



Course Specification

Course Title: Tourism and Hospitality Management

Course Code: 3571124

Semester 1 Academic Year 2020

Bachelor of Arts in Hospitality Management
(International Programmed)
School of Tourism and Hospitality Management
Suan Dusit University

Content

	Page
Section 1 General information	3
Section 2 Aims and Objectives	4
Section 3 Course Description and Implementation	4
Section 4 Development of Students' Learning Outcomes	5
Section 5 Teaching and Evaluation Plans	9
Section 6 Teaching Materials and Resources	12
Section 7 Evaluation and Improvement of Course Management	12

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

Course Code: 3571124

Course title: Tourism and Hospitality Management

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: Specific Requirement Course Major: None

4. Responsible faculty members

4.1 course coordinator: Assistant Professor Dr. Pimmada Wichasin

4.2 Instructors: Assistant Professor Dr. Pimmada Wichasin **Section:** A1

5. Semester / year of study

Semester 1 Academic Year 2020/ Year 1

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

1 July 2020

Section 2 Aims and Objectives

1. Aims of the Course

1.1 Cognitive Theory (Knowledge from learning)

To Understand basic concepts and elements of tourism and hospitality industry, conceptual aspects of hospitality operation and management the importance roles of tourism and hospitality industry as an economic development tool in an international level

1.2 Skills (Abilities and skills acquired from learning)

- Applying the Knowledge of management the Industry. Having skill in analytical thinking and align with global changes in all dimensions.

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

- Understanding the Knowledge of tourism and hospitality management Industry with the wisdom of the Good Attitude perceptions as being a part of the Industry.

2. Objectives of Course Development/Modification

This course aims to provide knowledge of basic concepts and elements of tourism and hospitality industry, the importance roles of tourism and hospitality industry as an economic development tool in an international level to produce qualified tourism and hospitality human capital to society

Section 3: Course Description and Implementation

1. Course Description

Basic concepts and elements of tourism and hospitality industry, the importance roles of tourism and hospitality industry as an economic development tool in an international level

2. Number of Hours per Semester

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

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

- (1) To realize good values, moral conscience and ethics
- (2) To be self and social responsible with good attitude and behavior
- (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 organizational and social 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
- From assignment

2. Knowledge Development

2.1 Expected outcome on Knowledge and skills development

● (1) To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior 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 organization problems and to develop organization knowledge 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. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

(1) To be able to evaluate and analyze 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

- Group work and presentation
- Group discussion

3.3 Evaluation methods

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

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

- Delegate group work for group discussions
- Require oral presentations

4.3 Evaluation methods

- Self-evaluation
- Peer evaluation

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 analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

- Lecture and discussion.
- Practice to making the drinks
- Internship at Dusit Bistro
- Discuss after internship.

5.3 Evaluation methods

- Evaluate from assignment.
- Evaluate in answering question in classroom.
- Making and Creating the drinks
- Midterm.
- Final test

Section 5: Teaching and Evaluation Plans

1. Lesson Plan

Week	Topics	No. of Hours	Teaching & Learning Activities, Instructional Media (if any)	Faculty Member(s)
1	<p>Course introduction</p> <p>Course syllabus overview</p> <p>Course objective and evaluation</p>	3	<p>Teaching and learning activities</p> <p>Introduction, Importance and evolution of tourism and hospitality business</p> <p>1. Write down the post it about expectation to study this area and SDU. Career that you want to do in the future</p> <p>2. Ice breaking</p> <p>3. Get to know each other and brainstorm about careers that tourism and hospitality are related to</p>	<p>Assistant Professor Dr. Pimmada Wichasin</p>

			<p>3Watch VDO</p> <p>https://www.youtube.com/watch?v=yRo2rdJBMHY</p> <p>https://www.youtube.com/watch?v=k0zP41So93A</p> <p>3.Students summarize the knowledge gained from the VDO and and discuss about tourism and hospitality business</p> <p>4. In every week, students have to report the updated news and trends about tourism and hospitality around the world in front of the class.</p> <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Power point 2. Computer 3. Visualizer 4. VDO 5. WBSC 	
2	The Demand Side	3	<p>Teaching and learning activities</p> <ol style="list-style-type: none"> 1. Lecture about demand side of tourism and hospitality 2. Interrelation between SDG and tourism 3. Segmentation activity – find the motivation of the students to go to travel and classify them basing on the segmentation theory 4. Special interest tourism <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Personal mobile 2. Power point 3. Computer 	<p>Assistant Professor Dr. Pimmada Wichasin</p> <p>Note: This section can be designed as online class</p>

			<p>4. Visualizer</p> <p>5. VDO</p> <p>6. WBSC</p>	
3	The Tourist Experience	3	<p>Teaching and learning activities</p> <p>In class discussion and presentation about special interest tourism</p> <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Power point 2. Computer 3. Visualizer 4. VDO 5. WBSC 	<p>Assistant Professor Dr. Pimmada Wichasin</p>
4	The supply side: Tourism and hospitality sectors	3	<p>Teaching and learning activities</p> <ol style="list-style-type: none"> 1. Activity about the interrelation of tourism and hospitality. 2. Activity about tourism integration <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Personal mobile 2. Power point 3. Computer 4. Visualizer 5. VDO 6. WBSC 	<p>Assistant Professor Dr. Pimmada Wichasin</p> <p>Note: This section can be designed as online class</p>
5	Accommodation Sector	3	<p>Teaching and learning activities</p> <ol style="list-style-type: none"> 1. Lecture about accommodation sector and classification 2. Students search for the interesting accommodation to send to instructor via line application and class discussion <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Personal mobile 2. Power point 3. Computer 4. Visualizer 	<p>Assistant Professor Dr. Pimmada Wichasin</p> <p>Note: This section can be</p>

			5. VDO 6. WBSC	designed as online class
6	Accommodation Sector	3	Teaching and learning activities 1. In class presentation about Accommodation 2. Lecture about hotel operation Instructional Media: 1. Personal mobile 2. Power point 3. Computer 4. VDO 5. WBSC	Assistant Professor Dr. Pimmada Wichasin
7	Transportation	3	Teaching and learning activities 1.Lecture about Transportation 2.Students search for best practice Instructional Media: 1.Personal mobile 2. Power point 3. Computer 4. Visualizer 5. VDO 6. WBSC	Assistant Professor Dr. Pimmada Wichasin
8	Restaurant Management	3	Teaching and learning activities 1.Lecture about Restaurant Management 2.Students search for best practice or successful story of restaurant. Instructional Media: 1.Personal mobile 2. Power point 3. Computer 4. WBSC	Assistant Professor Dr. Pimmada Wichasin Note: This section can be designed as online class
9	Tour Operating and Travel Retailing	3	Teaching and learning activities Direct instruction and Discussion	Assistant Professor Dr.

			-Student-centered: Constructive approaches and Cooperative learning Individual Teaching Media : 1.PowerPoint Slides 2.Workshop 3. WBSC	Pimmada Wichasin
10.	Tourism and Hospitality Management	3	Teaching and learning activities 1.Lecture about Tourism and Hospitality Management 2.Students search for the interesting business industry to send to instructor via line application Instructional Media: 1.Personal mobile 2. Power point 3. Computer 4. Visualizer 5. WBSC	Assistant Professor Dr. Pimmada Wichasin Note: This section can be designed as online class
11.	Tourism and Hospitality Marketing	3	Teaching and learning activities 1.In class presentation about Tourism and hospitality marketing 2.Lecture about Tourism and Hospitality Marketing. 3.VDO	Assistant Professor Dr. Pimmada Wichasin
12	MICE	3	Teaching and learning activities 1.Lecture about MICE 2. Student to the MICE Value chain exercise. Instructional Media: 1.Personal mobile 2. Power point 3. Computer 4. Visualizer 5. WBSC	Assistant Professor Dr. Pimmada Wichasin Note: This section can be designed as online class

13	Managing Visitor and Impact	3	Teaching and learning activities 1.Lecture about Managing visitor and impact 2.In class student do the exercise about Managing Visitor and Impact. Instructional Media: 1.Power point 2. Computer 3. Visualizer 4. WBSC	Assistant Professor Dr. Pimmada Wichasin
14	Service Quality	3	Teaching and learning activities 1.Lecture about Service Quality Instructional Media: 1.Power point 2. Computer 3. Visualize 4. WBSC	Assistant Professor Dr. Pimmada Wichasin
15	Group Project Presentation	3	Students present their final project Instructional Media: 1.Power point 2. Computer 3. VDO 4.WBSC	Assistant Professor Dr. Pimmada Wichasin
Final Examination				

2.Evaluation Plan

2.1. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1-16	1.1,1.2,1.3,1.4	1.Behavior, disciplines, responsibility, class participation	1-14	10%

1-16	1.1,1.2,1.3,1.4,2.1, 3.2, 4.2, 5.1	1. Behavior, disciplines, responsibility, class participation 2. Knowledge, skill, integration, informational search skill and implementation 3. Project presentation and effectiveness	1-14,16	70%
3	1.1,1.2,1.3,1.4,2.1, 3.2, 4.2, 5.1	1. Behavior, disciplines, responsibility, class participation 2. Knowledge and skills following subject aims	8	20%

2.2. Evaluation

Learning Outcomes	Evaluation Methods	Week	Proportion of Evaluation (%)
1	Participation	1-15	10
2	Project Presentation	2-15	60
3	English Discovery	1-15	10
4	Final exam	16	20

Group project detail

Divide into 5 groups. Prepare yourself for 20 minutes presentation.

1. Search for the interesting company in tourism and hospitality sectors
2. Interview the manager/ owner in these following aspects;
 - a. The background of the company and the company structure
 - b. The service
 - c. The target customer
 - d. The management
 - e. The marketing
 - f. The future plan

***Present with PPT, not VDO clip**

3. Interview the users about their expectation and satisfaction of the service of this chosen company and suggest the improvement of the company by your group (Record the vdo for interview and cut into the clip for not more than 3 minutes)
4. The research methodology skill will be evaluated by
 - a. Your reach to the research respondents
 - b. The interview skill and the in depth information you gained

Note: Every group has to submit hard copy of report paper, PPT ,VDO (in thumb drive please) and full paper in class one week before the presentation

Section 6 Teaching Materials and Resources

1. Texts and main documents

Barrowa, C. and Powers, T. (2011) Introduction to the hospitality industry. 10th edition: John Wiley & Sons, New Jersey Management”. Pearson.

2. Documents and important information

1	Stutts, A. and Wortman, J. (2006) Hotel and Lodging Management: an introduction. 2nd edition: John Wiley & Sons, New Jersey
2	Lin, I.Y. and Mattila, A.S. (2010). <i>Restaurant Servicescape, Service Encounter, and Perceived Congruency on Customers Emotions and Satisfaction</i> , Journal of Hospitality Marketing & Management, Research, 19:8, 819-841.
3	Brown, B., and Hepner, K. (2004). <i>The waiter's handbook edition 3</i> . Australia: Pearson Prentice Hall.
4	Peggy Post, Anna Post, Lizzie Post, Daniel Post Senning (2011). <i>Emily Post's Etiquette 18th Edition</i> . Harper Collins Publisher, New York.

3. Documents and recommended information

1	BARROWS Introduction to the Hospitality Industry, 7th Edition
2	Hospitality Strategic Management
3	Hotel Management and Operations
4	Hotel Opening Manual

Section 7 Evaluation and Improvement of Course Management

1. Strategies for Course Effectiveness Evaluation by Students

Effectiveness evaluation for this course is as follows:

- Self-assessment and critical reflection
- Observations of students' responses during class
- Students' online evaluation and feedback

2. Evaluation strategies in teaching methods

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

- Exam results
- Revision of learning outcomes

3. Improvement of Teaching

- Interview students about teaching methods
- Get the online evaluation finding to improve teaching methods
- Increase general knowledge, skills, and teaching competency
- 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)
- Overall results

5. Review and improvement for better outcome

- Classroom activities, quizzes, observation, class participation and midterm and final examinations
- Students will be able to evaluate instructor qualification on teaching strategic skills
- The overall curriculum evaluation will be completed by last-year students, graduates, experts and scholars, and graduate users.