TQF.3 Course Syllabus

Course Title: HIM3407 Homestay and Budget Accommodation Management
Credit: 3(3-0-6)

Semester: 1   Academic Years: 2016

Bachelor of Arts **Program in** Hotel Management

International College, Suan Sunandha Rajabhat University

(SSRUIC)

Content

Section 1 General Information

1. Code and Course Title: HIM3407 Homestay and Budget Accommodation Management

2. Credits: 3(3-0-6)

3. Curriculum and Course Category:

This course of Bachelor of Arts, International College, Suan Sunandha Rajabhat University is categorized in Major Elective Course

4. Lecturer:

Ms. Kanamon Suwantada
Room Number:305

5. Year / Semester

HM58 / Semester 1/2560

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

This course will develop knowledge on Homestay .The impact of industry toward the host communities, national and international level. Concept of home stay, home stay standard, overview concept of hostel, guesthouse, bed and breakfast and other budget hotels, guest care principles, activity development, local tour planning and safety low-cost facilities.

2. Objectives for Developing / Revising Course

At the end of this course, the student should be familiar with Concept of home stay, home stay standard, overview concept of hostel, guesthouse, bed and breakfast and other budget hotels, guest care principles, activity development, local tour planning and safety low-cost facilities.

Section 3 Course Structure

1. Course Description

Concept of home stay, home stay standard, overview concept of hostel, guesthouse, bed and breakfast and other budget hotels, guest care principles, activity development, local tour planning and safety low-cost facilities.

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

Lecture	Practice/ Field/ Internship	Self Study	Remedial Class
3 hours/week	-	6 hours/ week	-

3. Time Length per Week for Individual Academic Consulting and Guidance

- Lecture is available 1 hours per week for any academic consulting at room 305

- Student can ask question and consult their problem through lecture's e-mail address: k.suwantada@gmail.com

Section 4 Developing Student's Learning Outcomes

Learning Standard/ Outcome	Learning Activities	Learning Assessment
1. Ethics and Morals 1. Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;	1. Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.	(1) Class attendance, class participation, and behavior in class; (2) On-time submission of report and assignments and their quality; and (3) Students' contribution on group assignments.
2. Knowledge (1) Have up-to-date knowledge in the management and operation of businesses in MICE industry both theories and practices widely.	1. Lecture and group discussion in relevant topic 2. Class activities: Use problem-based learning 3. Assign students both individual and group tasks	**1.** Midterm and final examination
3. Cognitive Skills **2.** Be able to apply both theoretical and practical knowledge into real-life	**1.** Assign students both individual and group tasks **2.** Learning through case studies	1. group project 2. case studies

Learning Standard/ Outcome	Learning Activities	Learning Assessment
problem		
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) Group assignments (2) Use cooperative learning techniques	(1) Group Assignment
5. Numerical Analysis, Communication and Information Technology Skills **(1)** Provide assignments that require students to use information technology skills and knowledge	(1) Use e-learning; (2) Use group discussions **(3)** Use presentation	(1) Assignments; (2) Presentation; and (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	Lecturer
1	Introduction to Concept of home stay. History of Homestay	3	• Pre-test to assess Student knowledge about MICE industry • Brain Storming Activities	Kanamon S.
2	overview concept of hostel, guesthouse, bed and breakfast and other budget hotels	3	• Lecture • Brain Storming Activities • Activities Sheets	Kanamon S.
3	homestay standard	3	• Lecture • Activities Sheets • Brain Storming Activities • Group Discussion	Kanamon S.
4	guest care principles	3	• Lecture • Listening Activities	Kanamon S.
5	Activity development - local tour planning and homestay design Activity	3	• Lecture • Activities Sheet • Brain Storming Activities • Group Discussion	Kanamon S.
6	safety low-cost facilities.	3	• Lecture • Activities Sheet	Kanamon S
7	Individual Presentation (Homestay products and services online research)	3	• Student presentation	Kanamon S
8	**MIDTERM EXAMINATION**			Kanamon S.
9	Budget Hotel Management	3	• Lecture • Activities sheet	Kanamon S.

Week		Periods	Learning Activities and Medias	Lecturer
10	Air BNB vs Hostel	3	• Lecture • Activities Sheets • Corporative Learning	Kanamon S.
11	Marketing for small scale hotel	3	• Lecture • Group Discussion • Activities Sheets	Kanamon S.
12	Budget hotel Trends	3	• Lecture • Activities Sheets • Case Study	Kanamon S.
13	Farmstay Management	3	• Activities Sheets • Brain Storming Activities • Group Discussion	Kanamon S.
14	Field Research Homestay provider vs Customer Expectation	3	• Lecture • Group Discussion • Activities Sheets	Kanamon S.
15	Student's Presentation	3	• Student's Presentation	Kanamon S.
16	Make Up Class	3	Make up class	Kanamon S.
17	*** Final Examination ***			
Total of Hours	45			Kanamon S.

2. Learning Assessment plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1.	**Ethics and Morals** 1.Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;	Class attendance, class participation, and behavior in class	Throughout semester	Class attendance 10 **%**
2.	**Knowledge** (1) Have up-to-date knowledge in the management and operation of businesses in Homestay and small scale accommodation both theories and practices widely.	Midterm and final examination	Week9 Week 16	*Midterm 20**%** *Final 30%
	Learning Outcome	**Assessment Activities**	**Time Schedule (Week)**	**Proportion for Assessment (%)**
3.	**Cognitive Skills** 1. Be able to apply both theoretical and practical knowledge into real-life problem	case studies	Throughout Semester	* Case Studies in class Assignment 10**%**
4.	**Interpersonal Skills and Responsibilities** (1) Have responsibility for	(3) Group assignments	Throughout semester	*Group Project 20**%**

	individual and group assignments as well as be able to help and facilitate others in solving problems			
5.	**Numerical Analysis, Communication and Information Technology Skills** **(1)** Provide assignments that require students to use information technology skills and knowledge	(1) Assignments; (2) Presentation; and (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.	Throughout semester	• Individual and group work in class 10%

<center>**Section6 Learning and Teaching Resources**</center>

1. Textbook and Main Document

Wanichchanugorn, W. (2009). *English for Tourism II*. Chulalongkorn University Press, BKK

2. Suggestion Information (Printing Materials/ Website/ CD/ Others)

CD: English for Tourism II.
 Wanichchanugorn, W. (2009). *English for Tourism II*. Chulalongkorn University Press, BKK
www.chulapress.com

Section 7 Course Evaluation and Improvement

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 question:

    1.1 Content objectives were made clear to the students.

    1.2 The content was organized around the objectives.

    1.3 The content was sufficiently integrated.

    1.4 The content was sufficiently integrated with the rest of the first year curriculum.

    1.5 The instructional materials were used effectively.

    1.6 The learning methods appropriately assess the students' understanding of the content.

    1.7 Overall, students are satisfied with the quality of this course.

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

    2.1 Lecturers team observes 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 stimulates 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 dealing with students.

    (9)   The lecturer makes students feel comfortable about asking questions.

    (10)   Course assignments are interesting and stimulating.

    (11)   The lecturer uses technology to enhance 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 monitors the assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

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

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