

Course Title (Code)	IBM305 Tourism Industry	Instructor(s)	Dr. Raweewan Proyrungroj
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Class Style	Lecture	Office Hours	Monday between 1.00-5.00 pm.
Track	International Business and Management and Hospitality and Tourism Management	Mode of Instruction	Lecture and active learning
Credits	2 credits	Allocated Year	Fall 2024
Active Learning	<p>Category 1- (3) Written paraphrases and summaries (6) Response/reaction</p> <p>Category 2 -(3) Presentation and reverse (4) Surveys and interviews</p> <p>Category 3- (2) Pause for reflection</p> <p>Category 4 -(1) Interactive lectures (3) Free discussions (6) Jigsaw activities (9) Group work on questions</p>	Compulsory or Elective	Compulsory
Course Overview	Discover the essence of the tourism industry in this comprehensive course. Explore its definition, scope, and various types of tourism resources. Analyze the dynamics of tourism supply and demand, investigate definitions, significance, characteristic and concepts/theories of tourist motivations and experiences, and delve into effective destination management strategies.		
Course Objectives	<p>In this course, students will learn about introduction to tourism and be able to:</p> <ol style="list-style-type: none"> Understand the fundamental concepts and scope of the tourism industry, including its definition and the diverse range of tourism resources. Analyze the dynamics of tourism supply and demand, exploring the factors that influence both offerings and consumer preferences within the industry. Examine the motivations driving tourists to travel and the experiences they seek, providing insights into understanding and catering to diverse visitor needs. Investigate effective destination management strategies, including sustainable development practices and techniques for enhancing visitor satisfaction. 		
Prerequisite			
Course Schedule	No	Contents	Homework
	1	<p>Syllabus and introduction to the course topics <i>Understand the syllabus and an overview of the course</i></p> <p>Chapter 1: Definitions and Scope of Tourism Industry <i>Explain the definitions and scope of tourism industry</i></p>	<p>Answer the homework sheet. Read the course materials for Week 2.</p>
	2	<p>Chapter 2: Types of Tourism Resources <i>Describe different types of tourism resources</i></p>	<p>Answer the homework sheet. Read the course material for Week 3</p>
	3	<p>Chapter 3: Tourism Supply and Demand <i>Describe meanings and important aspects of tourism supply and demand</i></p>	<p>Answer the homework sheet. Read the course materials for Week 4</p>
	4	<p>Chapter 4: Tourist Motivations <i>Explain meanings and characteristics of tourist motivations and significances and challenges in studying tourist motivations</i></p>	<p>Answer the homework sheet. Prepare for the test</p>

	5	Test (Chapters 1-3)	Read the course materials for Week 6
	6	Chapter 4: Tourist Motivations (cont'd) <i>Outline important concepts and theories of tourist motivations</i>	Answer the homework sheet. Read the course material for week 7
	7	Chapter 4: Tourist Motivations (cont'd) <i>Outline important concepts and theories of tourist motivations</i>	Answer the homework sheet. Read the course materials for week 8.
	8	Chapter 5: Tourist Experiences <i>Explain meanings, and characteristics of tourist experiences</i>	Answer the homework sheet. Read the course materials for Week 9
	9	Chapter 5: Tourist Experiences (cont'd) <i>Outline important concepts and theories of tourist experiences</i>	Answer the homework sheet. Read the course materials for Week 10
	10	Chapter 5: Tourist Experiences (cont'd) <i>Explain meaning and components of post-tourist experiences and concepts and theories of post-tourist experiences</i>	Answer the homework sheet. Prepare for the test.
	11	Test (Chapters 4-5)	Read the course materials for Week 12
	12	Chapter 6: Tourist Destination Management <i>Explain meaning, components, and principles for tourist destination management</i>	Answer the homework sheet. Read the course materials for week 13.
	13	Chapter 6: Tourist Destination Management (cont'd) <i>Explain meaning, components, and principles for tourist destination management</i>	Answer the homework sheet Make a visit to a certain tourist destination and provide a recommendation to improve it with the aim to maximize the visitors' experiences.
	14	Chapter 6: Tourist Destination Management (cont'd) <i>Prepare for a presentation of how to manage a tourist destination</i>	Prepare for the presentation (Individual work)
	15	Chapter 6: Tourist Destination Management (cont'd) <i>Give a presentation on how to manage a tourist destination</i> Review for the final examination	Prepare for the final examination
Grading	<p>Grades will be determined as follows:</p> <ul style="list-style-type: none"> - Attendance 10% - Tests 20% - Oral presentations (group presentations) 20% - Review questions 10% - Participation (i.e. answering the questions, sharing opinions, asking questions) 5% - Homework 10% - Final examination 25% 		
Textbooks	Course materials prepared by the lecturer.		
References	<p>Inkson, C., & Minnaert, L. (2022). <i>Tourism Management: An Introduction</i> (3rd edn). Sage. Page, S. J., & Connell, J. (2020). <i>Tourism: A modern synthesis</i> (5th edn). Routledge. Sharpley, R., & Telfer, D.J. (2023). <i>Rethinking tourism and development</i>. Edward Elger.</p>		

NOTES	<p>Class Preparation and Review</p> <p>As with any college class, students are expected to study course materials outside of class. For this class, students should read each assigned reading before coming to class. It will take approximately two hours to look up new vocabulary, identify and comprehend the main concepts, answer homework questions, and prepare for each class meeting. Finally, students should spend about one hour before class reviewing their notes from previous classes, writing down any questions they have about the lesson, and doing additional research to prepare for class discussion.</p> <p>In other words, students are expected to spend at least one hour preparing for every hour of lesson, and one hour reviewing and doing Homework. Therefore, because we meet for 90 minutes per week, you should be doing at least 180 minutes preparing and reviewing each week.</p>
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