

Ministry of Education
King Saud University (KSU)
Deanship of Graduate Studies



College of Tourism and
Archeology
Department of Tourism and
Hotel Management

**Executive Master in Tourism and
Hospitality**
(Non-thesis Option)

- **Introduction:**

The College of Tourism and Archeology was established in the year 1426 H as part of an initiative of King Saud University and the General Authority for Tourism and Antiquities to add higher education in the Kingdom of Saudi Arabia an edifice of monuments of tourism and Archeology education. The establishment of the college aims to contribute the university's plans to support the national economy sector, especially the tourism and Archeology sectors by preparing qualified human resource to work in the fields of tourism, Archeology, the management of cultural heritage resources and tourism guidance.

The Department of Tourism and Hotel Management is one of the main departments of the College of Tourism and Archeology. Since the department was established in 1427 H (2007 G), it has been providing services to an increasing number of students seeking qualifications in the tourism sector, particularly in tourism and hotel management. The department currently offers two specializations: a bachelor's degree in tourism management, and a bachelor's degree in hotel management. By 1441/1442 AH, the number of students in the department reached 582 students. The department contributes to the enrichment of scientific research in various disciplines of the tourism and hotel industry by publishing their work, reviewing, editing journal submissions and author's research in prestigious scientific journals. It should be noted that the department contributes to establishing the Saudi Tourism Association. The department participates in cooperative programs with educational and research institutions and destinations within the Kingdom. Academic activity is not limited to institutions within the Kingdom only but extends global cooperation outside the Kingdom where cooperation is active with universities of similar specializations. The department provides students with training services provided by the Prince Sultan bin Salman Chair for the Development of National Cadres in Tourism, and the Deanship of Skills Development. As well as consulting services to various tourism and hospitality institutions in the Kingdom.

Based on the vision and mission of the College of Tourism and Archeology at King Saud University, specifically the Department of Tourism and Hotel Management, and its objectives to meet the needs of the labor market, to keep abreast of its industry changes, to provide opportunities for students who ineligible to enroll in postgraduate programs at the university to complete their higher university education and obtain a professional executive master in the specializations demanded by the labor market; and to provide a high-quality professional education capable of producing professionals with the scientific

knowledge and practical skills that are competitive in the labor market. Preparing curricula based on a variety of methods of learning and teaching that will suit the needs of the program's associates and meet the requirements of the business sector. The program will empower students to possess knowledge and apply it professionally and behaviorally. Based on these objectives, the conceptualized Executive Master Program in Tourism and Hospitality would be the first graduate program offered by the Tourism and Hotel Management Department at the Faculty of Tourism and Archeology, confirming its role in community service by providing an educational output that meets the requirements of the labor market in the field of tourism and hospitality.

- **Degree's Name:**

- ❖ Executive Master in Tourism and Hospitality

- **Program's Language:**

- ❖ English

- **Significance and Justifications of Program Creation**

1. The results of the labor market need's study and recent changes, especially considering the vision of the Kingdom of Saudi Arabia 2030 AD, showed that there is a need for executive leaders and practitioners in the tourism and hospitality industry.
2. The Kingdom's viable and growing economy supported by its efforts to keep in stride with global trends in the tourism and hospitality industry, which could be the secondary income source after oil. This industry will intersect and serves all other economic sectors in the country.
3. The Kingdom's growing interest in the tourism and hospitality sector is due to the economic and construction growth it is witnessing, and the availability of appropriate facilities, services, and infrastructure.
4. The tourism and hospitality industry introduces a variety of benefits: economic, tourism, cultural, knowledge, social and political.
5. National competency will be enhanced through the education of executive professionals who can work in the fields of management, marketing, and development of tourism and hospitality services.
6. Developing the skills of leaders and practitioners by empowering them with modern methods in the fields of tourism and hospitality, as well as refining their skills by consolidating scientific concepts within a flexible educational system that allows students to accomplish educational and career activities simultaneously.

- **Program's Vision**

Leadership and excellence in the fields of tourism and hospitality, on the Arab and regional levels

- **Program's Mission**

Providing an educational environment that contributes to creating professional development opportunities for practitioners in the fields of tourism and hospitality, providing professional performance with high standards, employing technology, investing national resources, and the ability to create initiatives that contribute to creating distinguished tourism job and investment opportunities in the tourism and hospitality sectors.

- **Program's Objectives**

The Executive Master in Tourism and Hospitality program aims to contribute to supplying the labor market with trained and specialized national competencies capable of engaging in the labor market in the various fields of tourism and hospitality and managing tourism and hospitality establishments, through studying the scientific and practical rules and achieving the link between them in this field according to the latest global developments in this field.

- **Program's Outcomes**

Knowledge and Understanding:	
K1	Identify modern theoretical concepts in the field of tourism and hospitality.
K2	Display various modern management applications in the tourism and hospitality industry.
K3	Describe the principles of evaluation and research related to the development of the tourism and hospitality sector.
K4	Identify the role of tourism and hospitality in the development of the national economy.
Skills:	
S1	Manage tourism and hospitality establishments and compliance to work effectively and professionally within work teams and building leadership skills
S2	Analyze events and phenomena in the tourism and hospitality industry and their impact on the market share of relevant parties.

S3	Interpret quantitative and qualitative data, and other data related to tourism and hospitality to enhance related concepts and activities.
S4	Assess the needs and desires of the target segments of tourism and hospitality services using modern concepts and methods in this field.
S5	Apply continuous improvement in tourism fields and various hospitality operations and functions.
Values, Autonomy, and Responsibility:	
V1	Build the value of cooperation between professionals to achieve desired results in tourism and hospitality business establishments

- **Program Beneficiaries:**

- ❖ Interested in professionals and specialists to enhance their level of education and knowledge in the disciplines of tourism and hospitality.
- ❖ Workers in the tourism, hospitality, and entertainment sectors or relevant organizations and authorities that provide programs aimed at the development of related sectors.

- **Admission Requirements**

In addition to the admission requirements mentioned in the unified regulations for graduate studies at Saudi universities and the organizational and executive rules and procedures for postgraduate studies at King Saud University, the department requires the following to enroll in the program:

1. The applicant must have obtained a bachelor's degree (regularity or affiliation) in humanitarian, scientific or health specialties from King Saud University or any other university recommended by the Ministry of Education in the Kingdom of Saudi Arabia, with a grade of no less than (Acceptable) and an average of (2.50).
2. The applicant must have two or more years of practical experience.
3. Passing the personal interview held by the committee supervising the management of the master's program in the department.

- **Requirements for Obtaining the Degree:**

- ❖ **Non-thesis option**

- Completing (36) study units of master's courses, including research project.

- **Program's Targeted Group**

Male students

Female students

Both male and female students

- **Timetable:**

- ❖ Evenings throughout the week, weekends (Friday and Saturday)

- **Study Fee**

- ❖ (79000) SAR for the program

- **Program General Structure:**

- ❖ **Non-thesis Option**

- Number of units required is (36), including the research project

Type of Courses	No. of Courses	No. of Units Required
Core courses	7	(21) Study unit
Elective courses	3	(9) Study unit
Research project	1	(6) Study unit
Total	(11)	(36) Study unit

Program's Study Plan:

- **First Level**

#	Course Code	Name	No. of Study Units	Activity	Assessment GPA: (incl./excl.)	Pre-requisite
1	511 ETO	Research Methods in Tourism and Hospitality	3 (3+0)	Theoretical lecture	included	
2	512 ETO	Advanced Human Resources in Tourism and Hospitality	3 (3+0)	Theoretical lecture	included	
3	513 ETO	Modern Marketing Trends in Tourism and Hospitality	3 (3+0)	Theoretical lecture	included	
Total			(9) Study Units			

○ **Second Level**

#	Course Code	Name	No. of Study Units	Activity	Assessment GPA: (incl./excl.)	Pre-requisite
1	521 ETO	Excellence in Customer Experience in Tourism and Hospitality	3 (3+0)	Theoretical lecture	included	
2	522 ETO	Crises and Risks in Tourism and Hospitality	3 (3+0)	Theoretical lecture	included	
3	... ETO	Elective Course (1)	3 (3+0)	Theoretical lecture	included	
Total			(9) Study Units			

○ **Third Level**

#	Course Code	Name	No. of Study Units	Activity	Assessment GPA: (incl./excl.)	Pre-requisite
1	531 ETO	Contemporary Issues in Tourism and Hospitality	3 (3+0)	Theoretical lecture	included	
2	532 ETO	Organizing Revenues in Tourism and Hospitality Establishments	3 (3+0)	Theoretical lecture	included	
3	... ETO	Elective Course (2)	3 (3+0)	Theoretical lecture	included	
Total			(9) Study Units			

○ **Fourth Level**

#	Course Code	Name	No. of Study Units	Activity	Assessment GPA: (incl./excl.)	Pre-requisite
1	... ETO	Elective Course (3)	3 (3+0)	Theoretical lecture	included	
2	599 ETO	Research Project	6 (0 +12)	Project	Included	
Total			(9) Study Units			

○ **List of elective courses: student must select (3) courses from the following**

#	Course Code	Name	No. of Study Units	Activity	Assessment GPA: (incl./excl.)	Pre-requisite
1	551 ETO	Information and Communication Technology in Tourism and Hospitality	3 (3+0)	Theoretical lecture	included	
2	552 ETO	Protocol and Etiquette in Tourism and Hospitality	3 (3+0)	Theoretical lecture	included	
3	553 ETO	Resorts and Tourist Villages	3 (3+0)	Theoretical lecture	included	
4	554 ETO	Modern Trends in Hotel Facilities and Equipment	3 (3+0)	Theoretical lecture	included	
5	555 ETO	Tourist Events and Festivals	3 (3+0)	Theoretical lecture	Included	
6	556 ETO	Food and Beverage Operations Development	3 (3+0)	Theoretical lecture	included	
7	557 ETO	Sustainable Tourism Planning and Development	3 (3+0)	Theoretical lecture	included	
Total			(9) Study			

- **Program Courses Description:**

511 ETO	Research Methods in Tourism and Hospitality	3 (3+0)
<p>This course introduces the student to the methods of scientific research, identifying research problems, formulating research plans with their various elements (title, problem, objectives, importance, theoretical and applied scientific research methodologies, the determinants of various research, field studies of tourist surveys and questionnaires and their importance). acquiring the basic tools and stages required for preparing surveys, as well as analytical methods to prepare questionnaires and surveys, make observations, collect samples and employ methods of statistical analysis of both quantitative and qualitative terms, analyze results, formulate recommendations and report the field and general research results, adhering to requirements for documenting research information, citing its sources and references, employing modern and traditional research methods utilizing electronic information sources and centers, and determining future studies for each research topic.</p>		
512 ETO	Advanced Human Resources in Tourism and Hospitality	3 (3+0)
<p>The course deals with recent developments in the concepts and functions of human resources in in tourism and hospitality establishments, the pros and cons of employment in the tourism and hospitality industry, tourism and hotel human resources statistics, human resources management in small and medium-sized tourism and hotel establishments, human resources in the Saudi tourism and hospitality industry, National and international tourism and hospitality education and training with a focus on Saudi Arabia. Recent trends in the field of human resources such as global human resources, strategic human resources, competitive advantage, creativity, innovation, talent acquisition and management and their applications in the tourism and hospitality industry.</p>		
513 ETO	Modern Marketing Trends in Tourism and Hospitality	3 (3+0)
<p>The course is designed to provide the learner with a comprehensive understanding of the marketing latest concepts and trends, market research and modern marketing information systems. Service marketing in the tourism and hospitality industry, the modern promotional mix and its applications in the tourism and hospitality industry, trends in tourism demand and tourism market research in light of global tourism variables. Exploring the tourism and hospitality consumers in the era of globalization, recent experiences of tourism companies and international hotel chains recent trends in tourism marketing and hospitality facilities (partial marketing within the destination, collective regional</p>		

marketing, identity, brand marketing, electronic marketing etc.).		
521 ETO	Excellence in Customer Experience in Tourism and Hospitality	3 (3+0)
<p>The course is designed to provide the learner with a comprehensive understanding of the types of customers, their classifications and methods of dealing with them, identifying the means and tools of communication; identifying target tourism audiences; dealing with the individual, cultural and social differences of customers in tourism and hospitality; the skills of dealing with the internal and external audiences; discussion on the difficulties that may in customer service in the tourism and hospitality establishments and methods of dealing with them; problem-solving skills and handling customer complaints and service failures; customer satisfaction strategies, the influence of word of mouth on the brand awareness, reputation and mental image, factors of excellence in customer experiences in tourism and hospitality establishments through case studies and real experiences.</p>		
522 ETO	Crises and Risks in Tourism and Hospitality	3 (3+0)
<p>This course is designed to provide the learner with a comprehensive understanding of the science of crisis management in crisis situations that impact the tourism and hospitality industry locally, regionally and globally and scenarios dealing with it, security and safety and the success of the tourism and hospitality industry. Learning about types and sources of risks that threaten the safety of buildings and individuals and potential activities in various tourist and hotel establishments. Safety actions and procedures and periodic maintenance of facilities and equipment within the tourism and hospitality facilities. Understanding the types and specifications of equipment used to monitor and control risks. How to prevent and reduce the impacts of crises by building a successful crisis and risk management team.</p>		
531 ETO	Contemporary Issues in Tourism and Hospitality	3 (3+0)
<p>This course explores a set of contemporary issues affecting the recent past, present and near future of the tourism and hospitality industry, including globalization, its dimensions and effects; the concepts of competitive position analysis; tourism competitive advantage; and areas of their achievement. Alliances and mergers, their vertical and horizontal forms, their examples in tourism, hospitality, and impact on small and medium tourism organizations, the Alliance of Tourist Destinations; the social dimensions of</p>		

<p>tourism including interaction between tourists and local communities; tourism awareness; the global tourism ethics charter, family tourism, cultural pride in popular heritage and traditions within the Saudi society. Climate change, its causes and repercussions, and the three-dimensional relationship between tourism and climate change; and exploring the international political, economic, social, cultural and environmental phenomena and their impacts on tourism.</p>		
532 ETO	Organizing Revenues in Tourism and Hospitality Establishments	3 (3+0)
<p>This course explores basic concepts of financial analysis in tourism and hospitality establishments; administrative decisions to organize profit and return for the organization, financial tools and the relationship between risk and return; how to estimate cash flows, cost, capital structure, financial value of tourism or hotel establishments, how to evaluate the balance between profitability and liquidity in financial operations, and how to finance strategies for expansion, analysis, and interpretation of financial statements, development of budget estimates; the vital role of financial control in tourism and hospitality establishments; the influence of sectors such as food and beverages supply on hotels, from purchasing to storage, inventory and disbursement processes, and their role in reducing costs and losses; organizing service revenues and sales, and maintaining the budget.</p>		
599 ETO	Research Project	6 (0+12)
<p>This course requires the learner to prepare either a field-based scientific study on one of the contemporary issues or operational issues in Saudi tourism or a hospitality sector, through which he applies scientific research methods and statistical analysis techniques (both quantitative and qualitative); or present an integrated and realistic model or conception of a project related to the Tourism and hospitality serving the Saudi society, taking into account the practical applications of the sciences that it studies, such as: tourism and hospitality management, advanced human resources management, tourism and hospitality sales and marketing management, ... and others in a way that achieves innovation in research and implementation, whether in tourism or the hospitality industry.</p>		
551 ETO	Information and Communication Technology in Tourism and Hospitality	3 (3+0)
<p>This course deals with the concept of information and communications technology; electronic transformation stations in tourism and hospitality facilities and what they serve, applications in tourism and hospitality operations (computer reservations – virtual tourism, e-tourism, tourism information systems, the Internet, intermediate tourism websites ...etc.); the tourism and hospitality sales process in light of electronic commerce, electronic tourism and hotel marketing; intermediate tourist and hotel</p>		

<p>websites; the relationship between the spread of information and communications technology systems and applications and the volume of electronic tourist and hotel reservations, customer relations management via the Internet; the impact of information technology on tourism suppliers and various hospitality services such as hotels – airlines – restaurants.</p>		
552 ETO	Protocol and Etiquette in Tourism and Hospitality	3 (3+0)
<p>This course includes communication topics (concepts, importance, shapes, means, factors affecting positively and negatively on the effectiveness of communication), types and skills of personal and group communication, communication skills with management and with clients, verbal communication skills and formal communication skills. It is also concerned with the types of letters, reports and methods of preparing them, methods of presentation, nonverbal communication such as body language; and suggestion. The art of reception, hospitality, and preparation of invitations; public relations and the principles of the protocol and its official and social rules, reception ceremonies, etiquette of decency and treatment of guests. Protocols for official occasions, principles of organizing service and hospitality in parties and banquets ... and more.</p>		
553 ETO	Resorts and Tourist Villages	3 (3+0)
<p>This course defines the international resort industry. The types of resorts, their components, and the environmental conditions that must be met for their development. Elements linking the nature of tourist areas with the types of resorts and tourist villages that can be built there. Tourism activities and hospitality services that are provided by international resorts. Marketing recreational activities provided by the resorts to stimulate domestic and international tourism. Applying on the tourism resort projects and villages which the Kingdom of Saudi Arabia is working to establish now and in the near future.</p>		
554 ETO	Modern Trends in Hotel Facilities and Equipment	3 (3+0)
<p>The course includes detailed information on the methods of optimal planning for facilities and equipment within various types and classifications of hospitality establishments such as: the main lobby, guest rooms, restaurants, kitchens, management offices, stores and goods receiving areas. Types of facilities, devices, equipment and furniture needed to equip the various units and sections of the hotel facilities, follow-up procedures for maintenance work and plans for periodic modernization of facilities</p>		

and equipment; recent trends in the use of hotel robots and reservation platforms in hospitality facilities and modern equipment research in production and service operations.		
555 ETO	Tourist Events and Festivals	3 (3+0)
<p>This course covers the concepts of event industry and its history and types of events in terms of field, type and size such as exhibitions, conferences and festivals; stages of event planning and events of various kinds and decision-making, the stage of operations including implementation, control and evaluation of the success of events, requirements for directing and leading events, factors and components of the success of organizing events; the quality of the various services for the events; the relationship between the events promotion and the identity and status of the tourist destinations; annual events agenda for the destinations; the information and communication technology of the events; success local, regional, and international experiences in tourism events and festivals.</p>		
556 ETO	Food and Beverage Operations Development	3 (3+0)
<p>This course provides an overview of the food and beverage industry and its importance in the hospitality industry, including types of restaurants and their operating systems, food and beverage functions, the relationship between food and beverage and other departments in hospitality establishments, competition in the field of food and beverages, types of menus and their planning strategies, pricing policies and cost calculation, the food cycle in its stages, the various methods of controlling costs in all stages of the food cycle from receiving shipments to storing specifications, strategies for adhering to nutrition and health regulations to prevent contamination and food spoilage, integration of nutrients, balanced meals and diet options.</p>		
557 ETO	Sustainable Tourism Planning and Development	3 (3+0)
<p>The course deals with tourism planning and the elements of success; its stages, levels and recent trends; national plans for tourism; the state's responsibility for tourism planning, coordination, legislative, financing; planning stages for tourist sites and centers; trends in the use of land for tourist centers and sites; real- world examples of planning local and international tourism projects. Concepts in tourism development (to whom, where, when and how to take place) the general policy for tourism development; recent trends in tourism development; sustainable tourism development (concept, objectives, importance, foundations, principles, and impacts); success stories in sustainable domestic and international tourism development. Features of planning and tourism development in the Kingdom of Saudi Arabia those are applicable to projects such as NEOM, the Red Sea, Diriyah, Al-Ula and others.</p>		

