool includes all learning methods and strategies such as:

- Short oral questions from the instructor or colleagues
- Oral dialogue while performing an activity
- Oral presentation and participation in the discussion when presenting training cases or presenting the work and activities that the group or the trainee has done
- Dialog presentation in the dialogue readings.
- Role play



2. Written exams:

An assessment tool is applied through different educational and training situations in which the paper and pen are used to obtain written responses from the trainee on a specific issue or topic. It aims to test the trainee's ability to use his previous information and the way to collect it and arrange it to be presented in written pictures. We can look at exams and editorial works from two aspects:

The first aspect: class work:

These are exams and work that the trainee performs in the class (class or workshop) and with direct follow-up from the trainer, and the work that the trainer prepares and prepares to implement in the class, including the exams. Educators have agreed to split the exams that the trainer prepares into two types:

A. Objective exams: The concept of objective exams is determined by how far they are from the term subjectivity in its handling of appraised evaluation in a manner that does not differ with the different ingredient (the corrected). The objective exams usually consist of a large number of short questions that require specific answers, and each question and answer measures one or part of the subject's particles, whose validity or error can be estimated with a high degree of accuracy, and given the multiplicity of questions in one test, it becomes possible to cover large parts. Thematic questions can measure a variety of mental abilities that reach the highest levels. The objective exams take many forms and forms, including:

- **True and False Questions:** It consists of a set of statements containing certain practical facts and requires choosing one answer to judge the phrases right or wrong, answer yes or no, or judge the phrase as indicating an opinion or fact.
- **Completion questions:** The complement question consists of a sentence or several deleted phrases, some of which are words, phrases or symbols. It is required to place the appropriate word or phrase deleted in the empty place and aims to test the learner's ability to remember the phrases to complete the intended meaning.
- **Multiple-choice questions:** They are the most common and the question consists of a problem formulated in the form of a direct question or an incomplete phrase and a list of proposed solutions called optional alternatives. The trainee is asked to choose the correct alternative.
- **Conciliation or pairing questions:** It consists of two parallel columns, each of which contains a set of phrases, symbols or words, one of which is usually on the right. It is called Introductions and the second is on the left. It is called Responses and asks the trainee to choose the appropriate two parallel columns.

B. Article exams: These exams include open questions and leave the trainee the freedom to organize, arrange, and express answers and information in his own way. They are called essay exams because



their questions usually require writing several lines, and one of the disadvantages of this method is that the questions are not specific. The answer to essay questions is according to the type of question. Some of the questions are freely answered, while some essay questions are directed to restricted answers.

The Second aspect: Non-class work:

It is the written work and activities that the trainee performs outside the classroom situation, which are works, questions or information that the trainee collects from external sources or through observation or carrying out specific skills with the aim of enriching his knowledge and training him in various skills such as solving homework, writing reports, doing research and recording Notes.

3. Practical performance:

It is an assessment tool that is applied during the practice of performing a practical skill or performing a specific job, and it is divided into:

- **Identify:** In this type, the trainee's ability to classify things and assess the basic characteristics of performance such as specifying samples or choosing the appropriate device and device for a job, or determining parts of a machine or device are measured and evaluated.
- **Actual performance:** The trainee is required to perform a specific job or solve a problem.

In both parts (recognition and actual performance), the note is used to evaluate the trainee. The observation can be documented by using the scorecard and this card is a documentation of the various parts of the work, its steps and skills. The evaluator places a specific signal or ratio in front of each step or part indicating the amount of trainee mastery in performance and the time it took to implement.



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