

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 433 |
| Course Title | Tourism in Developing Countries |
| 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 | Summer / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

Tourism development in developing countries and the impact it has socially and economically, health, international demand, and eco-tourism in a case method manner.

9. Course Objectives

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

- 9.1 Explain the importance of tourism in developing countries and the involvement of the government and local stakeholders.
- 9.2 Make discussions regarding the concept of the destination area life cycle and its strategic planning implications
- 9.3 Recognize the emerging concern over ecotourism, convention tourism, and changing patterns of tourism demand.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Course introduction and rationale	4	-	8	Chantradoan, N.
	Current research on development	4	-	8	
	Reasons for involvement in tourism	3	-	6	
2	National tourism development	4	-	8	
	Case study	4	-	8	
	Tourism destination development	3	-	6	
3	Mid-term Examination	4	-	8	
	Tourism demand	4	-	8	
	Tourism impacts	3	-	6	
4	Case study	4	-	8	
	Trends & future of tourism in developing countries	4	-	8	
	Review session	3	-	6	
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 explaining the importance of tourism in developing countries and the involvement of the government and local stakeholders.
- 13.2 the ability in making discussions regarding the concept of the destination area life cycle and its strategic planning implications
- 13.3 the ability in recognizing the emerging concern over ecotourism, convention

tourism, and changing patterns of tourism demand.

Ratio of mark

1. Class Attendance and Participation	5 %
2. Quizzes	5%
3. Presentation	20 %
4. Mid-term Examination	30 %
5. Final Examination	40 %
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)

Oppermann, Martin and chon, Key-Sung, (1997). *Tourism in Developing Countries*, Singapore: International Thomson business Press.

16. Instructor (s)

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17. Course Coordinator

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