



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code : ITM2308

Course Title : Tour Planning and Operation

Credits : 3 (3-0-6)

Program : Tourism Management International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester : 1 **Academic Year :** 2017

Section 1 General Information

1. Code and Course Title :

Course Code: ITM 2308
Course Title (English): Tour Planning and Operation
Course Title (Thai): การวางแผนและการดำเนินงานนำเที่ยว

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:

- | | |
|--|---|
| <input type="checkbox"/> General Education | <input checked="" type="checkbox"/> Required Course |
| <input type="checkbox"/> Elective Course | <input type="checkbox"/> Others |

4. Lecturer Responsible for Course and Instructional Course

Lecturer (s) :

4.1 Lecturer Responsible for Course: Ms.Yanika Chuentako

4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number Tel. 092-745-5979 E-mail yanika.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2017

6.2 Number of the students enrolled 1 class (5 students)

7. Pre-requisite Course (If any)

Course Code: None Course Title None

8. Co-requisite Course (If any)

Course Code: None Course Title None

9. Learning Location

Building: International College, Nakhon Pathom Education Center

Room Number: 407

Date: Wednesday, 9.00-12.00

10. Last Date for Preparing and Revising this Course:

Date 6th Month August Year 2017

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 within 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

- (1) Have understanding of theories and concepts in tourism management.
- (2) Have understanding of case studies relevant to tourism management.
- (3) Be able to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries.

1.3 Cognitive Skills

- (1) Be able to apply theories and concepts in tourism management in case studies and real situations.
- (2) Be able to solve problems that may occur during managing tours.
- (3) Be able to solve problems that may occur during cooperative education.

1.4 Interpersonal Skills and Responsibility

- (1) Be able to adjust to work in team both as leader and follower.
- (2) Have responsibility for individual and group assignments.
- (3) Have ability in adjusting themselves in multi-cultural environment.

1.5 Numerical Analysis, Communication and Information

Technology Skills

- (1) Have basic skill of computer to use in daily life as well as in workplace.
- (2) Have ability in both oral and written communication in English.
- (3) Be able to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.

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 Major Requirement Courses, undergraduate students program in Tourism Management Program should have essence of knowledge in organizing tours, procedures of tour operator, costing and pricing, planning itineraries, advertising and public relation as the concepts and principles of tour planning and operation as well as having an ability to apply the lessons with case studies and in actual work.

Section 3 Characteristics and Operation

1. Course Outline

(English) Structure of tour operator business, related departments, destination survey for producing itinerary, selecting accommodation, transfers and transportation, managing meals and activities, controlling guides and training, promoting, costing and quotation, marketing, launching and operating the tour. Study examples of tariffs and pricing tables of tours and transfers. Practical included.

(Thai) โครงสร้างของบริษัทจัดนำเที่ยว และองค์กร การปฏิบัติงานจัดนำเที่ยว การสำรวจสถานที่ท่องเที่ยว การวางแผนโปรแกรมนำเที่ยว การเลือกสินค้าบริการเพื่อจัด โปรแกรมท่องเที่ยว การตลาดและส่งเสริมการขาย การทำงบประมาณรายได้ การขายและกำไร การปฏิบัติการทัวร์ ศึกษาความปลอดภัยและปัญหาที่อาจเกิดขึ้นระหว่างการท่องเที่ยว การทัศนศึกษา

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)
45 hours	0 hour	90 hours	Upon Request

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 305 Building International College, International College (Nakhonpathom Education Centre/SSRU)

3.2 Consulting via office telephone/mobile phone: 092-745-5979

3.3 Consulting via E-Mail yanika.ch@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Line: yanika.cee

3.5 Consulting via Computer Network (Internet/Web board)

Teacher website: www.teacher.ssru.ac.th/yanika_ch

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Be able to deliver or to complete a required task within 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 Teaching Strategies

(1) The team of students will help to remind other team members to be on time. Running field trips is another strategy used in building student's punctuality characteristic.

(2) Bring students on field trips to cultural and historical attractions as well as local communities in order to nurture students' respect for places and persons.

(3) Provide examples of truthfulness and accuracy in classroom such as no plagiarism, in doing assignments, in doing assignments, and during extra activities and field trips.

(4) Provide case studies that explain ethics in careers in tourism.

1.3 Assessment Strategies

- (1) Monitor students' attendance.
- (2) Evaluate from how much students' level of satisfaction and change of attitudes.
- (3) Evaluate from how much students' papers and presentations are accurate.
- (4) Evaluate from students' responsibility on their contribution on group projects.

2. Knowledge

2.1 Knowledge to be developed

- (1) Have understanding of theories and concepts in cross-cultural communication in ASEAN tourism.
- (2) Have understanding of case studies relevant to tourism management.
- (3) Be able to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries.

2.2 Teaching Strategies

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.
- (3) Invite guest speaker who is an expert in real world of tourism business management.

2.3 Assessment Strategies

- (1) Evaluate from test, midterm, and final examination.
- (2) Evaluate from group project report, operating tour, conducting research and organizing seminar.
- (3) Evaluate from class presentation.
- (4) Evaluate from oral test and conducting tour.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Be able to apply theories and concepts in tourism management in case studies and real situations.
- (2) Be able to solve problems that may occur during managing tours.
- (3) Be able to solve problems that may occur during cooperative education.

3.2 Teaching Strategies

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.
- (3) Apply Tour Business Training Project.
- (4) Use research and seminar teaching style.

3.3 Assessment Strategies

- (1) Evaluate from test, midterm, and final examination.
- (2) Use Rubric Assessment Criteria in evaluating students' performance in participating in Tour Business Training Project.
- (3) Use Rubric Assessment Criteria in evaluating students' performance in participating in research project and seminar.

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to adjust to work in team both as leader and follower.
- (2) Have responsibility for individual and group assignments.
- (3) Have ability in adjusting themselves in multi-cultural environment.

4.2 Teaching Strategies

- (1) Have group participation in class, class works, and university's projects.
- (2) Use cooperative learning techniques.
- (3) Have field trips and research.

4.3 Assessment Strategies

- (1) Evaluate from group project, operating tour and conducting research.
- (2) Evaluate from class presentation and participation.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Have basic skill of computer to use in daily life as well as in workplace.
- (2) Have ability in both oral and written communication in English.
- (3) Be able to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.

5.2 Teaching Strategies

- (1) Have courses that train students about how to apply ICT in different functions of tourism management
- (2) Have group presentation, group discussion for case studies.
- (3) Use e-learning.
- (4) Use cooperative education to provide students with on- the job training in online tour operators or tourism organizations with ready and strong IT systems in business management, operation and administrative functions.

5.3 Assessment Strategies

- (1) Evaluate from group presentation and group discussion.
- (2) Evaluate from performance of students in presenting searched information in presentation and paper writing forms.

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 <ul style="list-style-type: none"> • 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 hrs	<ul style="list-style-type: none"> • Pre-test • Direct instruction 	Ms. Yanika
2	Topic 2: License, Permit and Legislation for Tour Operators and Travel agencies <ul style="list-style-type: none"> • Standard for tourism business set by Bureau of Tourism Business and Guide Registration 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
3	Topic 2: License, Permit and Legislation for Tour Operators and Travel agencies (Cont) <ul style="list-style-type: none"> • Standard for tourism business set by Bureau of Tourism Business and Guide Registration 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
4	Topic 3: Tour Operation concepts <ul style="list-style-type: none"> • Tour planning and arranging concepts • How to deal with unexpected situations 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
5	Topic 4: Elements of the tour arrangement <ul style="list-style-type: none"> • Tourist attraction • Transportation 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion 	Ms. Yanika

	<ul style="list-style-type: none"> • Accommodation • Restaurant • Souvenir shop • Tourists Guide and Tour Leader 		<ul style="list-style-type: none"> • Exercise • E- learning 	
6	Topic 5: Structure of a tour operator business/travel agency and related departments <ul style="list-style-type: none"> • Departments within a typical tour operator • Responsibilities of each department and its relationship 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
7	Topic 6: Business plan and marketing plan for a tour operator/travel agency <ul style="list-style-type: none"> • Significance of business plan • Main components of business plan 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • E- learning • Midterm review 	Ms. Yanika
8	Midterm Examination			Ms. Yanika
9	Topic 7: Tour programme planning and management and special considerations <ul style="list-style-type: none"> • Characteristics of tour products • Type of tour product • Ingredients of Successful Packages • Considerations of a tour • Controlling guides and training 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
10	Self-Study: Destination survey for producing itinerary	3 hrs	<ul style="list-style-type: none"> • Self-Study 	Ms. Yanika
11	Topic 8: Negotiation and working with tourism-related service providers <ul style="list-style-type: none"> • Selecting accommodation • Airlines, other kinds of transportation (buses, rail) and 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Exercise • E- learning 	Ms. Yanika

	transfers <ul style="list-style-type: none"> • Meals • Cruise ships • Activities and attractions 			
12	Topic 9: Interpretive Guiding <ul style="list-style-type: none"> • Tours cost and sales price determination • Tour costing and quotation • Sales price determining • Tariffs and pricing tables of tours and transfers 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Exercise • E- learning 	Ms. Yanika
13	Topic 10: Distribution channels for tour products <ul style="list-style-type: none"> • The chain of distribution • Factors to be considered when choosing the channels of distribution • Choice of distribution channels 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
14	Topic 11: Tour marketing and promotion <ul style="list-style-type: none"> • Sales and promotion strategies • Brochure designing 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika
15	Topic 12: Launching, operating and following up the tour <ul style="list-style-type: none"> • Launching and operating the tour • Following up the tour 	3 hrs	<ul style="list-style-type: none"> • Field Trip at Bangkachao, Samut Prakarn • Integrate with Tour Planning and Operation subject 1/2016 	Ms. Yanika
16	Final Examination			Ms. Yanika

2. Learning Assessment Plan

	Learning Outcome	Assessment	Time Schedule	Proportion for
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		Activities	(Week)	Assessment (%)
1	<p>Morals and Ethics</p> <p>(1) The ability to deliver or to complete a required task within the appointed time when conducting tour.</p> <p>(2) The ability to do the right thing according to the values, beliefs and principles they claim to hold.</p> <p>(3) The ability to make decisions in tourism business according to moral concepts and judgments.</p>	Attendance criteria	Throughout the semester	10%
2	<p>Knowledge</p> <p>(1) The ability to understand of theories and concepts in tourism</p> <p>(2) The ability to understand of case studies relevant to tourism management.</p> <p>(3) The ability to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries.</p>	Midterm & Final Examination	1) Week 8 2) Week 16	20 % 30 %
3	<p>Cognitive Skills</p> <p>(1) The ability to apply theories and concepts in tourism management in case studies and real situations.</p> <p>(2) The ability to solve problems that may occur during managing tours.</p> <p>(3) The ability to solve problems that may occur during cooperative education.</p>	Assignments/ Reports	Throughout the semester	20%
4	<p>Interpersonal Skills and Responsibilities</p>			

	<p>(1) The ability to adjust to work in team both as leader and follower.</p> <p>(2) The ability to response for individual and group assignments.</p> <p>(3) The ability to adjust themselves in multi-cultural environment.</p>	Group work	Throughout the semester	20 %
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) The ability to have basic skill of computer to use in daily life as well as in workplace.</p> <p>(2) The ability to do both oral and written communication in English.</p> <p>(3) The ability to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.</p>	E-Learning	Throughout the semester	5%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Douglas Pearce. (1992). Tourism Organization. New York: John Willey & Sons, Inc.

Holloway, Christopher J, *The Business of Tourism*. Pitman Publishing. 1999

Mancini Marc, *Conducting Tour*. New York: Delmar Publishing Company. 1996

Roger HA and Smith, LA. *Tourism : Management of Facilities*. Pitman Publishing. 1993

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

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

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

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

5.2 Assign 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		
	● Major Responsibility									○ Minor Responsibility								
Course Category: <i>Required Course</i>	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: ITM 3208 Course Title: Tour Planning and Operation		●	○	●	○	○	●	○	○	○	●	○	○	●	○	○	○	○