Course Syllabus

1. **Program of Study**   B.B.A. (Tourism and Hospitality Management)
   Faculty/Institute/College   Mahidol University International College

2. **Course Code**   ICTM 400
   Course Title   Tourism Business Management

3. **Number of Credits**   4 (4-0-8) (Lecture-Lab-Self-study)

4. **Prerequisite** *(s)*   ICTM 212 & ICMS 301

5. **Type of Course**   Required Course

6. **Session**   Trimester 1, 2, 3 / Every academic year

7. **Conditions**   Maximum number of students is 30

8. **Course Description**

   Roles and responsibilities of travel intermediaries, business plan of travel and tour
   agencies, marketing and travel sales distribution channels, operations and service quality
   for travel intermediaries, impacts information technology on tourism industry, and
   sustainable competitiveness for tourism businesses

9. **Course Objectives**

   After successful completion of this course, students will be able to
   9.1   Understand the travel agent's role as a primary intermediary within the travel
         industry.
   9.2   Appreciate the expanding scope and nature of the travel industry and the areas that
         are and will be the most profitable for travel agents.
   9.3   Discuss various activities involved in establishing an agency.
   9.4   Comprehend the different types of operations involved in selling and providing
         travel services.
   9.5   Understand the range of services offered by retail travel agencies.
   9.6   Acknowledge a marketing plan follows an agency's overall objectives, involving
         several steps in applying the five Ps, and be able to describe the five P's as they
         relate to travel agencies.
   9.7   Identify the different types of media available to travel agencies and the advantages
         and disadvantages of each.
   9.8   Understand general management concept as they apply to travel agencies.
   9.9   Overview the concepts of human resources management and apply to travel
         agencies.

9.10 Define how accounting systems contribute to the successful management of a travel agency.

9.11 Know how to construct balance sheets and income statements of travel agency.

9.12 Appreciate the process of automation and how computerization works.

9.13 Discuss how current and future trends will affect the structure of the industry.

9.14 Identify the major international airline, city, and airport codes.

9.15 Discuss the entry requirements for international travel.

9.16 Comprehend international schedules and ticketing.

10. Course Outline

| Week | Topics | Hours | | | Instructor |
		Lecture	Lab	Self-Study	
1	An Overview of Travel Agents	2	-	4	Amnuay-ngerntra, S.
	World Geography (Location, Climate, & Landscape)	2		4	
2	Terminology, Airlines, Aircraft, and Codes	2	-	4	
	International Air Fares	2	-	4	
3	Practical Advice for International Travelers	2	-	4	
	Establishment of a Travel Agent	2	-	4	
4	Establishment of a Travel Agent (Contd.)	2	-	4	
	Types of Travel Operations	2	-	4	
5	Travel Agent Marketing	2	-	4	
	Travel Agent Marketing (Contd.)	2	-	4	
6	Mid-term Examination	2	-	4	
	Retail Travel Agent Operations	2	-	4	
7	Agency Organizations and Office Management	2	-	4	
	Human Resources Management	2	-	4	
8	Information Technology Impacts on Travel Agency	2	-	4	
	Information Technology Impacts on Travel Agency (Contd.)	2	-	4	
9	Information System for Travel Agency	2	-	4	
	Information System for Travel Agency (Contd.)	2	-	4	
10	Legal Aspects for Thai Travel Agency	2	-	4	
	Legal Aspects for Thai Travel Agency (Contd.)	2	-	4	
11	Revised Class	2	-	4	
	Revised Class (Contd.)	2	-	4	
	Total	44	0	88	
	Final Examination				

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

11. Teaching Method *(s)*

    11.1   Lectures
    11.2   Case studies
    11.3   Discussion
    11.4   Assignments

12. Teaching Media

    12.1   LCD overhead projector
    12.2   PowerPoint
    12.3   Multimedia resources
    12.4   Handouts
    12.5   Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

13.1   the ability in understanding the travel agent's role as a primary intermediary within the travel industry.

13.2   the ability in appreciating the expanding scope and nature of the travel industry and the areas that are and will be the most profitable for travel agents.

13.3   the ability in discussing various activities involved in establishing an agency.

13.4   the ability in comprehending the different types of operations involved in selling and providing travel services.

13.5   the ability in understanding the range of services offered by retail travel agencies.

13.6   the ability in acknowledging a marketing plan follows an agency's overall objectives, involving several steps in applying the five Ps, and be able to describe the five P's as they relate to travel agencies.

13.7   the ability in identifying the different types of media available to travel agencies and the advantages and disadvantages of each.

13.8   the ability in understanding general management concept as they apply to travel agencies.

13.9   the ability in overviewing the concepts of human resources management and apply to travel agencies.

13.10 the ability in defining how accounting systems contribute to the successful management of a travel agency.

13.11 the ability in knowing how to construct balance sheets and income statements of travel agency.

13.12 the ability in appreciating the process of automation and how computerization works.

13.13 the ability in discussing how current and future trends will affect the structure of the industry.

13.14 the ability in identifying the major international airline, city, and airport codes.

13.15 the ability in discussing the entry requirements for international travel

13.16 the ability in comprehending international schedules and ticketing.

Ratio of mark

1.	Quizzes	10 %
2.	Group Project	30 %
3.	Mid-term Examination	30 %
4.	Final Examination	30 %
	Total	**100%**

14. Course evaluation

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference *(s)*

Required Texts

Gee, Y.C., Boberg, B.K., Choy, J.L.D., and Makens, C.J., (1990), *Professional Travel Agency Management*, New Jersey: Prentice Hall.

Additional Books of Reading

Inkpen, Gary, (1998), *Information Technology for Travel and Tourism* (2nd ed.)., London: Longman.

Semer-Purzycki, Jeanne, (1997), *International Travel, Fares, and Ticketing*, New Jersey: Prentice Hall.

Thompson-Smith, Jeanie M. (1988), *Travel Agency Guide to Business Travel*, London: Delmar Publishing Inc.

Trade Magazines and World Wide Web

World Tourism Organisation	*www.world-tourism.org*
Pacific Asia Travel Association	*www.pata.org*
Travel Trade Report	*www.ttreport.com*
TTG Asia	*www.ttg.com.sg*
Thai Travel Agent Association	*www.ttaa.or.th*
Association of Thai Travel Agents	*www..atta.or.th*

16. Instructor (s)

Assistant Professor Sompong Amnuay-ngerntra
Vice Chairman
Travel Industry Management Division
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17. Course Coordinator

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18. Additional Information

Assessment

Type of assignment: *A group project (report and presentation)*

Weighting: 20% for the group report and 10% for the oral presentation

Length/duration: 2,500 words for the report and 20-30 minutes for the presentation

Description: Students are required to form a group of 2-3 members and write a critical article by selecting one of these following topics:

1. Strategic Plan for Travel Agencies or SME   **Due date:** 21 Feb, 07
2. Strategic Marketing for Online Travel Agencies   **Due date:** 26 Feb, 07
3. Information Technology Impacts on Travel Agencies   **Due date:** 28 Feb, 07
4. Special Tourism Interest   **Due date:** 14 Mar, 07

Essay Marking Criteria
- Critical thinking
- A substantial reading with correct references (minimum 3 academic references)
- Logical supporting or argument by giving some examples
- Academic writing competencies with correct grammar and spelling.

Presentation Marking Criteria
- Structure-Introduction (Clear statement of purpose & scope)
- Structure-Main body (logical flow/sequence)
- Clarity/Articulation
- Characteristics and ability to maintain audience attention (eye contact, etc)
- Audio-visual support material
- Structure-Conclusion
- Ability to respond to questions

Note

- Academic information from E-journals and Internet in the MUIC library is highly recommended.
- An interview from the industry practitioners will be also recommended.

An Example of the Travel Agency Management Option

Being trained as a professional tourism and travel entrepreneur, students are required to develop their critical thinking on the new trends of managing travel agencies by addressing these following issues:

- Analyse opportunities of the travel business by referring several information sources from any international tourism and travel publications (WWW.patta.org and WWW.world-tourism.org are highly recommended)
- Analyse the threats of travel business from external environments such as competitors, suppliers, consumer behavior, and new entrants.
- Recommend how to enhance strategic management or how to survive in the competitive market.