



TQF 3 Course Specification

Course Code : IHT3319

Course Title : Management for Tour Business and Travel Agency

Credits : 3(3-0-6)

Semester /Academic Year : 2/ 2015

Students : Bachelor of Business Administration Program in Hospitality and Tourism Management

Lecturers : Ms. Kanyapilai Kunchornsirimongkon

International College, Suan Sunandha Rajabhat University

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Section 1 General Information

1. Code and Course Title: Management for Tour Business and Travel Agency

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

3. Curriculum and Course Category :

This course of Master of Arts ,International College, SSRU is categorized in
Requirement Course: Cluster in International Teaching Profession .

4. Lecturers: Miss.Kanyapilai Kunchornsirimongkon

1. Lecturer :

Miss Kanyapilai Kunchornsirimongkon/ Tel 084-6714577

Line ID: kanyapilai

2. Year / Semester :

Undergraduate Student Year3 Semester 2 / 2015

3. Prerequisite Course :

None

4. Co-requisite Course :

None

5. Learning Location :

Building Number: International College, Nakonpathom Educational
Centre

Wednesday / Time 9.00-12.00 / Room Number 307

6. Last Date for Preparing and Revising this Course:

December 3, 2015

Section 2 Objectives and Purposes

1. Course Objectives

At the end of this course, the student will be able to perform in the following areas of performance:

- (1) Understand overview of tourism business and current situation of travel business and traveling trend.
- (2) Ability to apply the theory into practical manner in term of tourism business management.
- (3) Understand a system of sale and how the service orientations and customer relationship has a huge influencing to tourism business.
- (4) Be able to analysis and evaluate the current situation of business also external, internal environment in business, and principle of management function in tour operators and travel agencies.
- (5) Understand the role of Tour Business and Tour Agency in Hospitality field

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

According to previous semester, the assessment has been revised because the lecturer adds more practical into the course.

Section 3 Course Structure

1. Course Outline

The Fundamental Working Structure of Tour Operating, planning, pricing and production of the package program, tour operators' products and destinations marketing Practical. A study of travel agency operations, travel and tourism management, travel agent training, tourism techniques and hospitality, principles of marketing theory and method, planning, organizing, motivating, coordinating and controlling in a Tourism business industry , operate computer reservation systems, travel itinerary and airfares. Domestic and international airline ticketing, making reservations with airlines, confirming and issuing airline tickets, considering seat availability, and airline schedules.

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

Lecture	Supplemental Teaching	Practice/ Field Work/ Internship	Self Study	Remedial Class
48 hours	As needed in group	0 hour	90 hours	-

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

3 hours, every Tuesday

Section 4 Developing Student's Learning Outcomes

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>1. Ethics and Morals</p> <p>(1) Be able to deliver or to complete a required task at or the appointed time when conducting a tour</p> <p>(2) Be able to do the right thing according to the values, beliefs and principles they claim to hold,</p> <p>(3) Be able to make decisions in business according to moral concepts and judgments.</p>	<p>Work in group to discuss learning management, classroom management, and educational quality assurance; and their impact on teachers' skills and attitudes.</p> <p>(1) The team of students will help to remind other team members to be on time.</p> <p>(2) Provide an example of integrity in classroom such as no plagiarism.</p> <p>(3) Provide a case study that explains business ethics.</p>	<p>Group discussion Report</p> <p>(1) Checking student attendance every class</p> <p>(2) Evaluate from how many students cheating in exam.</p> <p>(3) Evaluate from students' responsibility on their contribution on group project.</p>

Learning Standards/Outcomes	Learning Activities	Learning Assessment
2. Knowledge (1) Understanding the 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 business knowledge integrated with other disciplines	(1) Use Problem-based learning (2) Use cooperative learning techniques (3) Invite guest speaker who is an expert in real world business	(1) Pop-quiz, midterm, and final exam (2) A group project (3) Class Presentation
3. Cognitive Skills (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) Group Presentations (2) Participate in real competitions such as Business Plan Writing. (3) Problem-based learning	1. Individual portfolio 2. Term papers 3. Group report presentation
4. Interpersonal Skills and Responsibilities (1) Be able to communicate with foreigners in English (2) Be able to use English to solve business problem (3) Initiate some new business ideas and have leadership	(1) Allow students with work in unfamiliar situation with new team members (2) Practice business manner and how to deal with customers (3) Use advance business English to communicate in class and with lecturers	(1) How students participate in teamwork (2) How students use advance business English in their presentation.

Learning Standards/Outcomes	Learning Activities	Learning Assessment
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be able to use basic ICT skills and apply them to daily.</p> <p>(2) Be able to use statistics and mathematics to solve business problems.</p> <p>(3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.</p>	<p>(1) Use case studies that allow students to implement their knowledge of statistics and mathematics to solve business problems</p> <p>(2) Use activities such as encouraging students to show their work in an exhibition.</p> <p>(3) Students will form a team and do the group projects that require two-ways communication and develop their social skills.</p>	<p>(1) Evaluate the correct application of statistics and mathematics to solve problems.</p> <p>(2) Evaluate their ability to use software computer such as Photoshop doing their work.</p>

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Learning Week	Topic/ Outline	Hours	Learning Activities and Medias
1	Introduction and Course outline	3	<ul style="list-style-type: none"> • Discussion • Group Work
2	Unit1: Tour Operating	3	<ul style="list-style-type: none"> • Discussion • E- learning
3	Unit2: The package program (cont)	3	<ul style="list-style-type: none"> • Students Research
4	Unit 3: Tour operators' products	3	<ul style="list-style-type: none"> • Direct Instruction • Cooperative learning: Discussion
5	Unit 4: Destinations Marketing	3	<ul style="list-style-type: none"> • Direct Instruction • Cooperative learning: Discussion
6	Unit 5: Travel agency operations		<ul style="list-style-type: none"> • Students Research
7	Unit 6: Tourism management		<ul style="list-style-type: none"> • Direct Instruction • Cooperative learning: Discussion
8	Midterm		
9.	Unit 6: Travel agent training		<ul style="list-style-type: none"> • Direct Instruction • PBL • Discussion • <i>Individual study and oral test</i>

10	Unit 7: Tourism techniques and hospitality, principles of marketing theory and method		<ul style="list-style-type: none"> • Direct Instruction
11	Unit 7: Tourism techniques and hospitality, principles of marketing theory and method (cont)		<ul style="list-style-type: none"> • Direct Instruction • Discussion
12	Unit 8: Operate computer reservation systems		<ul style="list-style-type: none"> • Direct Instruction • PBL • Discussion
13	Unit 9: Domestic and international airline ticketing.		<ul style="list-style-type: none"> • Direct Instruction • PBL
14	Unit 10: Reservations with airlines, confirming and issuing airline tickets, considering seat availability, and airline schedules.		<ul style="list-style-type: none"> • Direct Instruction • PBL
15	Course Summary and Final examination review Case Study		<ul style="list-style-type: none"> • Group Work • Cooperative Learning
16	Make up Class		
17	Final Exam		
	Total	48	

2. Learning Assessment Plan

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1. Ethics and Morals To have ethic behavior (personal responsibility , corporate responsibility) and moral reasoning.	1. Individual portfolio 2. Group discussion	Through out semester	10 %
2. Knowledge (1) To compile courses to formulate a learning plan for teaching mathematics. (2) To design a learning model appropriate to the learners' ages; (3) To select, develop and produce media and instrument that promote learning	1. Project work and Term papers 2. Project work designed using the Geometer's Sketchpad 3. Group report presentation	Through out semester	50 %
3. Cognitive Skills (1) To organize activities that promote learning and classify the learners' levels based on evaluation. (2) To create project work assignment on Algebra using GSP.	1. Project work and Term papers 2. Project work designed using the Geometer's Sketchpad (GSP) 3. Group report presentation	Through out semester	10 %

Learning Outcomes	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
4. Interpersonal Skills and Responsibilities (1) Have responsibility for assignment : Design lesson plan and project work using GSP in Algebra (2) Positive interdependence, accountability and posses social skills	1. Checklists 2. Observation 3. Interviews	Through out semester	10 %
5. Numerical Analysis, Communication and Information Technology Skills (1) Have mathematical skills to analyse and solve Algebraic problems (2) Able to create algebraic functions using mathematics software and self learning through E-learning and Moodle. (3) Can use correct language in oral and written presentations. (4) Can use computer and IT to search for new knowledge through various search engines.	1. Project work and Term papers 2. Project work designed using the Geometer's Sketchpad (GSP) 3. Group report presentation 4. Individual portfolio	Through out semester	20 %

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

John Beech and Simon Chadwick, 2004. The business of *tourism management*. Birkbeck College, University of London.

Tom Powers and Clayton W. Barrows. **Management in the Hospitality Industry**. 8th ed. John Wiley & Sons, Inc.

Bhatia, A.K.(2012). **The Business of Travel Agency & Tour Operations Management**. New Delhi: Sterling.

Mancini, M.(1996) **Conducting Tours**. 2nd edn. Albany, NY: Delmar.

2. Important Documents for Extra Study

Karen E. Silva, Ed.D. Debra M. Howard, M.Ed. Hospitality and Tourism. Glencoe Marketing Series.

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

Website: www.marketingseries.glencoe.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.

2. 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.