TQF.3

✓ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: TRM 2206
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): -

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: 1 Year of Study 2017

6.2 Number of the students enrolled 32 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 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

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 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, hotel and restaurant.

Section 3 Characteristics and Operation

1. Course Outline

(English) Concepts, theories, and guidelines in the application of information technology system for the management and operation of hospitality businesses, benefits and impacts of the application of information technology in the business, using information technology in a secure and ethical manner, the use of Global Distribution System (GDS) and Property Management System in tourism, hotel, and restaurant businesses, practice is 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)
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 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 Teaching Strategies

    (1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;

    (2) Provide case studies that explain ethics in careers in the tourism industry; and

    (3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

1.3 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.

2. Knowledge

2.1 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.

2.2 Teaching Strategies

(1) Use problem-based learning

(2) Use cooperative learning strategies

(3) Use case studies

(4) Invite guest speakers who are experts in the field of tourism management to give special lectures.

2.3 Assessment Strategies

(1) Quizzes

(2) Midterm and final examination

(3) Assignments

3. Cognitive Skills

3.1 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

3.2 Teaching Strategies

(1)　Use problem-based learning

(2)　Use cooperative learning strategies

(3)　Use case studies

(4)　Invite guest speakers who are experts in the field of tourism management to give special lectures.

3.3 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.

4.2 Teaching Strategies

(1)　Group assignments

(2)　Use cooperative learning strategies

(3)　Field trips

4.3 Assessment Strategies

(1) Students' contribution and behavior in group assignments

(2) Class presentation

5. 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.

5.2 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 classes.

(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 to Information Technology** • IT jargons • Current situation for Information Technology • Future situation for Information Technology	3 hours	• Direct Instruction • E-learning • Pre-Class quiz • Group Discussion	Miss Yanika
	Topic 2 **Introduction to Information System (IS) and Information Technology (IT)** • ICT revolution • Digital economy • Digital enterprise • eTourism versus ICT • IT versus IS	3 hours	• PBL • Direct instruction • Case study • Exercise • E- learning	Miss Yanika
2	**Topic 3** **Data management, data center and business intelligence** • Sources of data, collection, and quality • DBMS • Database applications • Conceptual, logical, and physical data	3 hours	• PBL • Direct instruction • Case study discussion • Exercise • E- learning	Miss Yanika

	• Internet and Data Management • eCRM • ERP			
	Topic 4 **Telecommunications and networks** • 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	• PBL • Direct instruction • Case study discussion • Exercise • E- learning	Miss Yanika
3	**Topic 5** **Computer Reservation System (CRS) and Global Distribution System (GDS) | 01** • CRS and GDS for Travel Agencies	3 hours	• PBL • Direct instruction • Case study discussion • Exercise • E- learning	Miss Yanika
	Topic 5 **Computer Reservation System (CRS) and Global Distribution System (GDS) | 02** • CRS and GDS for Tour Operators	3 hours	• PBL • Direct instruction • Case study discussion • Exercise • E- learning	Miss Yanika
4	**Topic 6** **Cloud computing and applications** • Concepts of cloud	3 hours	• PBL • Direct instruction • Case study discussion	Miss Yanika

	• Cloud and business applications • Cloud and the vision of future • Cloud and social impacts		• Exercise • E- learning	
	Topic 7 **Introduction to E-Commerce/ e-Tourism** • 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	• PBL • Direct instruction • Case study discussion • Exercise • E- learning	Miss Yanika
5	**Topic 8** **Demand and Supply in e-Tourism** • eHospitality • eTour Opearators • eTravel Agencies • Social impact, Privacy, and Ethical • Issues in Information Systems and the Internet • Threats, virus, spam,	3 hours	• PBL • Direct instruction • Case study discussion • Exercise • E- learning	Miss Yanika

	malware • Computer crime • Ethical issue in Information systems • Prevention in computer-related crime			
	Midterm Examination			
6	**Topic 9** **Information Technology in Operation Management in Tourism** • Tourism distribution • Digital tourism organization • Internet based eTourism • eTourism management • Partner systems eTourism	3 hours	• Direct instruction • Group discussion • E- learning	Miss Yanika
	Topic 10 **eTravel Agencies** • Travel agency structures • IT for leisure travel • Internet and travel agencies • The future of travel agencies	3 hours	• PBL • Direct instruction • Case study discussion • Exercise • E- learning	Miss Yanika
7	**Topic 11** **eTour Operators** • Tour functions and structures • Travel network	3 hours	• PBL • Direct instruction • Case study discussion • Exercise	Miss Yanika

	employment • Tour operators • The future of tour operators		• E- learning	
	Topic 13 eHospitality • Accommodation establishment • Strategic role for hotels • Accommodation properties • The future of eHospitality	3 hours	• Direct instruction • Case study discussion • Exercise • E- learning	Miss Yanika
8	**Topic 14** **Presentation by Use of** **Graphic Design Tools**	3 hours	• 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) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve	Attendance/ Discipline	Throughout the semester	10%

	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.			
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	Midterm & Final Examinations	5/8	20% and 30 %

	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.			
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	Assignments	Throughout the semester	20%

	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			
4	**Interpersonal Skills and Responsibilities** (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	Group/Pair work	Throughout the semester	15%

	the improvement of self-academic learning and the profession continuously.			
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	E-Learning	Throughout the semester	5%

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

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		
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 2206 Course Title Information Technology for Tourism and Hotel	○	○	○	●	●	●	○	○	○	●	●	○	●	●	●	○	-	-	-