

Course Syllabus

- | | |
|----------------------------------|---------------------------------------------|
| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 212 |
| Course Title | Introduction to Travel Industry |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | 36 credits of General Education courses |
| 5. Type of Course | Core Course |
| 6. Session | Trimester 1, 2, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

The evolution of the hospitality/tourism industry and its various components, operations of hotels/resorts; tour operators; travel agencies; attractions and transportation modes; addressing the political, social, and economical implications of tourism.

9. Course Objectives

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

- 9.1 Define tourism and hospitality from the perspectives of the customers, and identify the various segments of the tourism and hospitality industry and the important themes learned in class.
- 9.2 Explain the relationships between the related businesses of the industry.
- 9.3 Illustrate the relationships between social, cultural, environmental and global issues, and the industry.
- 9.4 Describe the classification system of lodging properties, particularly hotels and resorts, and illustrate the concepts and practices of marketing lodging properties, and the understanding of the life cycle of a hotel development project.
- 9.5 Provide an overview of the management and operations of a hotel, and explain the functions of each department and division
- 9.6 Present the variety of commercial and on-site food & beverage services, and analyze a food & beverage operation in terms of its market, concept and menu.
- 9.7 Outline the traditions of culinary arts, the organization of the kitchen, and the production cycle.
- 9.8 Explain reasons for the rapid growth of the MICE industry, mainly consisting of meeting, incentive, convention and exhibition, during the 21st century.

- 9.9 Provide an overview of recreation management, and theme parts, resorts, casinos, and the related segments of the industry.
- 9.10 Describe the roles and functions of travel agencies and tour operators, and how they adapt to better compete in the 21st century.
- 9.11 List the three main types of passenger transportation, and describe the differences between each one.
- 9.12 Examine the impact of the 21st century on the industry, and explore its future in terms of demographic, global, and technological trends.
- 9.13 Plan your future in the industry by creating a career path to increase your chance for success in this industry.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Course Introduction & Overview	2	-	4	Yuwanond, P.
	The Hospitality & Tourism Industry	2		4	
2	The Industry's Partnership – Part I	2	-	4	
	The Industry's Partnership – Part II	2	-	4	
3	Global Issues in the Industry – Part I	2	-	4	
	Global Issues in the Industry – Part II	2	-	4	
4	The Lodging Industry	2	-	4	
	Hotel Management & Operations	2	-	4	
5	Review for the Midterm Exam	2	-	4	
	Mid-term Examination	2	-	4	
6	The Foodservice Concepts	2	-	4	
	Culinary Arts & Foodservice Operations	2	-	4	
7	The MICE Industry	2	-	4	
	Leisure Activities & the Industry	2	-	4	
8	Tour Management & Operations	2	-	4	
	Field Trip	2	-	4	
9	The Transportation Industry	2	-	4	
	Tourism & Hospitality Project Development	2	-	4	
10	Future Focus & Success Building	2	-	4	
	Review for the Final Examination	2	-	4	
11	Team Presentations – Part I	2	-	4	
	Team Presentations – Part II	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 Assignments
- 11.4 Field trip

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 defining tourism and hospitality from the perspectives of the customers, and identifying the various segments of the tourism and hospitality industry and the important themes learned in class.
- 13.2 the ability to explaining the relationships between the related businesses of the industry.
- 13.3 the ability in illustrating the relationships between social, cultural, environmental and global issues, and the industry.
- 13.4 the ability in describing the classification system of lodging properties, particularly hotels and resorts, and illustrating the concepts and practices of marketing lodging properties, and the understanding of the life cycle of a hotel development project.
- 13.5 the ability in providing an overview of the management and operations of a hotel, and explain the functions of each department and division
- 13.6 the ability in presenting the variety of commercial and on-site food & beverage services, and analyzing a food & beverage operation in terms of its market, concept and menu.
- 13.7 the ability in outlining the traditions of culinary arts, the organization of the kitchen, and the production cycle.
- 13.8 the ability in explaining reasons for the rapid growth of the MICE industry, mainly consisting of meeting, incentive, convention and exhibition, during the 21st century.
- 13.9 the ability in providing an overview of recreation management, and theme parks, resorts, casinos, and the related segments of the industry.
- 13.10 the ability in describing the roles and functions of travel agencies and tour operators, and how they adapt to better compete in the 21st century.
- 13.11 the ability in listing the three main types of passenger transportation, and describe the differences between each one.
- 13.12 the ability in examining the impact of the 21st century on the industry, and exploring its future in terms of demographic, global, and technological trends.

13.13 the ability in planning your future in the industry by creating a career path to increase your chance for success in this industry.

Ratio of mark

1. Class attendance, participation & assignments	10 %
2. Team presentation	10 %
3. Unannounced quiz	10 %
4. Midterm Examination	35 %
5. Final Examination	35 %
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)

Michael C. (2005). *Introduction to the Tourism: Dimensions and Issues* (4th ed.). USA: Prentice Hall

Weaver D. and Lawton L. (2004). *Tourism Management* (2nd ed.). USA: Prentice Hall.

Chon Kye-Sung and Sparrowe R. (2004). *Welcome to Hospitality: An Introduction* (2nd ed.). USA: Prentice Hall.

16. Instructor (s)

Mr. Pisut Yuwanond
Lecturer
Travel Industry Management Division
Mahidol University International College

17. Course Coordinator

Mr. Pisut Yuwanond
Lecturer
Travel Industry Management Division
Mahidol University International College
Tel. +66 (0) 2441-4090 ext. 1224
Fax +66 (0) 2441-9745
Email icpisut@mahidol.ac.th

18. Additional Information

Expectations from Students

As a student, you are expected to be reflective, courteous, respectful, and empathetic to classmates, instructor, and other college staff assisting you in your learning.

- Turn in all assignments on due dates specified under Course Outline.
- Students are required to do their own reading before each class period begins.
- Computer-produced work must be easily readable. Topics must be in order and clearly delineated from each other.
- All written work should exhibit complete sentences, and proper punctuation, grammar and spelling.
- If your schedules prevent from attending and participating in specific class periods or activities, take steps now to arrange to be able to attend. Alternatively, check with the instructor well in advance of the assignment to determine if you might be able to participate in that same activity at another time.
- Both midterm and final exams will be a set of essay questions. Exam questions may be taken from, or based on any material from lectures, referenced texts, and other assigned reading/activities, including video tapes/VCDs and the field trip.
- Both exams are to be taken at the scheduled time unless prior arrangements are made in consultation with the instructor. Make-up exams/quizzes/presentations will be at the discretion of the instructor.

Teaching Philosophy

My teaching philosophy is to effectively facilitate creation of a positive multi-way learning environment, and application of classroom theory into real-world practice.

Writing a Critique

A "critique" is a formalized, critical assessment of a text (or other media). It is also a personal response; yet writing a critique is considerably more rigorous than saying that the text is "great", "interesting", or "unsatisfactory". These are all responses, but they don't illuminate the subject for everyone. Therefore, you have to explain how you arrived at your conclusions.

Your task in writing a critique is to turn your critical examination of a text into a systematic evaluation in order to deepen your reader's (and your own) understanding of it. Among other things, you are interested in determining what an author says, how well the points are made, what assumptions underlie the argument, what issues are overlooked, and what implications can be drawn from such an analysis. Critiques, positive or negative, should include a fair and accurate summary of the text; they should also include a statement of your own assumptions. Stated or not, these assumptions underlie every evaluative comment you make. Therefore, you have an obligation, both to the reader and yourself, to clarify your opinions. In the process of writing a critical assessment, you are forced to examine your own knowledge, beliefs and assumptions. Ultimately, the critique is a way of learning about yourself.

Getting Ready to Write a Critique

1. Read the whole book or article thoroughly.
2. Think about it carefully.
3. Ask questions about the material.
 - 3.1. What is the author's main point?
 - 3.2. How does the author back it up?
 - 3.3. How could you make the same argument in your own words?
4. Reread the material to make sure that you have understood the author's ideas and summarized them correctly.
5. Think about different points of view:
 - 5.1. How do the author's ideas compare to other authors that you have read? Other subjects that you have studied? Your own ideas?
 - 5.2. Do you agree/disagree with the author? Why/why not?
 - 5.3. Who might disagree with the author? Why?
 - 5.4. What might someone who disagreed with this author, say about the material?

How to Write a Critique

You may find it useful to organize your critique in five sections: introduction, summary, analysis of the text, your response to the text, and conclusion.

- **Introduction.** Introduce both the text under analysis and the author. State the author's main argument and the point(s) you intend to make about it. Also, provide background material to help your readers understand the relevance or appeal of the text. This background material might include one or more of the following: an explanation of why the subject is one of current interest; a reference to a possible controversy surrounding the subject of the text or the text itself; biographical information about the author; an account of the circumstances under which the text was written; or a reference to the intended audience of the text.
- **Summary.** Summarize the author's main points, making sure to state the author's purpose for writing.
- **Analysis of the text.** Evaluate the validity of the author's presentation. Comment on the author's success in achieving his or her purpose by reviewing three or four specific points. You might base your review on one (or more) of the following criteria:

Is the information accurate/significant?

Has the author: defined terms clearly?

used and interpreted information fairly?

argued logically?

• **Your response to the text.** Respond to the author's views. With which views do you agree? Disagree? As you discuss your reasons for agreement or disagreement, take a point of view and tie these reasons to both the author's and your own assumptions. You should also base your response on the following questions:

Is the text valuable?

Did you learn anything from the material?

Was the text entertaining?

How did the text contribute to your growing knowledge of the course's subject matter?

• **Conclusion.** State your conclusions about the overall validity of the text- your assessment of the author's success at achieving his or her aims and your reactions to the author's views. Remind the reader of the weaknesses and strengths of the text. Beware of simply responding mechanically to the discussion questions or your essay could degenerate into a series of short, disjointed responses. You need to organize your reactions into a coherent whole: the critique should be expressed as a consistent point of view. These preceding guidelines are not a rigid formula for writing a critique. Thousands of authors write critiques that do not follow this structured method. However, until you are more confident and practiced in writing critiques, we suggest you follow these guidelines. They are not meant to restrict you, but to provide you with a workable method of writing a critical analysis that incorporates a logical sequence of development.

Remember

A critique analyses, interprets, evaluates and answers the questions: how? why? how well? A critique does not have to criticize in a negative sense. It is important to explain why you say what you do about the text.

Team Presentation

Your team is required to conduct a research on two organizations which are being operated in the same sector of the tourism and hospitality industry, and you must compare and contrast the two organizations based on the eight following areas. It is a must that your team conduct an interview with a representative of each of the two organizations selected.

1. Organization background
2. Organization chart
3. Mission statement and goals
4. Strategies and tactics
5. Management and operations
6. Marketing and Sales
7. Information / computer systems
8. Organization Performance

During week 11, your team must give a 15-minute presentation, using the PowerPoint program, on your findings. Your inability to give a presentation when your turn arrives will result in deduction of your team's score. Please note that all members in your team must participate in the presentation, and will receive the same score respectively. If your team seems unable to give a presentation during week 11 or has any problem, please notify me before week 10.

Please note that if your group needs an official letter requesting an interview to be sent to your selected organization(s), let me know the followings (in English).

1. Contact person's name
2. His / her position
3. Department / division
4. Organization's name
5. Fax's number

Classroom Policies

Class Attendance & Participation

Attendance and participation in class discussion and activities are expected of all students enrolled in this class. Attendance will be taken regularly and at any moment during each class meeting. Students must be present and participating in class discussion and activities in order to obtain credits. If an emergency arises forcing you to be absent from a class period or an activity, it is your responsibility to contact the instructor (in advance if possible) so that an alternative plan can be developed.

If you have trouble turning in an assignment to the instructor on time, it is your responsibility to inform your instructor of this fact before the due date. If you don't, you may be subject to point loss. Late work may be refused or accepted with some point loss at the discretion of the instructor.

There might be a tendency to procrastinate with college education, and I want to encourage you to stay on top of things and anticipate computer problems. Work early in the week to ensure that you can get things done in a timely manner. If you plan to become a leader in the tourism and hospitality industry, it is important that you learn some of the essential values of the industry. Three of the most important industry values are those of self-motivation, dependability, and participation.

Tardiness

If a student shows up in class late for more than 15 minutes, it will be considered as a tardiness. Tardiness twice will equal to one unexcused absence. Students should note that absence from class, excused or unexcused, does not give students the right to postpone turning in assignments. Unexcused absences and tardiness may negatively affect the final grade.

Food and Drinks

All kinds of food and drinks will not be allowed in class at all times.

Cell Phones

Cell phones have a definite use in everyday life, but not in the classroom. Make sure you switch your phone "OFF" before class starts. Cell phones should never be seen in class. The appearance of a cellphone in class constitutes an interruption and an infringement on civility toward your classmates and your instructor. I reserve the right to remove any student using a cellphone in class.

Dress Code

The College's policy requires all students to properly wear a college uniform during the school day and the field-trip day. The uniform is to be worn correctly each school day unless a special exception has been announced. The uniform should be neat, clean, pressed, in good condition, and worn to standard while at the College.

Special Consideration

Please advise me if you have any type of documented disability so that I may be able to assist in accommodating any special needs you may have. Special-need students may also contact Office of Academic Services.