**TQF 3 Course Specifications**

**Section 1 General Information**

1. Course code and course title

Thai ICHI 332 การจัดการแพคเกจทัวร์

English ICHI 332 Tour Package Management

2. Number of credits 4(3-2-7)

3. Program and type of subject

3.1 Program Undergraduate Degree (International Program)

3.2 Type of Subject Elective Course

4. Course Coordinator and Course Lecturer

4.1 Course Coordinator Dr. Kaewta Muangasame

4.2 Course Lecturer Dr. Kaewta Muangasame

Tourism and Hospitality Management Division

Email: kaewta.mua@mahidol.ac.th

5. Trimester/ Year of Study

5.1 Trimester At least one time a year

5.2 Course Capacity Approximately 40 students

6. Pre-requisite Introduction to Hospitality and Tourism Industry

7. Co-requisites None

8. Venue of Study Mahidol University International College

9. Date of Latest Revision February 2018

**Section 2 Goals and Objectives**

1. Course Goals

The purpose of this course is to introduce the roles of major suppliers in the tourism industry in terms of their planning management operation of tour operators, and destination research; design itineraries; calculate and set the selling prices of tour packages.

2. Objectives of Course Development/Revision

2.1 Course Objectives

1. Students will be able to develop tour itinerary planning and understand how to strategically operate tour business
2. Students will apply the three major functions of tour operations; pre-tour operation, tour execution, and post-tour phase
3. Students will gain experiences how to deal with different customer’s behavior in the tour business

2.2 Course-level Learning Outcomes: CLOs

By the end of the course, students will be able to (CLOs)

CLO1 Apply up-to-date skills and knowledge systematically, in order to provide basic and appropriate tour planning in tour operator business management.

CLO2 Apply managerial and entrepreneurial knowledge systematically, in order to provide appropriate solutions of how to manage tour package for tour operator businesses

CLO3 Demonstrate professional responsibility, as well as being a good team member

CLO4 Demonstrate an ability to use listening, speaking, reading, and writing skills in native and foreign languages

CLO5 Demonstrate an ability to effectively work with team members, be culturally aware, and assist work colleagues in solving problems

CLO6 Demonstrate an ability meet the standards required in the management of the international hospitality industry, follow organizational and social rules and regulations, as well as UNWTO’s Ten Global Codes of Ethic Principles in particularly to supporting local community and social responsibility

**Section 3 Course Management**

1. Course Description

การจัดการแพคเกจทัวร์ ความสัมพันธ์ขององค์ประกอบในการทำทัวร์ เช่น การขนส่ง ที่พัก อาหาร สถานที่ท่องเที่ยวและแหล่งช็อปปิ้ง ความเข้าใจเรื่องการจัดการทัวร์และบริษัททัวร์ รูปแบบและโครงสร้างขององค์กร ช่องทางการจัดจำหน่าย และการสำรวจเส้นทางในการจัดแพคเกจทัวร์รวมถึงแนวทางการวิเคราะห์และการต่อรองราคา การวางแผนในการทำโปรแกรมทัวร์และเข้าใจถึงพื้นฐานการตั้งราคาแพคเกจทัวร์ ช่องทางการสื่อสาร และการปฏิบัติจริงทั้งก่อน ระหว่าง และหลังการจัดทำทัวร์ รวมถึงงานธุรการที่เกี่ยวข้องกับการปฏิบัติและการประเมินผลกระทบด้านสิ่งแวดล้อม

Package tourism management; the crucial relationships of various tour components such as transportation, lodging, dinning, sightseeing, attractions and shopping, understanding different types of tour operators, basic types of organizational structures, tour distribution channels and appreciate the ways in destination research development and supply negotiations. Tour itinerary planning and understand how to strategically price the tour, specific communications strategies of tour operators, understanding the three major functions of tour operations; pre-tour operation, tour execution, and post-tour phase, an administration of tour operation and its environment.

2. Credit hours per trimester

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

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

Thursday 12.00-16.00 4 hour/ week

**Section 4 Development of Students’ Learning Outcome**

1. Short summary on the knowledge or skills that the course intends to develop in students (CLOs)

By the end of the course, students will be able to

CLO1 Apply up-to-date skills and knowledge systematically, in order to provide basic and appropriate tour planning in tour operator business management.

CLO2 Apply managerial and entrepreneurial knowledge systematically, in order to provide appropriate solutions of how to manage tour package for tour operator businesses

CLO3 Demonstrate professional responsibility, as well as being a good team member

CLO4 Demonstrate an ability to use listening, speaking, reading, and writing skills in native and foreign languages

CLO5 Demonstrate an ability to effectively work with team members, be culturally aware, and assist work colleagues in solving problems

CLO6 Demonstrate an ability meet the standards required in the management of the international hospitality industry, follow organizational and social rules and regulations, as well as UNWTO’s Ten Global Codes of Ethic Principles in particularly to supporting local community and social responsibility

2. Teaching methods for developing the knowledge or skills specified in item 1 and evaluation methods of the course learning outcomes

|  |  |  |
| --- | --- | --- |
| Course Code | Teaching methods | Evaluation Methods |
| CLO1 | Lecture  Case study | Final examination |
| CLO2 | Lecture  Case study | Final examination |
| CLO3 | Lecture, presentation Problem solving | Team project |
| CLO4 | Lecture, presentation Problem solving | Assignment and Final examination  Team project |
| CLO5 | Lecture, presentation Problem solving | Team Project |
| CLO 6 | Presentation | Community Project-transferred knowledge/ Team project |

3. TEN CODES OF ETHIC - UNWTO

The principles of the Global Code of Ethics (GCE)

Under THM curriculum, we define the code of ethics into three levels:

1. Fundamental rules and regulations- following MUIC students’ code of conduct, academic integrity and honesty;
2. Professionalism;
   1. Generic professionalism (teamwork, courtesy, service attitude, cultural awareness, team responsibility)
   2. Specific industry professionalism (Hotel & Restaurant, MICE & Event, Tourism)
3. Social responsibility (community and cultural awareness, sense of protection, indigenous sensitivity, sustainable decisions/solutions).

This subject serves code of ethics level 1, 2 and 3 by:

1) Ensuring students follow the MUIC students’ code of conduct on grooming, punctuality and academic integrity and honesty when they attend the course;

2) Incorporating in the lecture on the generic professionalism. Students will be informed about the expected and acceptable professional behaviours when working in teams.

3) Incorporating into teaching content and the assignment/written exam/team project evaluations whether students apply ethical and sustainability concepts and ideas into their strategic recommendation/solutions.

**Section 5 Teaching and Evaluation Plans**

1. Teaching plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Week | Topic | Number of Hours | | Teaching Activities/ Media | Lecturer |
| Lecture Hours | Lab/Field Trip/Internship  Hours |
| 1 | - Introduction to the module  - Tour operator and Travel Agents | 4 |  | Lecture Discussion | KTM |
| 2 | - Tour planning and development  - Destination research and Supplier negotiation | 4 |  | Lecture Discussion | KTM |
| 3 | - Tour planning analysis workshop and discussion | 4 |  | Lecture Discussion | KTM |
| 4 | - Different types of work & working condition  - Pre-tour operation | 4 |  | Lecture Discussion | KTM |
| 5 | - Communication Mix: Preparing for selling package event  - Direct selling and internet  \*\*\*\* Selling tour package event ----weekday | 4 |  | Lecture Discussion | KTM |
| 6 | Selling Tour package | 4 |  | Lecture Discussion | KTM |
| 7 | - Client and Escort Psychology:  - Managing Group Behavior  - Strategies for Managing Tour group | 4 |  | Lecture Discussion | KTM |
| 8 | Conduct a tour- Problem based Learning | 4 |  | Lecture Discussion  VDO/case study | KTM |
| 9 | - Legal and safety responsibilities of tour operators / environmental friendly awareness | 4 |  | Lecture Discussion  Guest lecture | KTM/ Guest speaker |
| 10 | Presentation | 4 |  | Presentation | KTM |
| 11 | Check up your experience and know how  New development of online travel agency and Trends of Managing Package Tourism | 4 |  | Lecture  Discussion  VDO/case study | KTM |
| 12 | Community Project: Sharing your experiences as a tour manager | 4 |  | Presentation Discussion  Q&A | KTM |
|  | Total | 48 |  |  |  |

2. Plan for Assessing Course Learning Outcomes

2.1 Assessing and Evaluating Learning Achievement

a. Formative Assessment

None

b. Summative Assessment

1) Tools and Percentage Weight in Assessment and Evaluation

|  |  |  |  |
| --- | --- | --- | --- |
| Learning Outcomes | Assessment Methods | Assessment Ratio  (Percentage) | |
| CLO1 Apply up-to-date skills and knowledge systematically, in order to provide basic and appropriate tour planning in tour operator business management. | Group project | 40 | 40 |
| CLO3 Demonstrate professional responsibility, as well as being a good team member  CLO4 Demonstrate an ability to use listening, speaking, reading, and writing skills in native and foreign languages  CLO 5 Demonstrate an ability to effectively work with team members, be culturally aware, and assist work colleagues in solving problems | Attendance/ Professionalism | 10 | 20 |
| Presentation | 10 |
| CLO 6 Demonstrate an ability meet the standards required in the management of the international hospitality industry,  follow organizational and social rules and regulations, as well as UNWTO’s Ten Global Codes of Ethic Principles | Community Project-transferred knowledge/ Team project | 20 | 20 |
| CLO 2 Apply managerial and entrepreneurial knowledge systematically, in order to provide appropriate solutions of how to manage tour package for tour operator businesses | Final-Exam Writing Examination | 20 | 20 |
| Total |  |  | 100 |

**Evaluation plan**

|  |  |  |
| --- | --- | --- |
| **Methods / activities** | **Week** | **Percentage** |
| Class participation | Continuous assessment | 10% |
| Group project & presentation | Week 6-8 | 50% |
| Community Project-transferred knowledge/ Team project | Week 12 | 20% |
| Final examination | Week 13 | 20% |
| Total |  | 100% |

**1. Class Participation and Professionalism 10%**

Your active participation and interaction with the lecturer and classmates is very important. Please ensure that you are well prepared for each class and that you enthusiastically contribute to the class discussion. As THM students, professionalism is very important for your career, 10 % will be evaluated from your good grooming and being on time. If students are not well groomed, they will be asked to leave the room to rearrange their uniform.

***Date: On going***

**How Assessment Will be Graded**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **A.** | **ASSESSMENT CRITERIA FOR CLASS PARTICIPATION and PROFESSIONALISM** | | | | |
| **Criteria** | **Excellent**  **(A)** | **Good**  **(B to B+)** | **Fair**  **(C to C+)** | **Very poor**  **(D to D+)** | **Fail**  **(F)** |
| **Participation in class discussion** | **Often** participated in class activities, answered questions and posed thoughtful questions without teacher prompting. Well grooming and being on time | **Sometimes** participated in class activities, and answered questions when called upon by teacher. Well grooming and being on time | **Occasionally** participated in class activity; responded to teacher questions. Well grooming and being on time | **Rarely** participated in class activity; **rarely** responded to teacher questions. Well grooming and being on time | **Never** participated in class activity; did not respond to teacher questions. Well grooming and being on time |
| **Total for this assessment to be added to other subject assessments to give an overall grade for the subject from A-F.** | | | | | |

**2. Group Project & Presentation 50%**

Assessment Details:

Scenario: Project assignment is aimed at understanding and managing tour package. Students are required to create a tour package with your own concept.

The project should cover:

1. Tour planning: Pre-tour operation/ tour execution/ Post- tour operation

2. Tour itinerary:

3. Costing tour

4. Marketing strategies- Poster/e- marketing/ Booth

5. Evaluation

Date: Week 8

**How Assessment will be graded**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **B.** | **ASSESSMENT CRITERIA FOR GROUP PROJECT** | | | | |
| **Criteria** | | **Excellent**  **(A)** | **Good**  **(B to B+)** | **Fair**  **(C to C+)** | **Very poor**  **(D to D+)** | **Fail**  **(F)** |
| **Organisation** | | **Very well-organized,** complete and factual, correctly formatted | **Well-organized,** mostly complete and factual, very few errors in format | **Fairly well-organized,** generally complete and factual, a few errors in format | **Poorly organized**, lacking significant factual information, several errors in format. | **Badly organized**, lacking factual information, many errors in format. |
| **Process** | | **Clear and extensive** discussion of issues and challenges, resulting in comprehensive understanding of tour operation | **Thorough** discussion of issues and challenges, resulting in very good understanding of tour operation | **Satisfactory** discussion of issues & challenges, resulting in reasonable understanding of tour operation | **Basic** or no discussion of issues & challenges, resulting in poor understanding of tour operation | **No** discussion of issues & challenges, resulting in very poor understanding of tour operation |
| **Application** | | **Critically evaluated** and successfully applied concepts in solving a real-life problem | **Evaluated** and applied concepts in solving a real-life problem | **Satisfactorily evaluated** and applied concepts in solving a real-life problem | **Poorly** applied concepts in solving a real-life problem | **Unable to apply** concepts to resolve a problem |
| **Analytical skills** | | Recommendation is **very clear** and very well-supported by factual arguments. | Recommendation is **clear** and well-supported by factual arguments. | Recommendation is **reasonably clear** and is satisfactorily supported by factual arguments. | Recommendation is **unclear** and mainly supported by opinions. | Recommendation is very **unclear** and supported by opinions. |
| **Teamwork** | | All group members **fully and actively involved** in research, planning, organisation, and presentation. | All group members **actively involved** in research, planning, organisation, and presentation. | All members **involved** in most group activities. | **Inconsistent effort** by group members. | **Poor effort** by group members. |

**3. Group Project-community project 20%**

Assessment Details:

Scenario: This assignment is aimed at creating a professional tour manager. Students are required to conduct training for local people such as children who parent working as a fisherman or farmer. The training will be supported by agriculture supporting department and collaborate with THM division to organize the training entitle “how to be a professional tour manager” for supporting agro-tourism and sustainable tourism development in local areas- NakhonPathom or Samut Sakhon. For more information, the instructor will explain in class.

**Date: Week 12**

**How Assessment will be graded**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **B.** | **ASSESSMENT CRITERIA FOR GROUP PROJECT** | | | | |
| **Criteria** | | **Excellent**  **(A)** | **Good**  **(B to B+)** | **Fair**  **(C to C+)** | **Very poor**  **(D to D+)** | **Fail**  **(F)** |
| **Organisation** | | **Very well-organized,** complete and factual, correctly formatted | **Well-organized,** mostly complete and factual, very few errors in format | **Fairly well-organized,** generally complete and factual, a few errors in format | **Poorly organized**, lacking significant factual information, several errors in format. | **Badly organized**, lacking factual information, many errors in format. |
| **Process** | | **Clear and extensive** discussion of issues and challenges, resulting in comprehensive understanding of being professional tour manager | **Thorough** discussion of issues and challenges, resulting in very good understanding of being professional tour manager | **Satisfactory** discussion of issues & challenges, resulting in reasonable understanding of being professional tour manager | **Basic** or no discussion of issues & challenges, resulting in poor understanding of being professional tour manager | **No** discussion of issues & challenges, resulting in very poor understanding of the principles of being professional tour manager |
| **Application** | | **Critically evaluated** and successfully applied concepts in solving a real-life problem | **Evaluated** and applied concepts in solving a real-life problem | **Satisfactorily evaluated** and applied concepts in solving a real-life problem | **Poorly** applied concepts in solving a real-life problem | **Unable to apply** concepts to resolve a problem |
| **Analytical skills** | | Recommendation is **very clear** and very well-supported by factual arguments. | Recommendation is **clear** and well-supported by factual arguments. | Recommendation is **reasonably clear** and is satisfactorily supported by factual arguments. | Recommendation is **unclear** and mainly supported by opinions. | Recommendation is very **unclear** and supported by opinions. |
| **Teamwork** | | All group members **fully and actively involved** in research, planning, organisation, and presentation. | All group members **actively involved** in research, planning, organisation, and presentation. | All members **involved** in most group activities. | **Inconsistent effort** by group members. | **Poor effort** by group members. |

**4.Written examination –Final-examination 20%**

***Date: Week 13***

**How Assessment will be Graded**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **ASSESSMENT CRITERIA FOR WRITTEN EXAMINATION – Final-term** | | | | |
| **Criteria** | **Excellent**  **(A)** | **Good**  **(B to B+)** | **Fair**  **(C to C+)** | **Very poor**  **(D to D+)** | **Fail**  **(F)** |
| **Knowledge and comprehension** | Demonstrated **comprehensive** knowledge and understanding of the subject. | Demonstrated **good** knowledge and understanding of the subject. | Demonstrated **satisfactory** knowledge and understanding of the subject. | Demonstrated a **very limited** knowledge and understanding of the subject. | Demonstrated **very poor** knowledge and understanding of the subject. |
| **Application** | Demonstrated **substantial application** of tour planning and operation | Demonstrated **clear application** of tour planning and operation concepts to | Demonstrated **satisfactory application** of tour planning and operation concepts | Demonstrated **very limited ability** to apply tour planning and operation concepts | **Unable to apply** concepts of tour planning and operation |
| **Analysis** | **Demonstrated clearly** the ability to analyse and draw **appropriate and inventive** conclusions. | Demonstrated **good effort** in analysing and drawing conclusions. | **Satisfactory evidence** of analysing and drawing conclusions. | **Minimal evidence** of analysing and drawing conclusions. | **Inability** to analyze and draw conclusions. |

2) Grading System

|  |  |  |  |
| --- | --- | --- | --- |
| For Grade A - F **Grade** | **Achievement** | **Final Score**  **(% Range)** | **GPA** |
| A | Excellent | 90-100 | 4.0 |
| B+ | Very good | 85-89 | 3.5 |
| B | Good | 80-84 | 3.0 |
| C+ | Fairly good | 75-79 | 2.5 |
| C | Fair | 70-74 | 2.0 |
| D+ | Poor | 65-69 | 1.5 |
| D | Very Poor | 60-64 | 1.0 |
| F | Fail | Less than 60 | 0.0 |

(3) Re-examination (If course lecturer allows to have re-examination)

N/A - (Not applicable with MUIC)

3. Student Appeals

Following MUIC Appeal Procedures

**Section 6 Teaching Materials and Resources**

1. Textbooks and/or other documents/materials

Amnuay-Ngerntra, S. (2003). Managing Package tourism: A Thai Perspective. Thailand, Mahidol University.

Additional readings

Frost, W. (2004). Travel and Tour management. Australia, Pearson Education.

Laws, E. (1997). Managing Packaged tourism. London, Thomson business press.

Mancini, M. (2001). Conducting tours. (3rd edition). United Kingdom, Thomson Learning.

Fay, B. (1992). Essentials of Tour management. New Jersey, Prentice Hall.

2. Recommended textbooks and/or other documents/materials

Journal and periodicals related with the packaged tour management

- Journal of Travel and Research

- The Tourism Review

- Tourism Management

- Travel and Tourism Analyse- EIU

Trade Magazines

- TTG Asia

- PTN Asia Pacific

- Travel Trade report

3. Other Resources (If any)

**Section 7 Evaluation and Improvement of Course Management**

1. Strategies for evaluating course effectiveness by students

1. Lecturer’s ability to explain concepts and content of the course
2. Lecturer’s ability to gain class participation from students
3. Student evaluation
4. Students’ successful completion of the course

2. Strategies for evaluating teaching methods

1. Student feedback
2. Students’ class participation

3. Improvement of teaching methods

1. Keep getting feedback from students
2. Self observation in class

4. Verification process for evaluating students’ standard achievement outcomes in the course

1. Participation in class and group discussion
2. Assignments
3. Presentations
4. Examinations

5. Review and plan for improving the effectiveness of the course

Sharing and discuss among colleagues (other lecturers) within and outside the same college to seek for new ideas or teaching/learning techniques

**Appendix**

**Alignment between Courses and Programme**

Table 1 The relationship between course and Program Learning Outcomes (PLOs)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Tour Package Management | Program Learning Outcomes (PLOs) | | | | | | | | |
| PLO1 | PLO2 | PLO3 | PLO4 | PLO5 | PLO6 | PLO7 | PLO8 | PLO9 |
| ICHI 332 | I | P | P |  | P | P |  |  |  |

**Note:** Indicate the level of CLOs by letter **I, R, P or M**. Using the information as shown below

Table 2 The relationship between CLOs and PLOs

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ICHI 332 | Program Learning Outcomes (PLOs) | | | | | | | | |
| PLO1 | PLO2 | PLO3 | PLO4 | PLO5 | PLO6 | PLO7 | PLO8 | PLO9 |
| CLO1 | 1.2 |  |  |  |  |  |  |  |  |
| CLO2 |  | 2.1 |  |  |  |  |  |  |  |
| CLO 3 |  |  | 3.2 |  |  |  |  |  |  |
| CLO 4 |  |  |  |  | 5.1, 5.3 |  |  |  |  |
| CLO 5 |  |  |  |  |  | 6.3 |  |  |  |
| CLO 6 |  |  | 3.4 |  |  |  |  |  |  |

Table 3 The description of PLOs and SubPLos of the course

|  |  |
| --- | --- |
| PLOs | SubPLOs |
| PLO1 Apply theoretical and practical knowledge in the area of international hospitality management | 1.2 Apply up-to-date skills and knowledge systematically, in order to provide basic and appropriate solutions to problems within the international hospitality industry |
| PLO2 Apply managerial and entrepreneurial knowledge in the area of international hospitality management | 2.1. Apply managerial and entrepreneurial knowledge systematically, in order to provide appropriate solutions to problems within the international hospitality industry |
| PLO3 Apply ethics and professional standards in the area of international hospitality management | 3.2 Demonstrate professional responsibility, as well as being a good team member |
| 3.4Demonstrate an ability meet the standards required in the management of the international hospitality industry,  follow organizational and social rules and regulations, as well as UNWTO’s Ten Global Codes of Ethic Principles |
| PLO5 Demonstrate interpersonal skills and communication skills through the use of English and other foreign languages via various channels | 5.1 Demonstrate an ability to use listening, speaking, reading, and writing skills in native and foreign languages  5.3 Demonstrate an ability to effectively communicate and interact with team members when faced with cultural diversity |
| PLO6 Demonstrate self-responsibility and teamwork skills appropriately and with cultural awareness | 6.3 Demonstrate an ability to effectively work with team members, be culturally aware, and assist work colleagues in solving problems |