

TQF.3  
**Tour Operation  
Management**

## **Preface**

The objectives of the course are to study the type, business format, travel and tour agencies management, travel behavior, methods of operation, coordination of the tour, the basic skills of tour guides, and regulation in operating tour.

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## Course Details

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

## Chapter 1 General Information

### 1. Code and Course

Course Code 3572218 Course **Tour Operation Management**

### 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

1<sup>st</sup> Semester/2<sup>nd</sup> 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 the type, business format, travel and tour agencies management, travel behavior, methods of operation, coordination of the tour, the basic skills of tour guides, and regulation in operating tour.

### 2. Objectives for Development/Improvement

1. To gain a general idea about travel business management
2. To be able to explain the principles, practices and scope of tour operator management
3. To provide an understanding of the agency operations including documentary requirements, staff, reservations and compensation of agency
4. To have knowledge about travel products and services
5. 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 the type, business format, travel and tour agencies management, travel behavior, methods of operation, coordination of the tour, the basic skills of tour guides, and regulation in operating tour.

### 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 how to operate the tour management

#### 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 travel business management (Tourism as a system)	3	PowerPoint Case studies	Tipvimon Prasertsri
2-3	Types of package tour arrangement Types of inclusive tour	6	PowerPoint Case studies	Tipvimon Prasertsri

	concepts Tour management and planning			
4-5	Tour operation To create / plan a tour The interrelationship between market and tour product	6	PowerPoint Case studies	Tipvimon Prasertsri
6	<b>Midterm Examination</b>			
7	Elements of researching information, destination survey, designing the tour and planning the tour program	3	PowerPoint Case studies	Tipvimon Prasertsri
8	Itinerary development (Creating the itinerary and writing the tour itinerary)	3	PowerPoint Case studies	Tipvimon Prasertsri
9	Costing and pricing the tour	3	PowerPoint Case studies	Tipvimon Prasertsri
10-11	Tour guide and handling complaints	6	PowerPoint Case studies	Tipvimon Prasertsri
12-13	Travel products and services: ticketing and airlines operations	6	PowerPoint Case studies	Tipvimon Prasertsri
14	<b>Field Trip</b>			
15	<b>Group Presenting</b>			
16	<b>Final Examination</b>			

## 2. Evaluation Plan

Learning Outcomes	Evaluation Methods	Week	Proportion of Evaluation (%)
1	Participation	1-15	10
2	Mid-term exam	6	20
3	Learning by doing	14	50
4	Final exam	16	20

## 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”**, 2<sup>nd</sup> 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”**, 3<sup>rd</sup> Edition. United States of America: Delmar Publishers Inc.

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

3Todd 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