

TQF.3

The Business of Tourism

Preface

The objectives of the course are to study an introduction to the business environment of the various tourism sectors, students will gain an understanding of the issues that are integral components of operating both small and large tourism business.

Table of Contents

Chapter		Page
Chapter 1	General Information	4
Chapter 2	Aims and Objectives	5
Chapter 3	Description and Implementation	5
Chapter 4	Improvement of Student Learning Outcomes	6
Chapter 5	Teaching and Evaluation Plans	8
Chapter 6	Teaching Materials	10
Chapter 7	Evaluation and Improvement of Course management	10

Course Details

Name of Institution	Suan Dusit Rajabhat University
Campus/Faculty/Division	School of Tourism and Hospitality Management

Chapter 1 General Information

1. Code and Course

Course Code 3572217 Course **The Business of tourism**

2. Credit Ponds

3(3-0-6)

3. Programme and Type of Course

Bachelor of Arts Programme in Hospitality Management

4. Course Convenor and Lecturers

Tipvimon Prasertsri

5. Semester/Year of Study

1st Semester/2nd Year

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Location

Suan Dusit Rajabhat University

9. Latest Update of Course Specifications

2013

Chapter 2 Aims and Objectives

1. Aims of Subject

The objectives of the course are to study an introduction to the business environment of the various tourism sectors, students will gain an understanding of the issues that are integral components of operating both small and large tourism business.

2. Objectives for Development/Improvement

1. To gain a general idea about tourism business
2. To be able to explain the principles, practices and scope of tourism business
3. To have knowledge about travel products and services
4. To apply the knowledge and develop the personal skills for working in tourism industry

Chapter 3 Description and Implementation

1. Course Description

The objectives of the course are to study an introduction to the business environment of the various tourism sectors, students will gain an understanding of the issues that are integral components of operating both small and large tourism business.

2. Teaching Hours per Semester

Lecture	Additional Lecture	Practice/Field Experience/Internship	Self-directed Learning
45 hours per semester	As requested by students	-	6 hours per week

3. Academic Advising Time for Students

- In class
- Course convenor will be available for additional academic advice for 2 hours per week

Chapter 4 Improvement of Student Learning Outcomes

1. Morals and Ethics

1.1 Morals and ethics to be developed

Enable the students to be responsible, disciplined, honest and able to morally and ethically apply specific skills learnt throughout this course as follows:

- be aware of morals, ethics, and honesty
- be punctual, and responsible for oneself and the society
- be a leader at the same time as a follower, be able to work in a team and be able to provide solutions to conflicts
- be respectful towards opinions of others as well as societal rules and regulations.

1.2 Teaching methods

- lecturing alongside with examples of moral and ethical issues such in referencing and matters related to intellectual property law
- organising a focus group to find relevant examples

1.3 Evaluation methods

- frequency of attendance and punctuality of assessment submission
- correct referencing

2. Knowledge

2.1 Knowledge to be acquired

- to acquire knowledge of tourism business

2.2 Teaching methods

Lecture, focus group, group work, academic presentation, analytical studies, academic assessments throughout the semester

2.3 Evaluation methods

- mid-term exam, and final exam

- other written and verbal assessments throughout the semester
- learning by doing (tour operated by students)

3. Cognitive Skills

3.1 Cognitive skills to be developed

Develop the cognitive ability to think in a systematic and analytical manner in order to prevent and remedy problems occurred during the learning process

3.2 Teaching methods

- group work and academic presentation
- group discussion regarding academic writing

3.3 Evaluation methods

- exams and assessments that focus on students' critical thinking analysis

4. Interpersonal Relationship Skills and Responsibilities

4.1 Interpersonal relationship skills to be developed

- interpersonal relationship with other students
- leadership skills and ability to work as a team member
- responsibility to submit assessments or complete any required tasks on time

4.2 Teaching methods

- delegate group work for group discussions
- require oral presentations

4.3 Evaluation methods

- self evaluation
- peer evaluation

5. Numeric analytical Skills, Communication Skills and Information Technology Skills

5.1 Numeric analytical skills, communication skills and information technologic skills to be developed

- speaking skills, listening skills and writing skills for academic purposes
- computer skills particularly Microsoft Word
- internet skills for research purposes

5.2 Teaching methods

- self study by learning from websites
- self study by practicing using computer software
- in class feedback after oral presentation

5.3 Evaluation methods

- reports and presentations using technology
- participation in discussions

Chapter 5 : Teaching and Evaluation Plans

1. Lesson Plan

Week	Topics	No. of Hours	Teaching & Learning Activities, Instructional Media (if any)	Faculty Member(s)
1	An introduction to tourism	3	PowerPoint Case studies	Tipvimon Prasertsri
2-3	- The demand for tourism -The economic impacts of tourism -The socio-cultural impacts of tourism -The environmental impacts of tourism	6	PowerPoint Case studies	Tipvimon Prasertsri
4	The structure and organisation of the travel and tourism industry	3	PowerPoint Case studies	Tipvimon Prasertsri
5	-Tourist destinations	3	PowerPoint	Tipvimon Prasertsri

	- Tourist attractions		Case studies	
6	Midterm Examination			
7	Business tourism	3	PowerPoint Case studies	Tipvimon Prasertsri
8	The hospitality sector: accommodation and catering services	3	PowerPoint Case studies	Tipvimon Prasertsri
9	- Tourist transport by air -Tourist transport by water -Tourist transport on land	3	PowerPoint Case studies	Tipvimon Prasertsri
10	Individual Presenting			
11	The management of visitors	3	PowerPoint Case studies	Tipvimon Prasertsri
12	The structure and role of the public sector in tourism	3	PowerPoint Case studies	Tipvimon Prasertsri
13	Tour operating	3	PowerPoint Case studies	Tipvimon Prasertsri
14	Selling and distributing travel and tourism	3	PowerPoint Case studies	Tipvimon Prasertsri
15	Ancillary tourism services	3	PowerPoint Case studies	Tipvimon Prasertsri
16	Final Examination			

2. Evaluation Plan

Learning Outcomes	Evaluation Methods	Week	Proportion of Evaluation (%)
1	Participation	1-15	20
2	Mid-term exam	6	30
3	In class exercises	2-15	20
4	Final exam	16	30

Chapter 6 Teaching Materials

1. Main texts and teaching materials

Cartwright R. and Baird C. (2002) **“The development and growth of the cruise industry”**. Oxford: Butterworth-Heinemann.

Davidoff P.G. and Davidoff D.S. (1995) **“Air Fares and Ticketing”, 3rd Edition**. New Jersey: Prentice Hall.

Foster D.L. (1991) **“The Business of Travel: Agency Operations and Administration”**. Singapore: McGraw-Hill Book Co. Ltd.

Howell D.W. (1993) **“Passort: An Introducton to the Travel and Tourism Industry”**, 2nd Edition. Ohio: South-Western Publishing Co.

Maurer E. (2003) **“Internet for the Retail Travel Industry”**. Canada: Delmar Learning.

Reilly R.T. (1991) **“Handbook of Professional Tour Management”**, 2nd Edition. United States of America: Delmar Publishers Inc.

Semer-Purzycki J. (2001) **“A Practical Guide to Fares and Ticketing”**, 3rd Edition. United States of America: Delmar

Stevens L. (1990) **“Guide to starting and operating a successful travel agency”**, 3rd Edition. United States of America: Delmar Publishers Inc.

Syratt G. (2000) “**Manual of Travel Agency Practice**”, 2nd Edition. Great Britain: Butterworth-Heinemann

Todd G. and Rice S. (1996) “**Travel Perspectives: A guide to becoming a travel agent**”, 2nd Edition. United States of America: Delmar Publishers.

Supplemental material: cases, articles, and exercises as supplied by instructor

2. Essential Teaching Resources

3. Recommended Teaching Resources

1. Journal of Tourism and Hospitality Research
2. Journal of Travel Research
3. Journal of Travel & Tourism Marketing
4. Journal of International Hospitality, Leisure & Tourism Management

Chapter 7 Evaluation and Improvement of Course Management

1. Strategies for Course Effectiveness Evaluation by Students

Effectiveness evaluation for this course is as follows:

- Interviews with students
- Observations of students’ responses during class
- Survey on lecturer evaluation

2. Strategies for Teaching Evaluation

The strategies for collection data for teaching evaluation are as follows:

- Exam results
- Revision of learning outcomes

3. Improvement of Teaching

- Seminar for course and teaching improvement
- Research for course and teaching improvement

4. Verification of Student Achievement in Class

- Revision of assessment evaluations by external lecturers or experts

5. Course Review and Improvement Plan for Course Effectiveness

- Improvement of course every 3 years or as recommended by experts
- Change of lecturers to provide students with different perspectives for the course