



TQF. 3 Course Specification

Course Code:	ITM 2311
Course Title:	Tour Business Management
Credits:	3(3-0-6)
Semester/ Academic Year:	2/ 2015
Students:	Bachelor of Arts Program in Tourism Management
Lecturer:	Miss Siripen Yiamjanya

International College, Suan Sunandha Rajabhat University

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Section 1 General Information

1. Code and Course Title : ITM 2311 Tour Business Management

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

3. Curriculum and Course Category :

3.1 Curriculum

Bachelor of Arts, Program in Tourism Management, International College, SSRU

3.2 Course Category

This course is categorized in Major Requirement Courses (Tour Business Operation and Management).

4. Lecturer :

Miss Siripen Yiamjanya/ Tel 0617526668 or 086- 9007971

Email: rain071_@hotmail.com

5. Year / Semester :

Semester 2 / 2015

6. Prerequisite Course :

None

7. Co-requisite Course (if any) :

None

8. Learning Location :

International College, Suan Sunandha Rajabhat University, Nakhon Pathom
Education Center

Tuesday / Time 13.00 – 16.00 / Room Number 307

9. Last Date for Preparing and Revising this Course:

November, 2015

Section 2 Objectives and Purposes

1. Course Objectives

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

1. Be able to explain theories and concepts of tour business management.
2. Be able to identify demand and supply chain of tour business.
3. Be able to analyze internal and external environment in environmental scanning for travel business establishment.
4. Be able to explain the principles of management functions in tour operators and travel agencies.
5. Be able to explain the corporate business processes in the modern tourism management.
6. Be able to give details of business of tour production.
7. Be able to summarize the system of sales in tour business.
8. Be able to discuss and design tour production and different selling and promotion media.
9. Be able to design service orientation in travel business.
10. Be able to discuss issues in customer relationship, value chain and customer satisfaction in tour and travel business.
11. Be able to discuss the changing roles of actors in tour business.

2. Purposes 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 Major Requirement Courses, undergraduate students program in Tourism Management should have essence of knowledge in managing tour business in the context of modern tourism industry, and have an ability to apply the lessons with case studies and in actual work. The purpose of improving this course is to meet with the requirement of ASEAN Common Competency Standards for tourism professionals in which there are some minor adjustments for example course description and curriculum mapping. More details were added to the course description of this course in order to cover the principles of tour business management.

Section 3 Course Structure

1. Course Description

Theories and concepts, demand and supply, analysis and evaluation of current situations of travel businesses, external and internal environments in business establishment, the management of operational risk, principles of managing functions in tour operators and travel agencies, management structure, corporate business processes in the modern tourism management, business strategies developing and managing, a system of sales, service orientations and customer relationship.

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

Lecture	Practice/ Field Work/ Internship	Self Study	Remedial Class
45hours	0 hour	90 hours	Upon Request

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

3 hours, every Tuesday

Section 4 Developing Students' Learning Outcomes

Learning Standard/ Outcomes	Learning Activities	Learning Assessment
1. Ethics and Morals 1.1 Be able to deliver or complete a required task within the appointed time, including presenting at the appointed time. 1.2 Be able to do the right thing according to the values, beliefs and principles they claim to hold in tour business. 1.3 Be able to make decisions in tour business according to moral concepts and judgments.	<ul style="list-style-type: none"> • Cooperative learning 	<ul style="list-style-type: none"> • Monitoring students' attendance • Evaluating from how much students' papers and presentations are accurate. • Evaluating from students' responsibility on their contribution on group projects

Learning Standard/ Outcomes	Learning Activities	Learning Assessment
<p>2. Knowledge</p> <p>2.1 Be able to explain theories and concepts of tour business management.</p> <p>2.2 Be able to give details of case studies relevant to tour business management.</p> <p>2.3 Be able to recall important details of tour business management.</p>	<ul style="list-style-type: none"> • Pre- test and post- test • KWL • PBL • Discussions • Exercise • Individual and group study • E- learning 	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers
<p>3. Cognitive Skills</p> <p>3.1 Be able to apply theories and concepts in tour business management in case studies and real situations.</p> <p>3.2 Be able to discuss in order to solve problems of case studies in tour business management analysis.</p>	<ul style="list-style-type: none"> • KWL • PBL • Discussions • Exercise • Individual and group study • E- learning 	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers
<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to adjust to work in team both as leader and follower.</p> <p>4.2 Be able to perform responsibility by submitting individual and group assignments on time with satisfactory content and format.</p> <p>4.3 Be able to adjust in multi-cultural environment.</p>	<ul style="list-style-type: none"> • KWL • PBL • Discussions • Exercise • Individual and group study • E- learning 	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers

Learning Standard/ Outcomes	Learning Activities	Learning Assessment
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use computer and information technology in completing assignments in tour business management class.</p> <p>5.2 Be able to use English to explain about tour business management both by oral and written communication.</p> <p>5.3 Be able to give power point presentation and present by formal English language for specific purposes in tour business management.</p>	<ul style="list-style-type: none"> • KWL • PBL • Discussions • Exercise • Individual and group study • E- learning 	<ul style="list-style-type: none"> • Evaluating from group presentation and group discussion • Evaluating from performance of students in presenting searched information in presentation and paper writing forms

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Learning Week	Topic/ Outline	Hours	Learning Activities and Medias
1	<p>Unit 1: Theories and Concepts of Tour Business Management</p> <ul style="list-style-type: none"> • Concepts and theories of business management • Business of tour production overview 	3	<ul style="list-style-type: none"> • Pre- test • KWL • Direct instruction • E- learning
2	<p>Unit 2: Demand of Tour Business</p> <ul style="list-style-type: none"> • Concepts of market demand • Effects of market demand • Demands of travel market 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Problem- based learning • E- learning
3	<p>Unit 3: Supply of Tour Business</p> <ul style="list-style-type: none"> • Concepts of supply chain • Supplies of tour business • Effects of supply in business • Relationship between tourism demand and supply • Tourism supply and value chain 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Problem- based learning • E- learning

Learning Week	Topic/ Outline	Hours	Learning Activities and Medias
4	Unit 4: Internal and External Environment Analysis for Evaluating Current Situations for Travel Business Establishment <ul style="list-style-type: none"> • Definition of business environment • Definition of internal and external environments • SWOT analysis and environmental scanning 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Problem- based learning • E- learning • Assignment: tour business SWOT analysis
5	Practice time	3	<ul style="list-style-type: none"> • Exercise • Self- study
6	Unit 5: Management Structure of Travel Business <ul style="list-style-type: none"> • Definition and importance of management structures • Key components of management structures • Organizational hierarchy in travel business 	3	<ul style="list-style-type: none"> • Direct instruction • Self- study • E- learning
7	Unit 6: Principles of Management Functions in Tour Operators and Travel Agencies <ul style="list-style-type: none"> • Basic functions of management • Function management of tour operators • Function management of travel agencies 	3	<ul style="list-style-type: none"> • Direct instruction • Self- study • E- learning
8 Midterm Examination		
9	Unit 7: Corporate Business Processes in the Modern Tourism Management <ul style="list-style-type: none"> • Definition of corporate business and modern management • Modern management and tourism corporate business structure • Introduction of corporate communication 	3	<ul style="list-style-type: none"> • Direct instruction • Self- study • E- learning
10	Unit 8: Business of Tour Production <ul style="list-style-type: none"> • Defining tour production • The four steps of tour development and selecting tour components • Customization and tailor making 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Problem- based learning • E- learning • Assignment: tourism product initiative

Learning Week	Topic/ Outline	Hours	Learning Activities and Medias
11	Practice time	3	<ul style="list-style-type: none"> • Exercise • Self- study
12	Unit 9: A System of Sales in Tour Business <ul style="list-style-type: none"> • Definition of sales and selling • Selling tourism products, types of selling in tour business • The travel agent sales role • The travel sales process • Selling media and sales kit 	3	<ul style="list-style-type: none"> • Direct instruction • Problem- based learning • E- learning
13	Unit 10: Service Orientation in Travel Business <ul style="list-style-type: none"> • Service elements in travel business • Definition of service orientation • Service orientation measurement • Guest satisfaction measurement 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Problem- based learning • E- learning
14	Unit 11: Customer Relationship in Tour and Travel Business <ul style="list-style-type: none"> • Concepts of customer relationship • Tourism value chain and customer satisfaction 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Problem- based learning • E- learning
15	Unit 12: Trends of Tour Business Management <ul style="list-style-type: none"> • Future tourism intermediaries • Disintermediation of travel business • e-Tourism, tourism retail business, and social media in tourism business • Changes of roles of travel agents and tour operators 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Problem- based learning • E- learning
16	Make-up Class	3	<ul style="list-style-type: none"> • Make-up class
17	<p>.....Final Examination.....</p> <p>..... Deadline Week for Final Assignment</p>		
	Total Hours	45	

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion of Assessment (%)
1	1. Ethics and Morals 1.1 Be able to deliver or complete a required task within the appointed time, including presenting at the appointed time. 1.2 Be able to do the right thing according to the values, beliefs and principles they claim to hold in tour business. 1.3 Be able to make decisions in tour business according to moral concepts and judgments.	<ul style="list-style-type: none"> Monitoring students' attendance Evaluating from how much students' papers and presentations are accurate. Evaluating from students' responsibility on their contribution on group projects 	Throughout semester	10%
2	2. Knowledge 2.1 Be able to explain theories and concepts of tour business management. 2.2 Be able to give details of case studies relevant to tour business management. 2.3 Be able to recall important details of tour business management.	<ul style="list-style-type: none"> Evaluating from tests, midterm and final examinations Evaluating from group project report Evaluating from class presentation Evaluating from individual papers 	Throughout semester	20% 30% 30% 10% for Enrichment Assignment
3	3. Cognitive Skills 3.1 Be able to apply theories and concepts in tour business management in case studies and real situations. 3.2 Be able to discuss in order to solve problems of case studies in tour business management analysis.	<ul style="list-style-type: none"> Evaluating from tests, midterm and final examinations Evaluating from group project report Evaluating from class presentation Evaluating from individual papers 	Week 2, 3, 4, 10, 13, 14, 15	(Referred to number 2)

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion of Assessment (%)
4	<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to adjust to work in team both as leader and follower.</p> <p>4.2 Be able to perform responsibility by submitting individual and group assignments on time with satisfactory content and format.</p> <p>4.3 Be able to adjust in multi-cultural environment.</p>	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers 	Week 5, 11	(Referred to number 2)
5	<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use computer and information technology in completing assignments in tour business management class.</p> <p>5.2 Be able to use English to explain about tour business management both by oral and written communication.</p> <p>5.3 Be able to give power point presentation and present by formal English language for specific purposes in tour business management.</p>	<ul style="list-style-type: none"> • Evaluating from group presentation and group discussion • Evaluating from performance of students in presenting searched information in presentation and paper writing forms 	Throughout semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbooks and Main Documents

Buhalis, D. and Costa, C. (2006). *Tourism business frontiers: consumers, products and industry*. Oxford: Elsevier Butterworth- Heinemann.

IATA Course Textbook. (2012). *Travel and tourism consultant*. International Air Transport Association, Geneva.

Weaver, D. and Lawton, L. (2014). *Tourism management*. 5th edition. Australia: John Wiley and Sons.

บั้งอร นั้ตรุ่งเรือง. (2554). *การวางแผนและการจัดรายการนำเที่ยว*. พิมพ์ครั้งที่ 2. ตำราประกอบการสอน. กรุงเทพฯ: ซีวีแอลการพิมพ์ จำกัด.

ราณี อธิชัยกุลและคณะ. (2552). *การจัดการธุรกิจแหล่งท่องเที่ยว*. พิมพ์ครั้งที่ 5. เอกสารประกอบการสอนชุดวิชาหน่วยที่ 1-7. มหาวิทยาลัยสุโขทัยธรรมมาธิราช.

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 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) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) The content was sufficiently integrated.
- (4) The content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials were used effectively.
- (6) The learning methods appropriately assess 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 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.