

COURSE SPECIFICATION

Name of institution	Mahidol University International College Mahidol University
Campus/faculty/department	Tourism and Hospitality Management Division

Section 1 General Information

- 1. Course code and course title**

Thai	ICTM 476
	การศึกษาเรื่องไวน์และการท่องเที่ยวเพื่อ อการชิม บริโภค หรือซื้อไวน์
English	ICTM 476 Wine Studies and Wine Tourism ICIH 438 Wine Studies and Wine Tourism ICTE 437 Wine Studies and Wine Tourism
- 2. Number of credit** 4 (3-2-7)
(Lecture 3 hour – Laboratory 2 hours/Self study 7 hours/ week)
- 3. Curriculum and type of subject**
 - 3.1 Curriculum** BBA in Tourism and Hospitality Management
BBA in International Hospitality Management
BA in International Tourism and Event Management
 - 3.2 Type of Subject** Elective course
- 4. Responsible faculty member** Dr. Ka Tat Nixon Chen, Faculty Member, Tourism and Hospitality Management, Mahidol University International College
- 5. Trimester / year of study**
 - 5.1 Trimester** Trimester 1 and 3 of every academic year of study
 - 5.2 Number of students** Maximum 20 students
- 6. Pre-requisite** ICTM 212 Introduction to Travel Industry
ICHT202 Introduction to Hospitality and Tourism Industry
ICTH210 Introduction to Hospitality, Tourism and Event Industry
- 7. Co-requisite** -

8. **Venue of study** Mahidol University International College, Salaya Campus

9. **Date of latest revision** April 2015

Section 2 Goals and Objectives

1. Goals

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

- 1.1 Understand the basic components of and describe wine
- 1.2 Understand the development of wine and wine tourism
- 1.3 Understand factors that influence the development of wine tourism
- 1.4 Propose ways to promote wine tourism

2. Objectives of development/revision

To introduce a new elective course

Section 3 Course Management

1. Course descriptions

The development of viticulture from vines to wines, the emergence of wine tourism routes, motivation of wine tourists and factors that help develop wine tourism

รายวิชาเพื่อการศึกษาเกี่ยวกับพัฒนาการของการปลูกองุ่นและการท่องเที่ยวเพื่อการชิม บริโภค หรือซื้อไวน์ เพื่อให้เข้าใจถึงปัจจัยที่ช่วยพัฒนาการท่องเที่ยวรูปแบบดังกล่าว

2. Credit hours / trimester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self study (Hour)
36 hours (3 hour x 12 weeks)	-	24 (2 hours x 12 weeks)	84 hours (7 hours x 12 weeks)

3. Number of hours that the lecturer provides individual counseling and guidance

At students' request within the working week (Mon-Fri).

Section 4 Development of Students' Learning Outcome

1. Expected outcome on students' skill and knowledge

By engaging students in practical discussions and assignments that reflect wine and wine tourism industry, students will be able to identify and elaborate those important factors that affect the industry.

2. Teaching methods

To use an interactive and problem solving approach to encourage students to think critically

3. Evaluation methods

1. Ethics and Morality

1.1 Expected outcomes on ethics and morality

- (1) Have integrity and honesty, and ability to deal with conflicts between own benefits, and morality and ethics
- (2) Have a positive attitude toward the career, express morality and ethics toward work, and treat others consistently
- (3) Be responsible for own work, be a good member, and participate in leadership development activities, and be a good role model for others
- (4) Have a good discipline at work, and follow rules and regulations of organizations and societies

1.2 Teaching methods

Learning Centered Education : Emphasis on knowledge development, important skills in career development and living, encourage students to use their full potentials

- (1) Lecture
- (2) Case studies with past experiences and current events
- (3) Emphasis on morality and ethics
- (4) Group discussion
- (5) Group assignment

1.3 Evaluation methods

- (1) Written examination
- (2) Presentation
- (3) Class attendance, class participation and behavior in class
- (4) On-time submission of reports and assignments and their quality

2. Knowledge

2.1 Expected outcomes on knowledge

- (1) Have up-to-date knowledge in the fields of wine and wine tourism industry in both theories and practices widely, systematically and internationally
- (2) Have integrated knowledge in other related disciplines
- (3) Have knowledge in the process and techniques of research in order to solve problems and add up to the knowledge in the career

2.2 Teaching methods

Learning Centered Education : Emphasis on knowledge development, important skills in career development and living, encourage students to use their full potentials

- (1) Lecture
- (2) Case studies with past experiences and current events
- (3) Emphasis on morality and ethics
- (4) Group discussion
- (5) Group assignment

2.3 Evaluation methods

- (1) Written examination
- (2) Presentation
- (3) Class attendance, class participation and behavior in class
- (4) On-time submission of reports and assignments and their quality

3. Cognitive Skills

3.1 Expected outcomes on cognitive skills

- (1) Have ability to process and study information in order to analyze causes of problems and conflicts, and find out preventive measures and proper solutions in both width and depth aspects
- (2) Have ability to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations
- (3) Have ability to apply innovations from the business sectors and other relating disciplines in order to develop work skills efficiently

3.2 Teaching methods

- (1) Real experience teaching and encourage on skill development besides the professional skill
- (2) Project assignment and presentation
- (3) Analysis of case studies

3.3 Evaluation methods

- (1) Presentation of knowledge synthesis
- (2) Class attendance, class participation and behavior in class
- (3) On-time submission of reports and assignment and their quality

4. Interpersonal Skills and Responsibility

4.1 Expected outcomes on interpersonal relationship and responsibility

- (1) Have ability to work, and be responsible for own assigned work, duties and roles in the workgroup appropriately, including participating in helping work colleagues and solving group problems
- (2) Have ability to develop oneself and the career field to be up-to-date continuously and compatible with international standards

4.2 Teaching methods

- (1) Group participation in case studies
- (2) Assignment of group and individual reports
- (3) Encourage real-life experience and current events in teaching

4.3 Evaluation methods

- (1) Written examination
- (2) Presentation
- (3) Class attendance, class participation and behavior in class
- (4) On-time submission of reports and assignments and their quality

5. Numerical Analysis, Communication, and Information Technology Skills

5.1 Expected outcome on numerical analysis, communication, and information technology skills

- (1) Have ability to use Thai and foreign languages in listening, speaking, reading and writing, and make effective summaries and conclusions
- (2) Have ability to communicate with foreigners appropriately in accordance with situations and cultures
- (3) Have ability to use information technology in communication, choose appropriate kind of presentation for each topic, considering differences of audience
- (4) Have ability to use basic techniques in mathematics and statistics to process, interpret, and analyze information

5.2 Teaching methods

- (1) Lecture and group discussion of case studies
- (2) Practical in class
- (3) Assignment for searching from website, e-learning and report with emphasis on mathematical numbers and statistics from reliable sources

5.3 Evaluation methods

- (1) Group discussion
- (2) Practical presentation in class
- (3) Reports and presentation using information technology
- (4) Participation in group discussion

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hours	Teaching methods/multimedia	Instructor
1	Introduction and course	3	Lecture and interaction/multi-media and	Nixon Chen

Week	Topic	Hours	Teaching methods/multimedia	Instructor
	description From vines to wines		discussion	
2	From vines to wines Introduction to wine tasting	3	Lecture and interaction/multi-media and discussion	Nixon Chen
3	Wine tourism route: Middle East Wine tasting	3	Lecture and interaction/multi-media and discussion	Nixon Chen
4	Wine tourism route: Old World Wine tasting	3	Lecture and interaction/multi-media and discussion	Nixon Chen
5	Wine tourism route: New World Wine tasting	3	Lecture and interaction/multi-media and discussion	Nixon Chen
6	Understanding Thai wine A field trip to a Thai Winery	3	Lecture and interaction/multi-media and discussion	Nixon Chen
7	Pairing of food and wine Guest speaker	3	Lecture and interaction/multi-media and discussion	Nixon Chen
8	Understanding wine tourists Factors that help develop wine tourims	3	Lecture and interaction/multi-media and discussion	Nixon Chen
9	Factors that help develop wine tourism A visit to a Thai winery	3	Lecture and interaction/multi-media and discussion	Nixon Chen
10	Case studies of wine	3	Lecture and interaction/multi-media and	Nixon Chen

Week	Topic	Hours	Teaching methods/multimedia	Instructor
	tourism		discussion	
11	A guest speaker Revision	3	Lecture and interaction/multi-media and discussion	Nixon Chen
12	Presentation of a field trip report Wine tasting and food pairing quiz	3		Nixon Chen
13	Final exam	2		

2. Evaluation plan

Evaluation	Methods / activities	Week	Percentage
1	Final examination	13	40%
2	A field trip report	11	30%
4	Wine tasting and food pairing quiz	12	20%
5	Participation in class	Every class	5%
6	Attendance	Every class	5%

Section 6 Teaching Materials and Resources

1. Texts and main documents

Gmelch, G. and Gemlch, S. B. (2011). *Tasting the Good Life: Wine Tourism in the Napa Valley*. Bloomington: Indiana Univeristy

Taber, G. M. (2009). *In Search of Bacchus*. Sydney: Scribner

Wagner, P., Olsen, J. and Thach, L. (2011). *Wine Marketing and Sales: Success Strategies for a Saturated Market*. San Francisco: the Wine Appreciation Guide

2. Documents and important information

(1) Writings, articles and news from textbooks, professional journals and newspapers

3. Documents and recommended information

(1) Writings, articles and news from textbooks, professional journals and newspapers

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- (1) Lecturer's ability to clarify themes and course content
- (2) Student evaluation
- (3) Successful completion of course content
- (4) Students' ability to apply knowledge beyond academic settings
- (5) Lecturer's ability to motivate and engage students

2. Evaluation strategies in teaching methods

- (1) Student feedback
- (2) Peer comments and discussions with other lecturers

3. Improvement of teaching methods

- (1) Continual research into current trends in Business Communications
- (2) Peer class observations
- (3) Application of current pedagogical and methodological theories in the classroom

4. Evaluation of students' learning outcome

By evaluation of student performance on the following:

- (1) Group discussions
- (2) Group presentations
- (3) Case studies
- (4) Class participation
- (5) The group project
- (6) The final examination

5. Review and improvement for better outcome

Sharing and cascading knowledge with fellow lecturers