



Course Syllabus (Academic Year 2018)

School of Interdisciplinary Studies, Kanchanaburi Campus, Mahidol University

1. **Course No. and Title** : KAMG 231 Introduction to Tourism Industry
Credit (study hours) : 3 (3-0-6)
2. **Program Name** : Bachelor of Business Administration
3. **Course Module** : Elective Subject
Pre/co-requisite : -
4. **Class Semester** : 2nd Semester Academic Year 2018
5. **Class Schedule & Venue** : 09:00 – 12:00, Room 2310
6. **Class Coordinator** : Pawintana Charoenboon
 Contact No. : 09-8915-1615 Email : pawintana9@gmail.com

7. Course Description

A study of fundamentals of tourism by emphasizing on the impact of the tourism industry on the economy, social and environmental. The course also instructs learners about tourism industry's components, governmental policies and organizations regulations relating to tourism industry of both Thailand and the world as a whole.

8. Course Objectives / Course Learning Outcomes (CLOs)

No.	Objectives / CLOs	Expected Skills / Knowledge			PLOs
		Specific	Generic	Knowledge	
8.1	Explain the crucial roles and impacts of tourism industry on the economy, the society, and the environment.	S3	G4	K2	1
8.2	Explain the components of tourism industry.	S2	G12	K2-K3	3
8.3	Explain the governmental policies and regulations relating to tourism industry of both Thailand and many countries.	S5	G4	K2	3
8.4	Demonstrate the use of communication skill and show cooperative teams.		G10, G13		4
			G15		5

9. Class Instructor List

Name : Pawintana Charoenboon

Contact No. : 09-8915-1615 Email : pawintana9@gmail.com

10. Course Outline

Week	Date	Contents	CLOs	Teaching & Learning	Instructor's Names
1	15/1/19	Tourism in Perspective	8.1, 8.4	Lecture Class Discussion	Pawintana Charoenboon
2	22/1/19	Evolution and Development of Tourism	8.1, 8.4	Lecture Class Discussion	Pawintana Charoenboon
3	29/1/19	Tourist Needs and Motivations	8.2, 8.4	Lecture Class Discussion	Pawintana Charoenboon
4	5/2/19	The Tourism Network and Supply Component	8.2, 8.4	Lecture Class Discussion	Pawintana Charoenboon
5	12/2/19	Accommodation and Hospitality Services	8.2, 8.4	Lecture Class Discussion	Pawintana Charoenboon
6	19/2/19	Surface Transport and Tourism	8.2, 8.4	Lecture Class Discussion	Pawintana Charoenboon
7	26/2/19	Tour Operating and Travel Retailing	8.2, 8.4	Lecture Class Discussion	Pawintana Charoenboon
8	5/3/19	The MICE Industry	8.2, 8.4	Lecture Class Discussion	Pawintana Charoenboon
9	Mid-term Examination (11-15 March 2019)				
10	19/3/19	Positive and Negative Environmental Hospitality Impacts	8.1, 8.3, 8.4	Lecture Class Discussion	Pawintana Charoenboon
11	26/3/19	Impacts and Involvement of host Communities in Tourism	8.1, 8.2, 8.3, 8.4	Lecture Class Discussion	Pawintana Charoenboon
12	2/4/19	The Economics of Tourism	8.1, 8.2, 8.3, 8.4	Lecture Class Discussion	Pawintana Charoenboon
13	9/4/19	Creative Tourism in Destination Development	8.2, 8.3, 8.4	Lecture Class Discussion	Pawintana Charoenboon

14	23/4/19	Tourism Ethics and Sustainable Tourism	8.2, 8.3, 8.4	Lecture Class Discussion	Pawintana Charoenboon
15	30/4/19	Current Trends and Issues in the Tourism and Hospitality Industry	8.3, 8.4	Lecture Class Discussion	Pawintana Charoenboon
16	7/5/19	Project Presentations	8.4	Group Project Presentation	Pawintana Charoenboon
17	Final Examination (13-24 May 2019)				
18					

11. Course Assessment

No.	Methods / Activities	Regulations	CLOs	Week	Weight Distribution (%)
11.1	Mid-term exam	Closed book	8.1, 8.2, 8.3	9	30
11.2	Final exam	Closed book	8.1, 8.2, 8.3	17	30
11.3	Assignments	Group assignment	8.1, 8.2, 8.3, 8.4	1-8, 10-15	10
11.4	Project presentation	Group assignment	8.1, 8.2, 8.3, 8.4	16	20
11.5	Class participation	Instructor evaluation of class participation	8.4	1-8, 10-15	10
				Total	100

12. Grading System

Criterion-referenced evaluation

Grade	Score	Grade	Score	Grade	Score	Grade	Score
A	≥ 80 %	B	70 – 74.99%	C	60 – 64.99%	D	50 – 54.99%
B+	75 – 79.99%	C+	65 – 69.99%	D+	55 – 59.99%	F	< 50 %

Norm-referenced evaluation

*If use both criterion and norm-referenced evaluation, please tick two boxes.

13. References

- 13.1 ชีริกิติ นวรัตน์ ณ อยุธยา. (2552). การตลาดบริการแนวคิดและกลยุทธ์. พิมพ์ครั้งที่ 3. กรุงเทพฯ: สำนักพิมพ์แห่งจุฬาลงกรณ์มหาวิทยาลัย
- 13.2 นิตา ชัชกุล. (2551). อุตสาหกรรมการท่องเที่ยว. พิมพ์ครั้งที่ 2. กรุงเทพฯ: สำนักพิมพ์แห่งจุฬาลงกรณ์มหาวิทยาลัย
- 13.3 บุญเลิศ จิตตั้งวัฒนา. (2556). อุตสาหกรรมการท่องเที่ยว. พิมพ์ครั้งที่ 2. กรุงเทพฯ: ธรรมสาร.
- 13.4 Burns, Peter M. (2013). An introduction to tourism and anthropology. London: Routledge.
- 13.5 Nickerson, Norma Polovitz. (1996). Foundations of tourism. Upper Saddle River, New Jersey: Prentice Hall.