

Department of Social Studies

Tourism and Hospitality

About the Program

The Tourism and Hospitality program prepares nationally qualified graduates equipped with the professional and digital knowledge and skills needed to work across the various sectors of tourism and hospitality, including tour guiding, travel and tourism, and hospitality and events management. The program adopts an integrated academic approach that combines theoretical knowledge with practical application, in keeping with global transformations in the tourism industry, technological developments, and the requirements of local and international labor markets.

The program focuses on developing students' capabilities in destination management, tour guiding, hotel and restaurant management, event and conference organization, travel and airline services, tourism marketing, service quality, sustainability, and innovation. It also strengthens communication, leadership, and teamwork skills and the use of modern technologies and artificial intelligence in the tourism sector, thereby contributing to the achievement of Saudi Vision 2030 objectives and enhancing the competitiveness of the tourism and hospitality sector.

Vision

Excellence in education, scientific research, and innovation in the fields of Tourism and Hospitality, and the preparation of competitive graduates who contribute to sustainable development and strengthen the Kingdom's leadership in the tourism sector.

Mission

To provide distinguished university education and scientific research in the fields of Tourism and Hospitality through modern academic programs that prepare graduates equipped with professional and digital knowledge and skills, as well as ethical values, and who are capable of keeping pace with scientific and technological developments, meeting labor market needs, and contributing to the achievement of Saudi Vision 2030 objectives.

Objectives

1. Preparing qualified graduates to work in the various sectors of tourism, hospitality, tour guiding, and events management.

2. Developing professional and digital knowledge and skills in line with the latest global practices in the sector.
3. Fostering a culture of innovation, sustainability, and quality in tourism and hospitality services.
4. Supporting scientific research and knowledge production in the fields of Tourism and Hospitality.
5. Formalizing partnerships with government entities and the private sector to develop training and employment opportunities.
6. Developing students' leadership, communication, teamwork, and entrepreneurship skills.
7. Employing modern technologies, artificial intelligence, and digital transformation in education and professional practice.
8. Strengthening national identity and preserving cultural heritage, while highlighting the Kingdom's tourism assets.
9. Contributing to community service and supporting sustainable economic and tourism development in alignment with Saudi Vision 2030.