

**College of**

**Hospitality Industry Management**

**TQF.5 Course Report**

**Course Code :** TRM 2301

**Course Title :** The Management and Operation of Tourism Business

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

**Semester /Academic Year :** 2/2020

**Students :** Bachelor of Arts, Program in Tourism Management

**Lecturer(s) :** Mr.Sakul Jariyachamsit

College of Hospitality Industry Management

, SuanSunandhaRajabhat University

**Course Report**

|  |
| --- |
| **Institution** : Suan Sunandha Rajabhat University  **Campus/Faculty/Department** : College of Hospitality Industry Management |
|  |

**Section1: General Information**

|  |
| --- |
| **1. Course Code and Title :** TRM 2301 The Management and Operation of Tourism Business |

|  |
| --- |
| **2. Pre-requisite (if any) :** - |

|  |
| --- |
| **3. Faculty Member(s) Teaching the Course and Sections**    **Sections:** TM 62Room No. 200 |

|  |
| --- |
| **4. Semester and Academic Year**  Semester 2, Academic Year 2020 |

|  |
| --- |
| **5. Venue**  College of Hospitality Industry Management Building,  Suan Sunandha Rajabhat University |
|  |

**Section 2 : Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1. Number of actual teaching hours compared with the teaching plan** | | | | | | | | | | |
| Topics | | | No. of teaching hours in the plan | | No. of actual teaching hours | | | Reason(s) (in case the discrepancy is more than 25%) | | |
| 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 | | | 3 hours | | 3 hours  online | | | - | | |
| 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 | | | 3 hours | | 3 hours  online | | | - | | |
| 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 | | | 3 hours | | 3 hours  online | | | - | | |
| Topic 3: Tour Operation concepts | | | 3 hours | | 3 hours  online | | | - | | |
| Topic 4: Elements of the tour arrangement   * Tourist attraction * Transportation * Accommodation * Restaurant * Souvenir shop * Tourists Guide and Tour Leader | | | 3 hours | | 3 hours  online | | | - | | |
| 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 | | | 3 hours | | 3 hours  online | | | - | | |
| Topic 6: Business plan and marketing plan for a tour operator/travel agency   * Significance of business plan * Main components of business plan | | | 3 hours | | 3 hours  online | | | - | | |
| Midterm Examination | | | 3 hours | | 3 hours | | | - | | |
| 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 | | | 3 hours | | 3 hours  online | | | - | | |
| Self-Study: Destination survey for producing itinerary   * Destination survey * Itinerary planning and producing | | | 3 hours | | 3 hours  online | | | - | | |
| Topic 8: Negotiation and working with tourism-related service providers   * Selecting accommodation * Airlines, other kinds of transportation (buses, rail) and transfers,Meals * Cruise ships * Activities and attractions | | | 3 hours | | 3 hours  online | | |  | | |
| 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 | | | 3 hours | | 3 hours  online | | | - | | |
| 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 | | | 3 hours | | 3 hours  online | | | - | | |
| Topic 11: Tour marketing and promotion   * Sales and promotion strategies * Brochure designing | | | 3 hours | | 3 hours  online | | | - | | |
| Topic 12: Launching, operating and following up the tour   * Launching and operating the tour * Following up the tour | | | 3 hours | | 3 hours  online | | | - | | |
| * Student Project Presentation | | | 3 hours | | 3 hours | | | - | | |
| Final Examination | | | 3 hours | | 3 hours | | | - | | |
| **Total** | | | **48** | | **48** | | | - | | |
| **2. Topics that couldn’t be taught as planned** | | | | | | | | | | | |
| Topics that couldn’t be taught (if any) | | Significance of the topics that couldn’t be taught | | | | | Compensation | | | | |
| Students Project that were planned could not be conducted due to COVID-19 | | Tour guide techniques, tour guide presentation | | | | | Move to first semester | | | | |
|  | | | | | | | | | | | |
| **3. Effectiveness of the teaching methods specified in the Course Specification** | | | | | | | | | | | |
| Learning Outcomes | Teaching methods specified in the course specification | | | Effectiveness  (Use 🗸) | | | | | Problems of the teaching method(s) (if any) and suggestions | | |
| Yes | | No | | |
| 1. Morals and Ethics | * Use case studies * Use cooperative learning strategies * Be strict with classroom attendance and participation | | | 🗸 | | - | | | - | | |
| 2. Knowledge | * Use problem-based learning * Use cooperative learning strategies * Invite guest speakers | | | 🗸 | | - | | | - | | |
| 3. Cognitive Skills | * Use problem-based learning * Use cooperative learning strategies * Use case studies | | | 🗸 | | - | | | - | | |
| 4. Interpersonal Skills and Responsibilities | * Group assignments * Use cooperative learning strategies * Field trips | | | ✓ | | - | | | - | | |
| 5. Numerical Analysis, Communication and Information Technology Skills | * Use cooperative learning techniques * Use group discussions * Use oral presentation | | | 🗸 | | - | | | - | | |
| **4. Suggestions for Improving Teaching Methods**  Lecturer should provide more examples about travel program and ask the students to share about idea about unseen attractions. | | | | | | | | | |

**Section 3 : Course Outcomes**

|  |
| --- |
| **1. Number of registered students** : 9 |

|  |
| --- |
| **2. Number of students at the end of semester** : 9 |

|  |
| --- |
| **3 Number of students who withdrew (W)** : None |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **4. Grade distribution**   |  |  |  | | --- | --- | --- | | Grade | No. of students | Percentage | | A | - |  | | A- | - | - | | B+ | - | - | | B | - | - | | B- | - | - | | C+ | - | - | | C | - | - | | C- | - | - | | D | - | - | | F | - | - | | Incomplete (I) | 9 | 100 | |  |  |  | | | |
| **5. Factors causing unusual distribution of grades (If any)**  - | | |
| **6. Discrepancies in the evaluation plan specified in the Course Specification** | |
| 6.1 Discrepancy in evaluation time frame | |
| Details of Discrepancy | Reasons |
| - | - |

|  |  |
| --- | --- |
| 6.2 Discrepancy in evaluation methods | |
| Details of Discrepancy | Reasons |
| - | - |

|  |  |
| --- | --- |
| **7. Verification of students’ achievements** | |
| Verification Method(s) | Verification Result(s) |
| - | - |

**Section 4 : Problems and Impacts**

|  |  |
| --- | --- |
| **1. Teaching and learning resources** | |
| **Teaching Problems:**  - | **Impacts on students’ learning :**  **-** |
| **Learning Resources Problems:**  **-** | **Impacts on students’ learning :**  - |

**2. Administration and organization**

|  |  |
| --- | --- |
| **Problems from administration**  - | **Impacts on students’ learning**  - |
| **Problems from organization**  - | **Impacts on students’ learning**  - |

**Section 5 : Course Evaluation**

|  |
| --- |
| **1. Results of course evaluation by students** |
| * 1. Important comments from evaluation by students   Students enjoy learning by creating the travel program to sell to the others and it is best way to learn how to operate the trip from pre- trip until the post-trip. |
| 1.2 Faculty members’ opinions on the comments in 1.1  Lecturer agrees that it will help students to learn about tourism business, the management and operation. The course will help the students to pay attention on the trip arrangement, how to deal with travel company and students can gain experiences from the process of dealing with customers. |
| **2. Results of course evaluation by other evaluation methods** |
| 2.1 Important comments from evaluation by other evaluation methods  This course is enjoyable and helps students to understand about the process of operating the trip. |
| 2.2 Faculty members’ opinions on the comments in 2.1  Lectures suggest that invite guest speaker who work in travel agencies or tour operator in Bangkok, to share more idea about the components of tour company and how to negotiate with suppliers to get the best price for each trips and it will benefit for their career in the future. |

**Section 6 : Improvement Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **1. Progress of teaching and learning improvement recommended in the previous Course Report** | | | | |
| Improvement plan proposed in Semester 2  Academic year 2021  Assign more time for group assignment of the tour management and operation in Tourism Business. | | Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.)  Students learned how to work as a team and how to express their ideas systematically as well as to respect other people’s opinion. It was a benefit to operates the trips successfully. | | |
| **2. Other improvements**  - | | | |
| **3. Suggestions for improvement for Semester 2 Academic year 2021** | | | | | |
| Suggestions | Time Frame | | Responsible person | | |
| Invite some guest speaker who works in travel agencies or tour operator in Bangkok, to share more idea about the components of tour company and how to negotiate with suppliers to get the best price for each trips and it will benefit for their career in the future. | About the fourth week of the class | | Mr. Sakul Jariyachamsit | | |
| **4. Suggestions of faculty member(s) responsible for the course**  - | | | | | |

**Responsible Faculty Member/Coordinator:** Mr. Sakul Jariyachamsit

Signature Signature-932.GIF Submission Date: 28th May 2021

**Chairperson/Program Director:**

Signature............................................. Receipt Date: ……………………………