

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 423 |
| Course Title | Seminar in Tourism Planning and Promotion |
| 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 3 / Every academic year |
| 7. Conditions | Maximum number of students is 40 |

8. Course Description

Selected topics in tourism planning and promotion.

9. Course Objectives

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

- 9.1. Widen students' perspectives and horizon on the relationship between tourism planning and promotion.
- 9.2. Update with the current situation of the service industry in Thailand with a focus on issues on tourism planning and promotion.
- 9.3. Discuss academically and critically on the tourism planning and promotion-related issued.
- 9.4. Produce academic reports on tourism planning and promotion in Thailand.

10. Course Outline

| Week | Topics | Hours | | | Instructor |
|--------------------------|--|-----------|----------|------------|------------|
| | | Lecture | Lab | Self-Study | |
| 1 | <ul style="list-style-type: none"> • Introduction: a Package Tour, • Concept of Tourism Planning and Promotion, • Brainstorming on the selected topics | 4 | - | 8 | TBA |
| 2 | <ul style="list-style-type: none"> • Site Analysis and Report Outline • General information of the selected sites regarding tourism planning and promotion | 4 | - | 8 | |
| 3 | <ul style="list-style-type: none"> • Tourism Planning and Promotion of Kho Sam Roi Yot National Park, Prochopkirikan • Tourism Planning and Promotion of Ta Pae Gate, Chiang Mai | 4 | - | 8 | |
| 4 | <ul style="list-style-type: none"> • Tourism Planning and Promotion of Pattaya, Chonburi, • Tourism Planning and Promotion of Prapathom Chejdi Temple, Nakorn Pathom | 4 | - | 8 | |
| 5 | <ul style="list-style-type: none"> • Tourism Planning and Promotion of Sai Yok Noi Waterfall, Kanchanaburi • Tourism Planning and Promotion of Sangklaburi, Kanchanaburi | 4 | - | 8 | |
| 6 | <ul style="list-style-type: none"> • Tourism Planning and Promotion of Samed Island, Rayong • Tourism Planning and Promotion of Damnoensaduak Floating Market, Ratchaburi | 4 | - | 8 | |
| 7 | <ul style="list-style-type: none"> • Tourism Planning and Promotion of Sanumchan Palace, Nakorn Pathom • Tourism Planning and Promotion of Koh Kred, Nonthaburi | 4 | - | 8 | |
| 8 | <ul style="list-style-type: none"> • Tourism Planning and Promotion of Pa-Ngan Island, Phang-Nga | 4 | - | 8 | |
| 9 | Group Discussion | 4 | - | 8 | |
| 10 | Group Discussion | 4 | - | 8 | |
| 11 | Formal Presentation | 4 | - | 8 | |
| | 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 Discussions

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 widening their own perspectives and horizon on the relationship between tourism planning and promotion.
- 13.2. the ability in getting updated with the current situation of the service industry in Thailand with a focus on issues on tourism planning and promotion.
- 13.3. the ability in discussing academically and critically on the tourism planning and promotion-related issued.
- 13.4. the ability in producing academic reports on tourism planning and promotion in Thailand.

Ratio of mark

| | |
|----------------------|--------------|
| 1. Project | 40% |
| 2. Quiz | 10% |
| 3. Final examination | 50% |
| 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)

Main Textbooks:

Gunn, C. A. (1994). *Emergence of Effective Tourism Planning and Development. Tourism : The State of the Art*. New York: John Wiley & Sons.

Gunn, C. A. (1994). *Tourism Planning: Basics, Concepts and Cases*. London: Taylor & Francis.

Hall, C. M. (1995). *Introduction to Tourism in Australia. Tourism Planning and Development*. Melbourne: Longman.

Seaton, T. (1989). *Promotional Strategies in Tourism*. London: Cambridge.

16. Instructor (s)

TBA

17. Course Coordinator

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