**College of Hospitality Industry Management**

TQF.3

□ Master’s Degree

☑ Bachelor’s Degree

**Course Specification**

Course Code: TRM 2301

Course Title:The Management and Operation of Tourism Business

Credits:3 (3-0-6)

Program: Tourism ManagementInternational Program

SuanSunandhaRajabhat University

(SSRUIC)

Semester :2Academic Year :2020

**Section 1 General Information**

1. **Code and Course Title:**

Course Code: TRM 2301

Course Title (English): The Management and Operation of Tourism Business

Course Title (Thai): -

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

**3. Curriculum and Course Category:**

3.1 Curriculum: Bachelor of Arts, Program in Tourism Management, International College

3.2 Course Category:

□ General Education ☑ Required Course

□ Elective Course □ Others …………….

**4. Lecturer Responsible for Course and Instructional Course Lecturer (s) :**

4.1Lecturer Responsible for Course: Mr. SakulJariyachamsit

4.2 Instructional Course Lecturer(s): None

**5. Contact/Get in Touch**

Room Number 306E-maila.sakul@yahoo.com

**6. Semester/Yearof Study**

6.1 Semester: 2 Year of Study 2020

6.2 Number of the students enrolled:9 students

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

CourseCode: None Course Title:None

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

Course Code: None Course Title:None

**9. Learning Location**

Tuesday 09.00-12.00

Building:CHM buliding Room Number209

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

Date25thMonth December Year 2020

**Section 2 Aims and Objectives**

**1. Course Aims**

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

1.1Morals and Ethics

(1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;

(2) Have positive attitudes towards service careers;

(3)Be able to lead and follow group members, work in team and be a role model for others; and

(4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Knowledge

(1) Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.

(2) Have integrated knowledge in other related disciplines.

(3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

1.3 Cognitive Skills

(1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems;

(2) Be able to apply both theoretical and practical knowledge into real life training and work experience appropriately in accordance with situations; and

(3) Be able to apply innovation and knowledge from other related academic fields in developing working skills

1.4 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; and

(2) Be responsible for the improvement of self-academic learning and the profession continuously

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;

(2) Be able to communicate with foreigners effectively in the appropriate contexts;

(3) Be able to use technology to communicate and present effectively; and

(4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

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

According to TQF (Thailand Quality Framework: HEd.) with the

standards of professional knowledge and experience for MajorRequirement Courses, undergraduate students program in TourismManagement Program should have essence of knowledge in organizing tours, procedures of tour operator, costing and pricing, planning itineraries, advertising and public relation as theconcepts and principles of tour planning and operation as well ashaving an ability to apply the lessons with case studies and in actualwork.

**Section 3 Characteristics and Operation**

**1. Course Outline**

(English)Types of tour operatorand travel agency, the establishment, administration and management of tour operator and travel agency, tour packaging, tour itinerary planning, negotiating with other tourism-related suppliers, tour costing and sales price determining, tour marketing and selling, tour conducting. Practical in tour planning and conducting included.

**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) |
| 3 | 3 | 0 | 6 |

**3. Time Length per Week for IndividualAcademic 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 306Building International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: -

3.3 Consulting via E-Mail a.sakul@yahoo.com

3.4 Consulting via Social Media (Line) -

3.5 Consulting via Computer Network (Internet/Web board) Teacher website: [www**.**teacher**.**ssru**.**ac**.**th/](http://www.teacher.ssru.ac.th/yanika_ch)sakul.ja

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

1. **Morals and Ethics**
   1. **Morals and Ethics to be developed**

|  |  |
| --- | --- |
| ● | (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes; |
| ● | (2) Have positive attitudes towards service careers;  Have positive attitudes towards service careers; |
| ●  ● | (3) Be able to lead and follow group members, work in team and be a role model for others; and  (4) Have self-discipline, be punctual, responsibility to self, profession and society. |

* 1. **Teaching Strategies**
  2. Provide exampleson ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;
  3. Provide case studies that explain ethics in careers in the tourismindustry; and
  4. Be strict with classroom attendance and participation, classroom rules, students’ uniform that have to be complied with the university rules and regulations.
  5. **Assessment Strategies**

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.
4. **Knowledge**
   1. **Knowledge to be developed**

|  |  |
| --- | --- |
| ● | (1) Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally. |
| ● | (2) Have integrated knowledge in other related disciplines. |
| ○ | (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career. |

* 1. **Teaching Strategies**
  2. Use problem-based learning
  3. Use cooperative learning techniques
  4. Invite guest speakers who are experts in the field of tourism management to give special lectures.
  5. **Assessment Strategies**

1. Quizzes
2. Midterm and final examination
3. Assignments
4. **Cognitive Skills**
   1. **Cognitive Skills to be developed**

|  |  |
| --- | --- |
| ● | (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems; |
| ● | (2) Be able to apply both theoretical and practical knowledge into real life training and work experience appropriately in accordance with situations; and |
| ○ | (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills |

* 1. **Teaching Strategies**
  2. Use problem-based learning.
  3. Use cooperative learning strategies
  4. Use case studies
  5. Invite guest speakers who are experts in the field of tourism management to give special lectures.
  6. **Assessment Strategies**

1. Quizzes
2. Midterm and final examination
3. Assignments
4. **Interpersonal Skills and Responsibilities**

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

|  |  |
| --- | --- |
| ● | (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and |
| ● | (2) Be responsible for the improvement of self-academic learning and the profession continuously. |

* 1. **Teaching Strategies**
  2. Group assignments
  3. Use cooperative learning strategies
  4. Field trips
  5. **Assessment Strategies**

1. Students’ contributionand behavior in group assignments
2. Class presentation
3. **Numerical Analysis, Communication and Information Technology Skills**

**5.1 Numerical Analysis, Communication and Information Technology to be developed**

|  |  |
| --- | --- |
| ● | (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively; |
| ● | (2) Be able to communicate with foreigners effectively in the appropriate contexts; |
| ●  ○ | (3) Be able to use technology to communicate and present effectively; and  (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data. |

**5.2 Teaching Strategies**

* 1. Provide assignments that require students to use numerical analysis skills and knowledge.
  2. Provide assignments that require students to use information technology skills and knowledge.
  3. Use e-learning
  4. Use group discussions
  5. Use oral presentation for practicing communication skill.
  6. **Assessment Strategies**

1. Assignments
2. Project report and presentation
3. Observation technique for students’ uses of English and/or other language (s) during students’ discussions among each other and with lecturers as well as during presentations in front of the class.
4. Midterm and final examinations

6. Other Domain

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**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 | **Topic 1: Introduction**   * Definitions of tour operator * Tour operator VS travel agency * Historical perspective of tour   operators and travel agencies   * Types of tour operators and travel agencies | 3hrs | | * Pre-test * Direct instruction | A.Sakul |
| 2 | **Topic 2: License, Permit and Legislation for Tour Operators and Travel agencies**   * Standard for tourism business set by Bureau of Tourism Business and Guide Registration | 3hrs | | * PBL * Direct instruction * Case study discussion * Exercise * E- learning | A.Sakul |
| 3 | **Topic 2: License, Permit and Legislation for Tour Operators and Travel agencies (Cont)**   * Standard for tourism business set by Bureau of Tourism Business and Guide Registration | 3hrs | | * PBL * Direct instruction * Case study discussion * Exercise * E- learning | A.Sakul |
| 4 | **Topic 3: Tour Operation concepts**   * Tour planning and arranging concepts * How to deal with unexpected situations | 3hrs | | * PBL * Direct instruction * Case study discussion * Exercise * E- learning | A.Sakul |
| 5 | **Topic 4: Elements of the tour arrangement**   * Tourist attraction * Transportation * Accommodation * Restaurant * Souvenir shop * Tourists Guide and Tour Leader | 3hrs | | * PBL * Direct instruction * Case study discussion * Exercise * E- learning | A.Sakul |
| 6 | **Topic 5: Structure of a tour operator business/travel agency and related departments**   * Departments within a typical tour operator * Responsibilities of each department and its relationship | 3hrs | | * PBL * Direct instruction * Case study discussion * Exercise * E- learning | A.Sakul |
| 7 | **Topic 6: Business plan and marketing plan for a tour operator/travel agency**   * Significance of business plan * Main components of business plan | 3hrs | | * PBL * Direct instruction * E- learning * Midterm review | A.Sakul |
| 8 | **Midterm Examination** | | | | A.Sakul |
| 9 | **Topic 7: Tour programme planning and management and special considerations**   * Characteristics of tour products * Type of tour product * Ingredients of Successful Packages * Considerations of a tour * Controlling guides and training | | 3hrs | * PBL * Direct instruction * Case study discussion * Exercise * E- learning | A.Sakul |
| 10 | **Self-Study: Destination survey for producing itinerary** | | 3hrs | * Self-Study | A.Sakul |
| 11 | **Topic 8: Negotiation and working with tourism-related service providers**   * Selecting accommodation * Airlines, other kinds of transportation (buses, rail) and transfers * MealsCruise ships * Activities and attractions | | 3hrs | * PBL * Direct instruction * Exercise * E- learning | A.Sakul |
| 12 | **Topic 9: Interpretive Guiding**   * Tour’s cost and sales price determination * Tour costing and quotation * Sales price determining * Tariffs and pricing tables of tours and transfers | | 3hrs | * PBL * Direct instruction * Exercise * E- learning | A.Sakul |
| 13 | **Topic 10: Distribution channels for tour products**   * The chain of distribution * Factors to be considered when choosing the channels of distribution * Choice of distribution channels | | 3hrs | * PBL * Direct instruction * Case study discussion * Exercise * E- learning | A.Sakul |
| 14 | **Topic 11: Tour marketing and promotion**   * Sales and promotion strategies   Brochure designing | | 3hrs | * PBL * Direct instruction * Case study discussion * Exercise * E- learning | A.Sakul |
| 15 | **Topic 12:** Launching, operating andfollowing up the tour   * Launching and operating the tour * Following up the tour | | 3hrs | * PBL * Direct instruction * Case study discussion * Exercise   E- learning | A.Sakul |
| 16 | **Field Trip** | | | | A.Sakul |
| 17 | **Final Examination** | | | | A.Sakul |

**2. Learning Assessment Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Learning Outcome** | **Assessment Activities** | **Time Schedule**  **(Week)** | **Proportion for Assessment**  **(%)** |
| 1 | **Morals and Ethics**   1. The ability to deliver or to complete a required task within the appointed time when conducting tour. 2. The ability to do the right thing according to the values, beliefs and principles they claim to hold. 3. The ability to make decisions in tourism business according to moral concepts and judgments. | Attendance/  Discipline | Throughout the semester | 10 % |
| 2 | **Knowledge**   1. The ability to understand of theories and concepts in tourism 2. The ability to understand of case studies relevant to tourism management. 3. The ability to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries. | Midterm & Final Examination | 1) Week 8  2) Week 17 | 20 %  30 % |
| 3 | **Cognitive Skills**   1. The ability to apply theories and concepts in tourism management in case studies and real situations. 2. The ability to solve problems that may occurduring managing tours. 3. The ability to solve problems that may occurduring cooperative education. | Assignments/ Reports | Throughout the semester | 20% |
| 4 | **Interpersonal Skills and Responsibilities**   1. The ability to adjust to work in team both as leader and follower. 2. The ability to response for individual and group assignments. 3. The ability to adjust themselves in multi- cultural environment. | Group/Pair work | Throughout the semester | 15% |
| 5 | **Numerical Analysis,**  **Communication and Information Technology Skills**   1. The ability to havebasic skill of computer to use in daily life as well as in workplace. 2. The ability to do both oral and written communication in English. 3. The ability to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management. | E-Learning | Throughout the semester | 5% |

**Section 6 Learning and Teaching Resources**

**1. Textbook and Main Documents**

Leksakundilok, A.2006. *Community Participation in Ecotourism Development inThailand.* Ph.D. Dissertation University of Sydney.

Sharpley R. and J.1997. *Rural Tourism an Introduction.*London: International Thomson Business Press.

**2. Important Documents for Extra Study**

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

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**Section 7 Course Evaluation and Revising**

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

1.1 Using survey questions to collect information from the students’ opinions to improve the course and enhance the curriculum. The topics include:

(1) Content objectives

(2) The instructional materials

(3) The learning methods and assessment

* 1. Observing students’ behavior in classroom.
  2. Using students’ suggestion during classroom.

1. **Strategies for Course Evaluation by Lecturer** 
   1. Lecturers team observes the class and discuss the results as follow:
2. The lecturer is well prepared for class sessions.
3. The lecturer answers questions carefully and completely.
4. The lecturer uses examples to make the materials easy to understand.
5. The lecturer stimulates interest in the course.
6. The lecturer made the course material interesting.
7. The lecturer is knowledgeable about the topics presented in this course.
8. The lecturer treats students respectfully.
9. The lecturer is fair dealing with students.
10. 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.

* 1. 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

1. **Teaching Revision**

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

1. **Feedback for Achievement Standards**

International College Administrator Committee monitors the assessment process and grading.

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

5.1 Revise and develop course structure and process every three years.

5.2Assign different lecturers teach this course to enhance students’performance.

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 | | | |
| Course Category:Required Course | **● Major Responsibility ○ Minor Responsibility** | | | | | | | | | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | | **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **1** | **2** | **3** | **4** | **1** | **2** | **3** |
| Course Code TRM 2301 The Management and Operation of Tourism Business | **●** | **●** | **●** | **●** | | **●** | **●** | **○** | **●** | **●** | **○** | **●** | **●** | **●** | **●** | **●** | **○** | **-** | - | - |