



Course Specification

Course Title Seminar on Contemporary Issues in Hospitality

Course Code 3573902

Semester 1 Academic Year 2018

Bachelor of Arts Programme in Hospitality Management

(International Programme)

School of Tourism and Hospitality Management

Suan Dusit University

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Course Specification

Name of institution	Suan Dusit University
Campus/faculty/department	School of Tourism and Hospitality Management

Section1 General Information

1. **Course code and course title**
3573902 Seminar on Contemporary Issues in Hospitality
2. **Number of credits**
3 (3 - 0 - 6) (Lecture - Lab - Self - Study)
3. **Curriculum and type of subject**
 - 3.1 Bachelor of Arts Programme in Hospitality Management
 - 3.2 Type of Subject Major Requirement Course
4. **Responsible faculty members**
 - 4.1 course coordinator Dr.Rungnapa Lertpatcharapong
 - 4.2 Instructors Dr.Rungnapa Lertpatcharapong **Section A1**
5. **Semester / year of study**
Semester 2 academic year 2017 / Student Year 2
6. **Pre-requisite (if any)**
None
7. **Co-requisites (if any)**
None
8. **Venue of study**
Suan Dusit University
9. **Date of latest revision**
May, 2018

Section 2 Aims and Objectives

1. Aims of the Course

1.1 Cognitive Theory (Knowledge from learning)

- Have an in depth understanding of contemporary issues in hospitality and tourism.

- Have an in depth understanding of the conceptual aspects of tourism such as destination marketing, sustainable tourism, destination life, and tourism impacts.

1.2 Skills (Abilities and skills acquired from learning)

- Be able to discuss the concept of contemporary issues in the industries and provide discussion with critical evaluation

1.3 Moral (Attitudes, Moral and Ethical derived from learning)

- Students are expected to have a positive attitude toward their careers in moral expression and always work with ethically and consistently as usual.

2. Objectives of Course Development/Modification

The study of political, economic, social and cultural contexts, environmental law, and technology is considered to be of great importance in the industry. It helps students to know the trends and contemporary issues in the principle of service industry, or to organize the seminar meeting. The understanding of each factors have high influence toward the service industry. This is the respondent to meet the criteria of customer's needs and effected to their satisfaction. It can be said that this understanding contemporary issues can influence through the future service industries. Thus, instructor decided to create and open this course for student who really need to know the knowledge and understanding the main contextual issues in the service industry and able to analyze the synthesis the principle of the service industry management to meet the customer's needs and wants to impress the customer's satisfy or their own career path by focusing on the modern management of contemporary issues from the hospitality industry and the seminar organized service and to improve the teaching and learning style in the new format called "Active Learning" as well.

Section 3: Course Description and Implementation

1. Course Description

Provides an examination of selected contemporary issues in hospitality and focuses on the in-depth evaluation of aspects of the industries needs for the 21st century. It aims to develop a conceptual understanding of hospitality in the broader and consistently evolving context of political, economic, technological, environmental, and social-cultural forces.

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45 hours	-	-	90 hours

3. Number of hours that the lecturer provides individual counseling and guidance

- The faculty member provides academic advice and guidance to students (individual/group) 3 hours/week. Time and date will be informed in the first section.

Section 4 Development of Students' Learning Outcomes

1 Morality and Ethics

1.1 Expected outcome on morality and ethics

- (1) To realize good values, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.
- (2) To be self and social responsible with good attitude and behaviour.
- (3) To responsible of duties, good membership and develop leadership skills and act as a role model to others.
- (4) To be disciplined and follow the organisational and social rules and regulations.

1.2 Teaching methods

- The examples of moral and ethical issues in tourism industry,
- Role play of the situation, involving of moral and ethical issues in tourism industry,
- Discussion of the possible issues of moral and ethical issues in tourism industry and in society.

1.3 Evaluation methods

- Evaluate from students' disciplines such as punctuality,
- Evaluate from responsibilities on assigned tasks,
- Evaluate from attending the classes, participating class activities, group discussion.

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

(1) To understand the important principles and theories of hospitality organisational behavioural and interpersonal skills, international marketing, tourist behaviour and related skills systematically and globally.

(2) To be able to integrate knowledge of hospitality with other related fields.

(3) To understand research designs and methodology in order to solve organisation problems and to develop organisation knowledge management.

2.2 Teaching methods

- Lecture
- Active Learning: Individual work/ practice
- Active Learning: Group work
- Active Learning: Group discussion
- Active Learning: Case study and research

2.3 Evaluation methods

The evaluation will be considered from scores of:

- Midterm and Final Examination
- Individual Presentation

- Group discussion
- Class Participation

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

- (1) To be able to evaluate and analyse data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth.
- (2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations.

(3) **To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields.**

3.2 Teaching methods

- Individual study
- Group discussion
- Attending seminar on hospitality

3.3 Evaluation methods

The results of evaluation are derived from the student's outcomes and practices such as presentation in class, examination by testing and interviewing, and class observation.

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

(1) **To be able to work with others and solve the problems both as a good leader and a good team member.**

(2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

- Demonstrate the ability to work with others.
- Demonstrate the responsibility on delegated work.
- Be able to suitably adapt to situation and organizational culture of work places.
- Demonstrate the human relationship.
- Demonstrate the leadership.

4.3 Evaluation methods

- A student's behaviour and expression are evaluated from group presentation, activity participation, and entirety, obviousness, and accuracy of information.

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

(1) To be able to apply foreign languages effectively when communicate both academically and professionally.

(2) To be able to communicate effectively with foreigners from different culture in different situation.

(3) To be able to use information technology suitably in different operations.

(4) To be able to analyse and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

Instructors should arrange learning activities for students to analyse simulated situation, present problem solving, and learn the techniques of information technology application in many situations.

5.3 Evaluation methods

Evaluate the ability in applying theories and selecting the information technology application or related mathematics and statistics for presentation.

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topics	Hours	Teaching & Learning Activities, Instructional Media (If any)	Instructor
1	Course introduction <ul style="list-style-type: none"> - Course syllabus overview - Course objective and evaluation 	3	-Distribute the Course syllabus -Lecture method Media -Power point	Dr. Rungnapa Lertpatcharapong
2	Introduction to Seminar on Contemporary Issues in Hospitality	3	- Pair and divide students group for 3-5 students per group	Dr. Rungnapa Lertpatcharapong

Week	Topics	Hours	Teaching & Learning Activities, Instructional Media (If any)	Instructor
			-Instructor asks the question to start the topic discussion. -Classroom discussions Media -Power point	
3	Contemporary Topics for Tourism and Hospitality	3	- Pair and divide students group for 3-5 students per group - Distribute the abstract or article - Give students some time to think about the questions and formulate a response. -Classroom discussions Media -Journal Article/Abstract	Dr. Rungnapa Lertpatcharapong
4	Eco-Tourism and Cultural Tourism	3	- Open the video clip on the topic -Pair and divide students group for 3-5 students per group -Allow them to share their comments and making the role play. -Classroom discussions Media -Journal Article on the topic	Dr. Rungnapa Lertpatcharapong

Week	Topics	Hours	Teaching & Learning Activities, Instructional Media (If any)	Instructor
5	Mind mapping on the topic selected	3	-Pair and divide students group for 3-5 students per group -Give A4 paper to each group for writing “Mind Map” which related to the content briefly. -Group Research Media -Case study	Dr. Rungnapa Lertpatcharapong
6-7	Reading Week	6	- Pair and divide students group for 3-5 students per group - Distribute the abstract or article - Give students some time to think about the questions and formulate a response. -Classroom discussions Media -Journal Article/Abstract	Dr. Rungnapa Lertpatcharapong
8	Mid-Term Examination			
9	Component of Tourism	3	- Pair and divide students group for 3-5 students per group -Instructor asks the question to start the topic discussion. -Classroom discussions Media -Power point	Dr. Rungnapa Lertpatcharapong

Week	Topics	Hours	Teaching & Learning Activities, Instructional Media (If any)	Instructor
10	Sustainable Destination Competiveness	3	-Pair and divide students group for 3-5 students per group -Give A4 paper to each group for writing “Mind Map” which related to the content briefly. -Group discussions Media -Power point	Dr. Rungnapa Lertpatcharapong
11	Destination life cycle model	3	- Pair and divide students group for 3-5 students per group -Instructor asks the question to start the topic discussion. -Classroom discussions Media -Power point	Dr. Rungnapa Lertpatcharapong
12	Destination Branding <ul style="list-style-type: none"> - The case of Amazing Thailand - Perceptual Image of Thailand 	3	- Pair and divide students group for 3-5 students per group -Give an assignment to student to search either the article -Classroom discussions Media -Journal Article/Abstract	Dr. Rungnapa Lertpatcharapong

Week	Topics	Hours	Teaching & Learning Activities, Instructional Media (If any)	Instructor
13	Tourism Impact by the Chinese Tourists	3	<ul style="list-style-type: none"> -Open the video clip on the topic -Pair and divide students group for 3-5 students per group -Allow them to share their comments <p>Media</p> <ul style="list-style-type: none"> - The video clip “Watch Lost in Thailand” 	Dr. Rungnapa Lertpatcharapong
14-15	Attending a Seminar on Hospitality and Tourism	6	<ul style="list-style-type: none"> -Students are required to attend either one of the national seminar or the international seminar before final examination period. - Instructor and students are together conclude the lesson and activities. -Classroom discussions <p>Media</p> <ul style="list-style-type: none"> - Power point 	Dr. Rungnapa Lertpatcharapong
16	Final Examination			

NB. The course is subject to change without prior notice to fit the changing tourism and hospitality circumstances.

2 Evaluation Plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.2,1.3	Observe behavior, Participation	1-15	10%
2	2.1	Presentation, Pair work, Group work	1-15	20%
3	3.3,4.1	Midterm Examination	8	20%
4	1.2,1.3,2.1,3.3, 4.1,5.3	Final Examination	16	30%

Evaluation

Learning Outcomes	Evaluation Methods	Week	Proportion of Evaluation (%)
1	Participation, Attendance	1-15	10
2	Mid-term exam	8	20
3	Course Assignment	14	50
4	Final exam	16	20

Section 6 Teaching Materials and Resources

1. Texts and main documents

Pike, R. W. (2002). Creative training techniques books. (3rd edition) HRD Press Inc.: USA.
Giatchokchai, P. (2006). Seminar for excellence. (5rd edition) Pimluck Inc.: Thailand.

2. Documents and important

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3. Documents and recommended information

Henderson JC. (2007). Uniquely Singapore? A case study in destination branding. *Journal of Vacation Marketing* 13: 261-274.

Mathew V. (2009). Sustainable tourism: A case of destination competitiveness in South Asia. *South Asian Journal of Tourism and Heritage* 2: 83-89.

Yan L. (2011). Sustainable Development and Chinese Tourism Industry. *Interdisciplinary Journal of Contemporary Research in Business* 3: 23-30.

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Self-assessment and critical reflection
- Students' online evaluation and feedback

2. Evaluation strategies in teaching methods

- Self-observation
- Peer observation and review

3. Improvement of teaching methods

- Increase general knowledge, skills, and teaching competency in order to introduce new instructor models or methodologies
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education

4. Evaluation of students' learning outcome

Student achievement is measured and evaluated by

- Individual improvement (In-class observation)
- Exam results

5. Review and improvement for better outcome

- Assess each and every subject in school curriculum correspondingly to course objectives together with course syllabus and TQF3
- Follow up and examine academic result of both overall student and individuals, especially, the student with GPA less than standard specified by university criteria