

TQF3



<input checked="" type="checkbox"/> Bachelor's Degree
<input type="checkbox"/> Master's Degree

# College of Hospitality Industry Management

## Course Specification

Course Code: IAC3408 Course Title: Tourism and Hospitality  
Management  
Credits: 2(2-0-4)

Program: Airline Business College of Hospitality Industry Management  
Suan Sunandha Rajabhat University  
(CHM)

Semester: 3..... Academic Year: 2020

## Section 1 General Information

### 1. Code and Course Title:

2. Course Code: IAC3408

3. Course Title (English): Tourism and Hospitality Management

Course Title (Thai): การจัดการการท่องเที่ยว

### 2. Credits: (2-0-4)

### 3. Curriculum and Course Category:

3.1 Curriculum: Bachelor of Arts, Airline Business

3.2 Course Category:

General Education

Elective Course

Required Course

Others .....

#### **4. Lecturer Responsible for Course and Instructional**

##### **Course Lecturer (s):**

4.1 Lecturer Responsible for Course: Ms. Rojanard Waramontri

4.2 Instructional Course Lecturer(s):

(1) Mr. Kangwarn Phothong

(2) Mrs. Rojanard Waramontri

#### **5. Contact/Get in Touch**

Room Number 304..... Tel. 090-9564070

E-mail [Rojanard.wa@ssru.ac.th](mailto:Rojanard.wa@ssru.ac.th), Kangwarn.ph@ssru.ac.th

#### **6. Semester/ Year of Study**

6.1 Semester: ...3..... Year of Study...2020....

6.2 Number of the students enrolled .....60....

#### **7. Pre-requisite Course (If any)**

Course Code: ...-.....Course Title .....-.....or none

#### **8. Co-requisite Course (If any)**

Course Code: ...-.....Course Title .....-.....or none

#### **9. Learning Location**

Building Number: **Online**.....

#### **10. Last Date for Preparing and Revising this Course:**

Date ...01 May 2021

### **Section 2 Aims and Objectives**

#### **1. Course Aims**

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) Be able to deliver or to complete a required task at the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold.
- (3) Be able to make decisions in business according to moral concepts and judgments.

## 1.2 Knowledge

### Knowledge to be developed

- (1) Understanding the airline business theories and important case studies taught.
- (2) To be able to provide an analysis and provide the solution to real world problems
- (3) To be able to use airline business knowledge integrated with other disciplines.

## 1.3 Cognitive Skills

### Cognitive Skills to be developed

- (1) The ability to gather and summarize information, and conduct research.
- (2) Self- study and sharing information to the class
- (3) The ability to solve problems from case studies.

## 1.4 Interpersonal Skills and Responsibilities

### Interpersonal Skills and Responsibilities to be developed

- (1) Be able to communicate in English
- (2) Be able to use English to solve business problem regarding tourism and hospitality.
- (3) Initiate tourism and hospitality ideas and have leadership.

## 1.5 Numerical Analysis, Communication and Information Technology Skills

Numerical Analysis, Communication and Information Technology to be developed

- (1) Be able to use basic ICT skills and apply them to tourism and hospitality system.
- (2) Be able to use statistics and mathematics to solve business problem.
- (3) Be able to use ICT in the work place and apply numerical analysis in communication in tourism and hospitality

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

Students' engagement can be assessed by case studies including multimedia, assignment. Updated case studies exercise and activities will be adapted to the future lessons.

## **Section 3 Characteristics and Operation**

### **1. Course Outline**

The principles and practices critical to Tourism and Hospitality concept and model, Understanding of a number of key issues in Tourism and Hospitality management, marketing and business planning in the fields, Coordinating with concerned businesses such as Airlines, car rental, Hotel, Conservative firms, the Government organizations, and so on

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

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self-Study (hours)
32 (hours/semester)	(By appointment/ Subject to individual needs)	0	64

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

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room Number 304

International College (Nakhon Pathom Education Center /SSRU)

3.2 Consulting via office telephone/mobile phone: 090 9564070

3.3 Consulting via Rojanard.wa@ssru.ac.th

Kangwarn.ph@ssru.ac.th

3.4 Consulting via Social Media Line ID

3.5 Consulting via Computer Network (Internet/Web board)

Website:<http://www.teacher.ssru.ac.th/kangwarn>

Website:<http://www.teacher.ssru.ac.th/Rojanard>

## **Section 4 Developing Student's Learning Outcomes**

### **1. Morals and Ethics**

#### **3.1 Morals and Ethics to be developed**

- (1) Be able to deliver or to complete a required task at the appointed time.
- (2) Be able to do the right thing according to the values,

beliefs and principles they claim to hold.

- (3) Be able to make decisions in business according to moral concepts and judgments.

### **3.2 Teaching Strategies**

- (1) The team of students will help to remind other team members to be on time.
- (2) Provide an example of integrity in classroom such as no plagiarism.
- (3) Provide a case study that explains tourism and hospitality ethics.

### **3.3 Assessment Strategies**

- (1) Class attendance, class participation and behavior in class.
- (2) Students are able to apply their knowledge in practice i.e. explains tourism and hospitality concept.
- (3) Evaluate from students responsibilities on their contribution on group project.

## **2. Knowledge**

### **2.1 Knowledge to be developed**

- (1) Understanding the airline business theories and important case studies taught.
- (2) To be able to provide an analysis and provide the solution to real world problems
- (3) To be able to use tourism and hospitality knowledge integrated with other disciplines.

### **2.2 Teaching Strategies**

- (1) Use case studies analysis learning
- (2) Use cooperative learning techniques.
- (3) Invite guest speaker who is an expert in the field of tourism and hospitality.

### **2.3 Assessment Strategies**

- (1) Test, midterm examination, and final examination.
- (2) Self–study and task assignment that sharing to the class.
- (3) The ability to solve problem, evaluate and classify tourism and hospitality businesses.

## **3. Cognitive Skills**

### **3.1 Cognitive Skills to be developed**

- (1) The ability to gather and summarize information, and conduct research.
- (2) Self- study and sharing information to the class
- (3) The ability to solve problems from case studies.

### **3.2 Teaching Strategies**

- (1) Group presentation
- (2) Participation in competitions
- (3) Problem base learning

### **3.3 Assessment Strategies**

- (1) Evaluate individually and group project
- (2) Class activities and discussion and personal involvement

## **4. Interpersonal Skills and Responsibilities**

### **4.1 Interpersonal Skills and Responsibilities to be developed**

- (1) Be able to communicate in English
- (2) Be able to use English to solve tourism and hospitality



problem regarding their businesses.

- (3) Initiate tourism and hospitality ideas and have leadership.

#### **4.2 Teaching Strategies**

- (1) Allow students with work in unfamiliar situation with new team members.
- (2) Practice safety awareness and encourage / communicate with people concerned
- (3) Use proper business English to communicate in class and with lecturers.

#### **4.3 Assessment Strategies**

- (1) How students participate in team work.
- (2) How students use English regarding tourism and hospitality on their presentations.

### **5. Numerical Analysis, Communication and Information Technology Skills**

#### **5.1 Numerical Analysis, Communication and Information**

##### **Technology to be developed**

- (1) Be able to use basic ICT skills and apply them to tourism and hospitality fields.
- (2) Be able to use statistics and mathematics to solve business problem.
- (3) Be able to use ICT in the work place and apply numerical analysis in communication in tourism and hospitality.

#### **5.2 Teaching Strategies**

- (1) Use case studies and allow students to implement their knowledge of statistics and mathematics to identify and evaluate risks
- (2) Use activities e.g. tourism and hospitality exhibition.
- (3) Students form teams and do assigned project that required two ways communication and develop their social skills.

### 5.3 Assessment Strategies

- (1) Evaluate the correct application of statistics and mathematics to analyze case studies
- (2) Evaluate students' abilities to present their projects or exhibitions
- (3) Evaluate students' abilities to use computer do their projects.

**Remark:** Symbol ● means 'major responsibility'

Symbol ○ means 'minor responsibility'

No symbol means 'no responsibility'

The above symbols were shown in 'Curriculum Mapping' of TQF 2.  
(Program Specification)

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	<b>Unit1:introduction/tourism/hospitality stakeholders</b> 1.1 History-present-Global	2	- Student centered - Cooperative learning - You tube -Power point	Mr. Kangwarn Mrs. Rojanard

1	<b>Unit 2: Trends and impact of tourism</b> -The World of Hospitality and Tourism -Hospitality and Tourism: Past and Present	2	- Student centered - Cooperative learning - You tube case study -Power point	Mr. Kangwarn Mrs. Rojanard
2	<b>Unit 3: Types of Hotels</b> -Types of lodging businesses -Hotel Operations	2	- Student centered - Cooperative learning - You tube case study -Power point	Mr. Kangwarn Mrs. Rojanard
3	<b>Unit 4: Types of Restaurants</b> -Types of Restaurants -Restaurant Operations	2	- Student centered - Cooperative learning - You tube case study -Power point	Mr. Kangwarn Mrs. Rojanard
	<b>Review</b>	2	- Student centered - Cooperative	Mr. Kangwarn Mrs. Rojanard
4	Midterm			Mr. Kangwarn Mrs. Rojanard
5	<b>Unit 5: Tourism Destinations</b> <b>Factors affecting destination</b> -Destination Markets -Basics of Destination marketing	2	- Student centered - Cooperative learning - You tube case study -Power point	Mr. Kangwarn Mrs. Rojanard
6	<b>Unit 6: Tourism planning</b> -Regulations -Certificate -Travel arrangement -Travel Program	2	- Student centered - Cooperative learning - You tube	Mr. Kangwarn Mrs. Rojanard

6	<b>Unit 7: Transport -tourism role towards global</b>	2	- Student centered - Cooperative learning - You tube case study -Power point	Mr. Kangwarn Mrs. Rojanard
7	<b>Unit 8: Customers Service in tourism and hospitality</b>  <b>Review</b>	2	- Student centered - Cooperative learning - You tube case study -Power point	Mr. Kangwarn Mrs. Rojanard
8	<b>Final</b>		Take home exam	Mr. Kangwarn Mrs. Rojanard

## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<b>Morals and Ethics</b> (1) Be able to deliver or to complete a required task at the appointed time. (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold. (3) Be able to make decisions in business according to moral concepts and judgments.	Attendance criteria.	Every week	10%
2	<b>Knowledge</b> (1) Understanding the tourism and hospitality theories and important case studies taught.	1. Test, midterm examination,	Week 4 & 8	50%.

	<p>(2) To be able to provide an analysis and provide the solution to real world problems.</p> <p>(3) To be able to use tourism and hospitality knowledge integrated with other disciplines.</p>	<p>and final examination.</p> <p>2. Self –study and task assignment that sharing to the class.</p>		
3	<p><b>Cognitive Skills</b></p> <p>(1) The ability to gather and summarize information, and conduct research.</p> <p>(2) Self- study and sharing information to the class,</p> <p>(3) The ability to solve problems from case studies.</p>	<p>-Case studies analysis, - communication exercise</p>	<p>Throughout semester</p>	<p>20%</p>
4	<p><b>Interpersonal Skills and Responsibilities</b></p> <p>(1) Be able to communicate in English</p> <p>(2) Be able to use English to solve tourism and hospitality problem regarding safety management system.</p> <p>(3) Initiate some tourism and hospitality safety management ideas and have leadership.</p>	<p>- Cooperative learning</p> <p>- Group discussion</p>	<p>Throughout semester</p>	<p>10%</p>
5	<p><b>Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) Be able to use basic ICT skills and apply them to tourism and hospitality safety management system.</p> <p>(2) Be able to use statistics and mathematics to solve business problem.</p> <p>(3) Be able to use ICT in the work place and apply numerical analysis in tourism and hospitality management.</p>	<p>- Project &amp; Communication</p>	<p>Throughout semester</p>	<p>10%</p>

## Section 6 Learning and Teaching Resources

## **1. Textbook and Main Documents**

**1. Global tourism**

**2. Tourism Geography**

**3. Customer Service in Tourism**

**4. The Heart of Hospitality: Great Hotel and Restaurant**

**5. The Fundamentals of Revenue Management: A Guide for**

**Independent Hoteliers**

## **2. Important Documents for Extra Study**

**1. The nine Basic Principles of Hospitality and Service**

**2. A Comprehensive Guide for Effective Restaurant**

**Management**

**3. 15 Restaurant Management Tips to Improve the Way you**

**Work**

## **Section 7 Course Evaluation and Revising**

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

Student evaluation of classes

Student self-assessment of learning outcomes

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

Students' evaluation of classes

Observation of classes

### **3. Teaching Revision**

Training and Exhibition

Peer observation

Collegial sharing and reflection

### **4. Feedback for Achievement Standards**

Class and grading examine by Administrator Committee

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

Review by head of program, course coordinators and instructors

**Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level**

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills			6. Other Domain ie. Learning Management Skills		
	● Major Responsibility									○ Minor Responsibility								
Course Category .....	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: IAC 3408. Course Title: <b>Tourism and Hospitality Management</b>	●	○	○	●	○	○	●	○	○	●	○	○	●	○	○			









