



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: ITM 2311 Course Title: Tour Business Management

Credits: 3(3-0-6)

Program: Tourism Management, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2, Academic Year: 2017

Section 1 General Information

1. Code and Course Title:

Course Code: ITM 2311

Course Title (English): Tour Business Management

Course Title (Thai): การจัดการธุรกิจนำเที่ยว

2. Credits: 3(3-0-6)

3. Curriculum and Course Category:

3.1 Curriculum: Tourism Management

3.2 Course Category:

General Education

Required Course

Elective Course

Others

4. Lecturer Responsible for Course and Instructional

Course Lecturer (s):

4.1 Lecturer Responsible for Course: Miss Siripen Yiamjanya

4.2 Instructional Course Lecturer (s): Miss Siripen Yiamjanya

5. Contact/Get in Touch

Room Number: 305 Tel.: 061-7526668

E-mail: rain071_@hotmail.com; siripen.yi@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study: 2017

6.2 Number of the students enrolled: 5

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

International College, Suan Sunandha Rajabhat University, Nakhon
Pathom Education Center

Teaching Schedule: Friday / Time 09.00-12.00/ 13.00 -16.00 / Room
No. 407

10. Last Date for Preparing and Revising this Course:

Date: 25

Month: December

Year: 2017

Section 2 Aims and Objectives

1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1 Morals and Ethics

- (1) Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles of managing tour business they claim to hold.
- (3) Be able to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

- (1) Have understanding of theories and concepts of managing tour business.
- (2) Have understanding of case studies relevant to tour business management.
- (3) Be able to give general information and knowledge of tour business management.

1.3 Cognitive Skills

- (1) Be able to apply theories and concepts of managing tour business in case studies and real situations.
- (2) Be able to solve problems that may occur in managing tour business.

1.4 Interpersonal Skills and Responsibility

- (1) Be able to adjust to work in team both as leader and follower.
- (2) Have responsibility for individual and group assignments.

(3) Have ability in adjusting themselves in multi- cultural environment.

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Have basic skill of computer to use in daily life as well as in workplace.

(2) Have ability in both oral and written communication in English.

2. Objectives for Developing/ Revising Course (content/ learning process/ assessment and etc.)

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for Major Requirement Courses, undergraduate students program in Tourism Management Program should have essence of knowledge in the concepts and principles of tour business management as well as having an ability to apply the lessons with case studies and in actual work. The purpose of improving this course is to meet with the requirement of ASEAN Common Competency Standards for tourism professionals in which there are some minor adjustments for example course description and curriculum mapping. More details were added to the course description of this course in order to cover the principles of tour business management.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Theories and concepts, demand and supply, analysis and evaluation of current situations of travel businesses, external and internal environments in business establishment, principles of managing functions in tour operators and travel agencies, management structure, corporate business processes in the modern tourism management, a system of sales, service orientations and customer relationship.

(Thai)

ทฤษฎีและแนวคิด อุปสงค์ อุปทาน การวิเคราะห์และประเมินสถานการณ์ธุรกิจการท่องเที่ยวทั้งภายในและภายนอกเพื่อการจัดตั้งธุรกิจนำเที่ยว หลักการจัดการแผนกต่างๆ ในบริษัทนำเที่ยวและบริษัทตัวแทนจำหน่าย โครงสร้างการจัดการ กระบวนการบริหารจัดการสมัยใหม่ ระบบการขาย การบริการ และลูกค้าสัมพันธ์

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self- Study (hours)
45 hours	0 hour	90 hours	Upon Request

3. Time Length per Week for Individual Academic Consulting and Guidance

3 hours / week

3.1 Self consulting at the lecturer's office: Room Number: 305

Building: International College (Nakhonpathom Education Center /SSRU)

3.2 Consulting via office telephone/mobile phone: 061- 7526668

3.3 Consulting via E-Mail: (1) rain071_@hotmail.com

(2) siripen.yi@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line):

Facebook: Siri Yi

3.5 Consulting via Computer Network (Internet/Web board):

lecturer's website: http://www.teacher.ssru.ac.th/siripen_yi

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles of managing tour business they claim to hold.
- (3) Be able to make decisions in business according to moral concepts and judgments.

1.2 Teaching Strategies

- (1) The team of students will help to remind other team members to be on time. Running field trips is another strategy used in building student's punctuality characteristic.
- (2) Provide examples of truthfulness and accuracy in classroom such as no plagiarism, in doing assignments, and during extra activities and field trips.
- (3) Provide case studies that explain ethics in careers in tourism.

1.3 Assessment Strategies

- (1) Monitor students' attendance
- (2) Evaluate from how much students' level of satisfaction and change of attitudes.
- (3) Evaluate from how much students' papers and presentations are accurate.

- (4) Evaluate from students' responsibility on their contribution on group projects and field trips.

2. Knowledge

2.1 Knowledge to be developed

- (1) Have understanding of theories and concepts of managing tour business.
- (2) Have understanding of case studies relevant to tour business management.
- (3) Be able to give general information and knowledge of tour business management.

2.2 Teaching Strategies

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.
- (3) Invite guest speaker who is an expert in real world.

2.3 Assessment Strategies

- (1) Evaluate from test, midterm, and final examination.
- (2) Evaluate from group project and individual reports.
- (3) Evaluate from class presentation.
- (4) Evaluate from oral tests.

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Be able to apply theories and concepts of managing tour business in case studies and real situations.
- (2) Be able to solve problems that may occur in managing tour business.

3.2 Teaching Strategies

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.

3.3 Assessment Strategies

- (1) Evaluate from test, midterm, and final examination.
- (2) Use Rubric Assessment Criteria in evaluating students' performance in participating in class assignments and project.

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to adjust to work in team both as leader and follower.
- (2) Have responsibility for individual and group assignments.
- (3) Have ability in adjusting themselves in multi- cultural environment.

4.2 Teaching Strategies

- (1) Have group participation in class, class works, and university's projects.
- (2) Use cooperative learning techniques.
- (3) Have field trips and research.

4.3 Assessment Strategies

- (1) Evaluate from group project.
- (2) Evaluate from class presentation and participation.

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (1) Have basic skill of computer to use in daily life as well as in workplace.
- (2) Have ability in both oral and written communication in

English.

5.2 Teaching Strategies

- (1) Have courses that train students about how to apply ICT in different functions of tourism management.
- (2) Have group presentation, group discussion for case studies.
- (3) Use e- learning.
- (4) Use cooperative education to provide students with on- the job training in online tour operators or tourism organizations with ready and strong IT systems in business management, operation and administrative functions.

5.3 Assessment Strategies

- (1) Evaluate from group presentation and group discussion.
- (2) Evaluate from performance of students in presenting searched information in presentation and paper writing forms.

6. Other Domain

None

Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2.
(Program Specification)

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Learning Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer (s)
1	Unit 1: Theories and Concepts of Tour Business Management <ul style="list-style-type: none"> • Concepts and theories of business management • Business of tour production overview 	3	<ul style="list-style-type: none"> • Pre- test • KWL • Direct instruction • E- learning 	Aj. Siripen Yiamjanya
2	Unit 2: Demand of Tour Business <ul style="list-style-type: none"> • Concepts of market demand • Effects of market demand • Demands of travel market 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Active learning (problem- based learning) • E- learning 	Aj. Siripen Yiamjanya
3	Unit 3: Supply of Tour Business <ul style="list-style-type: none"> • Concepts of supply chain • Supplies of tour business • Effects of supply in business • Relationship between tourism demand and supply • Tourism supply and value chain 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Active learning (problem- based learning) • E- learning 	Aj. Siripen Yiamjanya
4	Unit 4: Internal and External Environment Analysis for Evaluating Current Situations for Travel Business Establishment <ul style="list-style-type: none"> • Definition of business environment • Definition of internal and external environments • SWOT analysis and environmental scanning 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Active learning (problem- based learning) • E- learning • Assignment: tour business SWOT analysis 	Aj. Siripen Yiamjanya
5	Practice time	3	<ul style="list-style-type: none"> • Exercise • Self- study 	Aj. Siripen Yiamjanya

Learning Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer (s)
6	Unit 5: Management Structure of Travel Business <ul style="list-style-type: none"> • Definition and importance of management structures • Key components of management structures • Organizational hierarchy in travel business 	3	<ul style="list-style-type: none"> • Direct instruction • Self- study • E- learning 	Aj. Siripen Yiamjanya
7	Unit 6: Principles of Management Functions in Tour Operators and Travel Agencies <ul style="list-style-type: none"> • Basic functions of management • Function management of tour operators • Function management of travel agencies 	3	<ul style="list-style-type: none"> • Direct instruction • Self- study • E- learning 	Aj. Siripen Yiamjanya
8 Midterm Examination			
9	Unit 7: Corporate Business Processes in the Modern Tourism Management <ul style="list-style-type: none"> • Definition of corporate business and modern management • Modern management and tourism corporate business structure • Introduction of corporate communication 	3	<ul style="list-style-type: none"> • Direct instruction • Self- study • E- learning 	Aj. Siripen Yiamjanya
10	Unit 8: Business of Tour Production <ul style="list-style-type: none"> • Defining tour production • The four steps of tour development and selecting tour components • Customization and tailor making 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Active learning (problem- based learning) • E- learning • Assignment: tourism product initiative 	Aj. Siripen Yiamjanya

Learning Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer (s)
11	Practice time	3	<ul style="list-style-type: none"> • Exercise • Self- study 	Aj. Siripen Yiamjanya
12	Unit 9: A System of Sales in Tour Business <ul style="list-style-type: none"> • Definition of sales and selling • Selling tourism products, types of selling in tour business • The travel agent sales role • The travel sales process • Selling media and sales kit 	3	<ul style="list-style-type: none"> • Direct instruction • Active learning (problem- based learning) • E- learning 	Aj. Siripen Yiamjanya
13	Unit 10: Service Orientation in Travel Business <ul style="list-style-type: none"> • Service elements in travel business • Definition of service orientation • Service orientation measurement • Guest satisfaction measurement 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Active learning (problem- based learning) • E- learning 	Aj. Siripen Yiamjanya
14	Unit 11: Customer Relationship in Tour and Travel Business <ul style="list-style-type: none"> • Concepts of customer relationship • Tourism value chain and customer satisfaction 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Active learning (problem- based learning) • E- learning • <i>Special guest speaker session on "International Tour Business Management and Ethics"</i> 	Aj. Siripen Yiamjanya

Learning Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer (s)
15	Unit 12: Trends of Tour Business Management <ul style="list-style-type: none"> • Future tourism intermediaries • Disintermediation of travel business • e-Tourism, tourism retail business, and social media in tourism business • Changes of roles of travel agents and tour operators 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning: group discussion • Active learning (problem- based learning) • E- learning 	Aj. Siripen Yiamjanya
16	Make-up Class	3	<ul style="list-style-type: none"> • Make-up class 	Aj. Siripen Yiamjanya
17	<p style="text-align: center;">.....Final Examination.....</p> <p style="text-align: center;">..... Deadline Week for Final Assignment</p>			
	Total Hours	45		

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>1.1 Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time.</p> <p>1.2 Be able to do the right thing according to the values, beliefs and principles of managing tour business they claim to hold.</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<p>1.1 Monitor students' attendance</p> <p>1.2 Evaluate from how much students' level of satisfaction and change of attitudes.</p> <p>1.3 Evaluate from how much students' papers and presentations are accurate.</p> <p>1.4 Evaluate from students' responsibility on their contribution on group projects and field trips.</p>	Throughout the semester	10%
2	<p>Knowledge</p> <p>2.1 Have understanding of theories and concepts of managing tour business.</p> <p>2.2 Have understanding of case studies relevant to tour business management.</p> <p>2.3 Be able to give general information and knowledge of tour business management.</p>	<p>2.1 Evaluate from test, midterm, and final examination.</p> <p>2.2 Evaluate from group project and individual reports.</p> <p>2.3 Evaluate from class presentation.</p> <p>2.4 Evaluate from oral tests.</p>	Throughout the semester	<p>40% for assignments</p> <p>20% for midterm examination</p> <p>30% for final examination</p>

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3	<p>Cognitive Skills</p> <p>3.1 Be able to apply theories and concepts of managing tour business in case studies and real situations.</p> <p>3.2 Be able to solve problems that may occur in managing tour business.</p>	<p>3.1 Evaluate from test, midterm, and final examination.</p> <p>3.2 Use Rubric Assessment Criteria in evaluating students' performance in participating in class assignments and project.</p>	Week 2, 3, 4, 10, 13, 14, 15	(Referred to number 2)
4	<p>Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to adjust to work in team both as leader and follower.</p> <p>4.2 Have responsibility for individual and group assignments.</p> <p>4.3 Have ability in adjusting themselves in multi-cultural environment.</p>	<p>4.1 Evaluate from group project.</p> <p>4.2 Evaluate from class presentation and participation.</p>	Week 5, 11	(Referred to number 2)
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Have basic skill of computer to use in daily life as well as in workplace.</p> <p>5.2 Have ability in both oral and written communication in English.</p>	<p>5.1 Evaluate from group presentation and group discussion.</p> <p>5.2 Evaluate from performance of students in presenting searched information in presentation and paper writing forms.</p>	Throughout the semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

- Buhalis, D. and Costa, C. (2006). *Tourism business frontiers: consumers, products and industry*. Oxford: Elsevier Butterworth- Heinemann.
- IATA Course Textbook. (2012). *Travel and tourism consultant*. International Air Transport Association, Geneva.
- Weaver, D. and Lawton, L. (2014). *Tourism management*. 5th edition. Australia: John Wiley and Sons.
- บ้งอร ฉัตรรุ่งเรือง. (2554). *การวางแผนและการจัดรายการนำเที่ยว*. พิมพ์ครั้งที่ 2. ตำราประกอบการสอน. กรุงเทพฯ: ซีวีแอลการพิมพ์ จำกัด.
- ราณี อีสัชกุลและคณะ. (2552). *การจัดการธุรกิจแหล่งท่องเที่ยว*. พิมพ์ครั้งที่ 5. เอกสารประกอบการสอนชุดวิชาหน่วยที่ 1-7. มหาวิทยาลัยสุโขทัยธรรมาธิราช.

2. Important Documents for Extra Study

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3. Suggestion Information (Printing Materials/Website/CD/Others)

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Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of question:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) The content was sufficiently integrated.
- (4) The content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials were used effectively.
- (6) The learning methods appropriately assess the students' understanding of the content.
- (7) Overall, students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discuss the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulates interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair dealing with students.
- (9) The lecturer makes students feel comfortable about asking questions.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer uses technology to enhance learning in the classroom.

2.2 The director/ head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes

3. Teaching Revision

Lecturer revises teaching/ learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

4. Feedback for Achievement Standards

International College Administrator Committee monitors the assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

- (1) Revise and develop course structure and process every three years.
- (2) Assign different lecturers teach this course to enhance students' performance.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills			6. Other Domain i.e. Learning Management Skills		
	● Major Responsibility									○ Minor Responsibility								
Course Category: <i>Required Course</i>	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: <i>ITM 2311</i> Course Title: <i>Tour Business Management</i>	○	○	●	●	○	○	○	●	○	●	○	○	○	●	○	○	○	●