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**TQF. 3 Course Specifications**

**Course Title** **:** IHT 3321 Seminar on Tourism Project Management

**Credits** **:** 3(3-0-6)  **Semester /Academic Year :** 1/ 2017

**Students :** Hospitality and Tourism Management Program (HTM57)

**Lecturers :** Ms.Kanamon Suwantada

**International College, Suan Sunandha Rajabhat University (SSRUIC)**

**Content**

**Section Pages**

**Section 1 General Information 2**

**Section 2 Aims and Objectives 3**

**Section 3 Course Structure 3**

**Section 4 Developing Student’s Learning Outcomes 4**

**Section 5 Lesson Plan and Assessment 7**

**Section 6 Learning and Teaching Resources 9**

**Section 7 Course Evaluation and Improvement 10**

**Section 1 General Information**

1. **Code and Course Title:** IHT3321 Seminar on Tourism Project Management
2. **Credits:**  3(3-0-6)

**3. Curriculum and Course Category:**

This course of Bachelor of Business Administration ,International College, SSRU is categorized in **Business Major Requirement Courses**

**4. Lecturers:** Ms.Kanamon Suwantada

**5. Year / Semester**

HTM Year 4 / Semester 1/2017

**6. Prerequisite Course**

None

**7. Co-requisite Course :**

None

**8. Learning Location**

International College, Suan Sunandha Rajabhat University

**9. Last Date for Preparing and Revising this Course:**

30 July, 2017

**Section 2 Aims and Objectives**

**1. Course Aims**

At the end of this course, the students will possess to cognitive domain, psychomotor domain, and affective domain in the following areas of performance:

1. Recall a basic knowledge of Seminar in Hospitality and Tourism Industry;
2. Discuss the current situation and issues of emerging trends of hospitality and tourism;
3. Elaborate knowledge of the organization of events and seminars.
4. Have a better understanding of the Hospitality and Tourism environment;
5. Apply the specific knowledge in professional situations;
6. Feel very comfortable working in an international company locally or abroad.

**2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)**

Students will possess an in-depth knowledge in Seminar and Event organization and management applied to the various professional positions and situations. They will carry the ability to succeed in an international environment due to the extensive practices and performances. Live activities and communication sessions will give them a plus point towards a fast growing Hospitality and Tourism Industry, not only in Thailand, but with the ability to work and succeed overseas.

**Section 3 Course Structure**

**1. Course Outline**

Principles of Project Management, role and process of planning and its significant tourism project. Writing project proposal, process of project management. Exploration; discussion; presentation of issues; planning; summary; marketing and business plan; live practice applied seminar planning. A Tourism Project and seminar for presentation research paper required.

**2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Lecture** | **Practice/**  **Field Work/Internship** | **Self Study** | Remedial Class |
| 45 hours | - | 96 hours | 3+ (if any) |

**3. Time Length per Week for Individual Academic consulting and Guidance**

3 hour / week

**Section 4 Developing Student’s Learning Outcomes**

|  |  |  |
| --- | --- | --- |
| **Learning Standard/ Outcome** | **Learning Activities** | **Learning Assessment** |
| 1. **Ethics and Morals** 2. To be able to have positive attitudes towards service careers 3. Have self-discipline, be punctual, responsibility to self, profession and society. | (1) Group project and individual work  (2) Evaluate from classroom attendance and punctuality | 1. Assess from student attendance in class, student behavior and hand in work assigned on time 2. Student participation in answering question, analyze and discussion problem in class |
| **2. Knowledge**  (1) To be able to have up-to-date knowledge in the Event management and operation small events in hospitality Industry | 1. Lecture and group discussion in relevant topic 2. Use problem-based learning | 1. Midterm and final examination 2. Assignments |
| **Learning Standard/ Outcome** | **Learning Activities** | **Learning Assessment** |
| **3. Cognitive Skills**   1. Be able to apply innovation and knowledge from other related academic fields in developing working skills. | (1) Class activities  (2) Group Assignment | 1. group project |
| **4. Interpersonal Skills and Responsibility**   1. Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems | (1) Allow students with work in unfamiliar situation with new team members  (2) Practice business manner and how to deal with customers | 1. Group discussion |
| **5. Numerical Analysis, Communication and Information Technology Skills**   1. Be able to communicate with foreigners effectively in the appropriate contexts 2. Be able to use technology to communicate and present effectively | 1. Provide assignments that require students to use information technology skills and knowledge 2. Use Group discussion and presentation | 1. Assignments 2. Presentation 3. Observe from students’ use of English and/or other language in discussing with other students and lecturers as well as in presenting in front of the class. |

**Section 5 Lesson Plan and Assessment**

**1. Lesson Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Topic/Outline** | **Periods** | **Learning Activities and Medias** |
| **1** | * Introduction to the course * Pretest * Notify about Group Project | 3 | * Pretest * Lecture and group discussion * Cooperative learning: round robin |
| 2 | * How to write a project proposal 2 * Project planning and management | 3 | * Lecture and group discussion * Activities sheets |
| **3** | Tourism in Thailand Case Study  Quiz on Tourism in Thailand | 3 | * Lecture and group discussion * Activities sheets |
| 4 | Railway Tourism | 3 | * Field Study |
| **5** | Presentation on Railway Tourism Assignment | 3 | * Students **Presentation** |
| 6 | Seminar Industry standard | 3 | * Lecture and group discussion   Activities sheets |
| **7** | Unseen Tourism video Presentation | 3 | * Lecture and group discussion * Activities sheets |
| **8** | Midterm Examination | | |
|  |
|  |
| **Week** | **Topic/Outline** | **Periods** | **Learning Activities and Medias** |
| **9** | Holocaust Tourism in Europe | 3 | * Lecture * PBL * Group discussion |
| 10 | Site inspection on Tourism type chosen | 3 | Field Study |
| **11** | Brainstorming knowledge on  “Tourism topic” for presentation board | 3 | * PBL * Group discussion |
| 12 | Student meeting to Preparation for the Seminar  Hand-in minute meeting 1 | 3 | * PBL * Group discussion |
| **13** | Student meeting to Preparation for the Seminar  Hand-in minute meeting 2 | 3 | * PBL * Group discussion |
| 14 | Final Check before Seminar Day | 3 | * Group discussion |
| 15 | * Organizing a seminar |  | * Students organize a seminar |
| 16 | Hand in Project Conclusion and Evaluation |  | * Group discussion |
| 17 | Final Examination | | |
| **Total of Hours** | | **45** |  |

**2. Learning Assessment Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Learning Outcome** | **Assessment Activities** | **Time Schedule (Week)** | **Proportion for Assessment (%)** |
| **1.** | **Ethics and Morals**     1. To be able to have positive attitudes towards service careers 2. Have self-discipline, be punctual, responsibility to self, profession and society. | 1. Be strict with classroom attendance and participation, classroom rules, students’ uniform that have to be complied with the university rules and regulations | Throughout semester | Class attendance  5 % |
| **2.** | **Knowledge**   1. To be able to have up-to-date knowledge in the Event management and operation small events in hospitality Industry | 1. Midterm and final examination | Week9  Week 16 | \*Midterm 20**%**  \*Final 30% |
| **3.** | **Cognitive Skills**   1. Be able to apply innovation and knowledge from other related academic fields in developing working skills. | 1. Use problem-based learning | Throughout Semester | \* Individual Activities 20 **%** |
|  | **Learning Outcome** | **Assessment Activities** | **Time Schedule (Week)** | **Proportion for Assessment (%)** |
| **4.** | **Interpersonal Skills and Responsibilities**   1. Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems | 1. Group Assignment | Throughout semester | \*Group discussion 5**%** |
| **5.** | **Numerical Analysis, Communication and Information Technology Skills**   1. Be able to communicate with foreigners effectively in the appropriate contexts; 2. Be able to use technology to communicate and present effectively | 1. Provide assignments that require students to use information technology skills and knowledge 2. Use Group discussion and presentation | Week13 –  week 14 | \*Group Project 20**%** |

**Section 6 Learning and Teaching Resources**

**1. Textbook and Main Documents**

Raj, R., & Musgrave, J. (2009). Event Management and Sustainability. Wallingford, UK: CABI

Rogers, T.(2003). Conferences and Conventions: A Globalindustry. Oxford (England: Butterworth-Heinemann.

Vining, S. (2001, Fall). The Future of the meetings industry: Why certain conference innovators are winning Meeting discoveries, 1, 1-7.

**2. Important Documents for Extra Study**

Fenich, G. (2005). Meeting, expositions, events, and conventions: An introduction to the industry. Upper Saddle River, N.J.: Pearson/Prentice Hall.

**3. Suggestion Information (Printing Materials/Website/CD/Others)**

**Keywords for searching:**

Meeting, Incentive Travel, Conference, Convention, Events

**Website:** <http://www.businesseventsthailand.com/>

**Section 7 Course Evaluation and Revising**

1. **Strategies for Course Evaluation by Students**

Using survey questions to collect information from the students’ opinions to improve the course and enhance the curriculum. Examples of questions:

* 1. Content objectives were made clear to the students.
  2. The content was organized around the objectives.
  3. Content was sufficiently integrated.
  4. Content was sufficiently integrated with the rest of the first year curriculum.
  5. The instructional materials used were effectively.
  6. The learning methods appropriate assessed the students’ understanding of the content.
  7. Overall, Students are satisfied with the quality of this course.

1. **Strategies for Course Evaluation by Lecturer**

2.1 Lecturers team observe the class and discuss the results as follow:

* 1. The lecturer is well prepared for class sessions.
  2. The lecturer answers questions carefully and completely.
  3. The lecturer uses examples to make the materials easy to understand.
  4. The lecturer stimulated interest in the course.
  5. The lecturer made the course material interesting.
  6. The lecturer is knowledgeable about the topics presented in this course.
  7. The lecturer treats students respectfully.
  8. The lecturer is fair in dealing with students.
  9. The lecturer makes students feel comfortable about asking question.

(10) Course assignment are interesting and stimulating.

(11) The lecturer’s use of technology enhanced learning in the classroom.

2.2 The Director /Head of program construct assessment items to evaluate four dimensions of lecturer’s competencies : teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

**3. Teaching Revision**

Lecturer revises teaching/learning process based on the results from the students’ survey questions , the lecturer team’s observation, and classroom research.

**4. Feedback for Achievement Standards**

International College Administrator Committee monitor to assessment process and Grading.

**5. Methodology and Planning for Course Review and Improvement**

(1) Revise and develop course structure and process every two years.

(2) Assign different lecturers teach this course to enhance students’ performance.

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