

Course Syllabus

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| 1. Program of study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/ Institute/ College | Mahidol University International College |
| 2. Course code | ICTM 471 |
| Title | Seminar in Tourism Industry |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Elective Course |
| 6. Session | Trimester 1, 2, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course description

Examining and creating solutions to the chosen current issues or case studies in the tourism and hospitality industry, particularly in the Asia Pacific region; conducting a tutorial discussion supported by experienced lecturers.

9. Objectives

After successful completion of this course, students will be able to:

- 9.1. Identify and analyze the market groups of urban and rural tourism
- 9.2. Conduct discussions or seminars on current situations of urban and rural tourism industry
- 9.3. Make discussions on special types of tourism for example dark tourism
- 9.4. Understand the trends and consumer behavior for urban and rural tourism
- 9.5. Analyze the operation of OTOP destinations in Thailand
- 9.6. Create strategic plans to develop rural tourism and its products in the local community

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Introduction	2	-	4	Chantradoan, N
	Concepts of urban and rural tourism	2	-	4	
2	Urban tourism development	2	-	4	
	<u>Seminar1</u> : Bangkok city breaks	2	-	4	
3	Invited speaker on impact of events	2	-	4	
	<u>Seminar2</u> : Conference tourism	2	-	4	
4	Rural tourism development	2	-	4	
	<u>Seminar3</u> : Forest/Eco Tourism	2	-	4	
5	Rural development vs. sustainability	2	-	4	
	The case of Phu Kradung cable car				
	Review				
6	Mid-term examination	2	-	4	
	Tourist typologies and motivation	2	-	4	
6	Community Based Tourism (CBT)	2	-	4	
	<u>Seminar4</u> : OTOP tourism in Thailand	2	-	4	
7	Rural tourism development	2	-	4	
	<u>Seminar3</u> : Forest/Eco Tourism	2	-	4	
8	Tourist behavior	2	-	4	
	Demand for rural tourism	2	-	4	
9	Demand for rural tourism Field study: Mahasawat historical canal/ Soap House Nakornchaisri/ Fire Fly Ampawa/ Ratchaburi Dolls Factory	2	-	4	
	<u>Presentation</u> : program design and brochure	2	-	4	
10	Dark tourism	2	-	4	
	<u>Seminar5</u> : potential for dark tourism in Thailand	2	-	4	
11	Tourist behavior	2	-	4	
	Demand for rural tourism	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. Discussion
- 11.3. In-class exercises
- 11.4. Practicum
- 11.5. Self-study

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 identifying and analyzing the market groups of urban and rural tourism
- 13.2 the ability in conducting discussions or seminars on current situations of urban and rural tourism industry
- 13.3 the ability in making discussions on special types of tourism for example dark tourism
- 13.4 the ability in understanding the trends and consumer behavior for urban and rural tourism
- 13.5 the ability in analyzing the operation of OTOP destinations in Thailand
- 13.6 the ability in creating strategic plans to develop rural tourism and its products in the local community

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Students must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. In-class Participation	5%
2. Quizzes	5%
3. Seminars	25%
4. Project Presentation	15%
5. Mid-term Examination	20%
6. 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)

- Getz, D. (1997). *Event Management & Event Tourism*. New York: Cognizant Communication Corporation.
- Howie, F. (2003). *Managing the Tourist Destination*. London: Thomson Learning.
- Lennon, J., and Foley, M. (2000). *Dark Tourism: The Attraction of Death and Disaster*. London: Continuum.
- Robinson, M. et al (ed-2000). *Developments in Urban and Rural Tourism*. Sunderland: The Centre for Travel and Tourism in association with Business Education Publisher Ltd.
- Sharpley, R. and J. (1997). *Rural Tourism: An Introduction*. London: International Thomson Business Press.
- Suansri, P. (2003). *Community Based Tourism handbook*. Bangkok: Responsible Ecological Social Tours Project.

16. Instructor (s)

Ms. Naphawan Jane Chantradoan
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17. Course Coordinator

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18. Additional Information

Presentation (15%)

- Guideline
 - o The presentation of the program design and brochure will be in group (no more than 3 people).
 - o After the field studies, students will have to analyze the management of the selected destination, the marketing plan, the products and the program.

- Then create an alternative package and a brochure to promote this particular destination.
 - Conduct a 15-minute presentation in-class about your package.
- Grading criteria
- Everyone in the group will receive the same marks
 - Content 5 marks
 - Presentation style 5
 - Brochure design 5

Seminars (5 sessions = 25%)

- Guideline
- Students will work in pair.
 - You will need to find addition information from the E-database, magazines, newspapers, or on the internet on several different topics according to the schedule and make a discussion according to the guideline which will be given in class
 - The seminar session will begin with each group presenting the data found for 10 minutes.
 - After every group has presented the main idea and important details of their findings, there will be 15 minutes discussion in which everyone is encouraged to speak up or ask questions.
- Grading
- Each student will be graded individually.
 - Each seminar is worth 5 marks or 5% of the total grade.
 - Grading criteria
 - Data presentation
 - Question and answers