



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: ITM 2207

Course Title : Information Technology for Tourism and Hotel

Credits : 3 (3-0-6)

Program: Tourism Management

International College Suan Sunandha Rajabhat University (SSRUIC)

Semester : 3 Academic Year : 2017

Section 1 General Information

1. Code and Course Title :

Course Code: ITM 2207
Course Title (English): Information Technology for Tourism and
Hotel
Course Title (Thai): เทคโนโลยีสารสนเทศเพื่อการท่องเที่ยวและโรงแรม

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) :

4.1 Lecturer Responsible for Course: Miss Yanika Chuentako

4.2 Instructional Course Lecturer(s): Miss Yanika Chuentako

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: 2 Year of Study 2017

6.2 Number of the students enrolled 5 students

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building Number: SSRUIC Room Number

10. Last Date for Preparing and Revising this Course:

Date 18 Month May Year 2018

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, including presenting at the appointed time when conducting a tour.
- (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 General Education Courses, undergraduate students program in Tourism Management Program should have essence of knowledge in the developing of Information and Technology in Tourism Management as well as having 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 information and technology for tourism management and hotel.

Section 3 Characteristics and Operation

1. Course Outline

(English) The forces of change in developing information technology (IT) in tourism management, impacts in demand and supply, origins of technology utilization in tourism: CRS (Computerized Reservation Systems), GDS (global distribution systems), terms specification, basic principles, structure and system functioning. IT basic uses in functions and systems in tourism and hotel market. Practical included

(Thai) ปัจจัยในการพัฒนาเทคโนโลยีสารสนเทศในการจัดการท่องเที่ยวผลกระทบต่อเชิงอุปสงค์และอุปทานด้านการท่องเที่ยว พัฒนาการการใช้เทคโนโลยีสารสนเทศในอุตสาหกรรมท่องเที่ยว เช่น ระบบ CRS และ GDS คำจำกัดความ หลักการพื้นฐาน โครงสร้าง ระบบปฏิบัติการ การใช้เทคโนโลยีสารสนเทศพื้นฐานในการตลาดการท่องเที่ยวและโรงแรม การฝึกปฏิบัติ

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)
48	-	90	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 SSRUIC International College (Nakhonpathom Education Center/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

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, including presenting at the appointed time when conducting a tour.
- (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, 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 and field trips.

2. Knowledge

2.1 Knowledge to be developed

- (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.

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.

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 to Information Technology <ul style="list-style-type: none"> • IT jargons • Current situation for Information Technology • Future situation for Information Technology 	3 hours	<ul style="list-style-type: none"> • Direct Instruction • E-learning • Pre-Class quiz • Group Discussion 	Miss Yanika
	Topic 2 Introduction to Information System (IS) and Information Technology (IT) <ul style="list-style-type: none"> • ICT revolution • Digital economy • Digital enterprise • eTourism versus ICT • IT versus IS 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study • Exercise • E- learning 	Miss Yanika
2	Topic 3 Data management, data center and business intelligence <ul style="list-style-type: none"> • Sources of data, collection, and quality • DBMS • Database applications • Conceptual, logical, and physical data 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika

	<ul style="list-style-type: none"> • Internet and Data Management • eCRM • ERP 			
	<p>Topic 4 Telecommunications and networks</p> <ul style="list-style-type: none"> • Characteristic and standard of networks • Describe wireless, and mobile network • Explain the impacts of collaboration on business performance • ICT applications in tourism • Telecommunications and applications 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
3	<p>Topic 5 Computer Reservation System (CRS) and Global Distribution System (GDS) 01</p> <ul style="list-style-type: none"> • CRS and GDS for Travel Agencies 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
	<p>Topic 5 Computer Reservation System (CRS) and Global Distribution System (GDS) 02</p> <ul style="list-style-type: none"> • CRS and GDS for Tour Operators 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
4	<p>Topic 6 Cloud computing and applications</p> <ul style="list-style-type: none"> • Concepts of cloud 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion 	Miss Yanika

	<ul style="list-style-type: none"> • Cloud and business applications • Cloud and the vision of future • Cloud and social impacts 		<ul style="list-style-type: none"> • Exercise • E- learning 	
	<p>Topic 7 Introduction to E-Commerce/ e-Tourism</p> <ul style="list-style-type: none"> • E-Commerce applications • Functions and bartering • Business-to-business applications • Electronic Payment Systems • Mobile computing and m-commerce • Wireless standards and transmission networks • Threats to EC and MC 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
5	<p>Topic 8 Demand and Supply in e-Tourism</p> <ul style="list-style-type: none"> • eHospitality • eTour Operators • eTravel Agencies • Social impact, Privacy, and Ethical • Issues in Information Systems and the Internet • Threats, virus, spam, 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika

	<p>malware</p> <ul style="list-style-type: none"> • Computer crime • Ethical issue in Information systems • Prevention in computer-related crime 			
Midterm Examination				
6	<p>Topic 9 Information Technology in Operation Management in Tourism</p> <ul style="list-style-type: none"> • Tourism distribution • Digital tourism organization • Internet based eTourism • eTourism management • Partner systems eTourism 	3 hours	<ul style="list-style-type: none"> • Direct instruction • Group discussion • E- learning 	Miss Yanika
	<p>Topic 10 eTravel Agencies</p> <ul style="list-style-type: none"> • Travel agency structures • IT for leisure travel • Internet and travel agencies • The future of travel agencies 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
7	<p>Topic 11 eTour Operators</p> <ul style="list-style-type: none"> • Tour functions and structures • Travel network 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise 	Miss Yanika

	employment <ul style="list-style-type: none"> • Tour operators • The future of tour operators 		<ul style="list-style-type: none"> • E- learning 	
	Topic 13 eHospitality <ul style="list-style-type: none"> • Accommodation establishment • Strategic role for hotels • Accommodation properties • The future of eHospitality 	3 hours	<ul style="list-style-type: none"> • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
8	Topic 14 Presentation by Use of Graphic Design Tools	3 hours	<ul style="list-style-type: none"> • Presentation • E-learning 	Miss Yanika
Final Examination				

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.	Attendance criteria	Throughout the semester	10 %

	(3) The ability to make decisions in tourism business according to moral concepts and judgments.			
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 5 2) Week 8	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</p>	Group work	Throughout the	15 %

	<p>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>		semester	
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

eTourism : Information Technology for Strategic Tourism Management, by Dimitrios Buhalis – FT Prentice Hall – 2003

Information Technology Management : Transforming Organizations in the Digital Economy 7Ed, John Wiley, by Efraim Turban and Linda Volonino, 2010
ISBN: 978-0-470-40032-6, paperback 648 pages

Principles of Information Systems by Ralph Stair and George Reynolds 11Edition – Cengage Learning – 2014

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		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Category Required Course	● Major Responsibility									○ Minor Responsibility								
Course Code ITM 2207 Course Title Information Technology for Tourism and Hotel	●	○	○	●	○	○	●	○	●	○	●	○	●	●	○	-	-	-