

Course Title (Code)	HTM 102 Introduction to Tourism	Instructor(s)	Dr. Raweewan Proyrungroj
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Class Style	Lecture	Office Hours	TBA
Track	Hospitality and Tourism Management	Mode of Instruction	Lecture and active learning
Credits	2 credits	Allocated Year	Spring 2025
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	Explore the diverse meanings and types of tourism, unravel the classifications of tourists, and delve into the expansive scope of the tourism industry and its products. Investigate the advantages and disadvantages of tourism, gaining a nuanced understanding of its impact on economies, social, and environments. Through engaging lectures and discussions, discover the multifaceted nature of tourism and its significance in shaping global travel experiences.		
Course Objectives	<p>In this course, students will learn about introduction to tourism and be able to:</p> <ol style="list-style-type: none"> 1. Define meanings, describe main characteristics of different types of tourism, and create a trip centered around various types of alternative tourism. 2. Explain key nature of tourists, identify main characteristics of different types of tourists, and develop types of tourism activities that match with characteristics and preferences of each type of tourists. 3. Describe scope of tourism industry, define tourism products, explain unique characteristics of tourism products, and analyze how tourism products differ from other consumer products. 4. Analyze advantages and disadvantages of tourism and recommend how to prevent or mitigate the disadvantages. 		
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 of Tourism <i>Explain the definitions of tourism and analyze the differences between tourism and travel</i></p>	<p>Answer the homework sheet. Read the course materials for week 2.</p>
	2	<p>Chapter 2: Types of Tourism <i>Describe different types tourism and main characteristics of each type of tourism</i></p>	<p>Answer the homework sheet. Read the course material for Week 3</p>
	3	<p>Chapter 2: Types of Tourism (cont'd) <i>Describe different types tourism and main characteristics of each type of tourism</i></p>	<p>Answer the homework sheet.</p>
	4	<p>Chapter 2: Types of Tourism (cont'd) Prepare for a presentation of alternative tourism</p>	<p>Prepare for the presentation Prepare for the test</p>

	5	Test I	Read the course material for Week 6
	6	Chapter 2: Types of Tourism (cont'd) <i>Give a presentation of alternative tourism</i>	Answer the homework sheet. Give the presentation Read the course material for week 7
	7	Chapter 3: Definition and Types of Tourists <i>Explain the meaning of tourists, describe the main characteristics of different types of tourists, and recommend tourism activities for each type based on their characteristics and preferences.</i>	Answer the homework sheet. Read the course materials for week 8.
	8	Chapter 3: Definition and Types of Tourists (cont'd) <i>Describe the main characteristics of different types of tourists, and recommend tourism activities for each type based on their characteristics and preferences.</i>	Answer the homework sheet. Read the course materials for Week 9
	9	Chapter 3: Definition and Types of Tourists (cont'd) <i>Describe the main characteristics of different types of tourists, and recommend tourism activities for each type based on their characteristics and preferences.</i>	Answer the homework sheet. Read the course materials for Week 10
	10	Chapter 3: Definition and Types of Tourists (cont'd) <i>Describe the main characteristics of different types of tourists, and recommend tourism activities for each type based on their characteristics and preferences.</i>	Answer the homework sheet Read the course materials for week 11.
	11	Chapter 4: Scope of Tourism Industry and Unique Characteristic of Tourism Products (cont'd) <i>Explain unique characteristics of tourism products, and analyze the differences between tourism products and other consumer products.</i>	Answer the homework sheet. Prepare for the test
	12	Test II	Read the course materials for week 13.
	13	Chapter 5: Advantages and Disadvantages of Tourism <i>Identify the advantages and disadvantages of tourism and provide recommendations of how to prevent or mitigate the disadvantages of tourism.</i>	Answer the homework sheet Do self-study on advantages and disadvantages of tourism from different sources e.g. news, articles, text-books.
	14	Chapter 5: Advantages and Disadvantages of Tourism <i>Prepare for a presentation on advantages and disadvantages of tourism</i>	Prepare for the presentation (Group work)
	15	Chapter 5: Advantages and Disadvantages of Tourism Give a presentation on advantages and disadvantages of tourism Review for the final examination	Give the presentation 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% - Homework 10% - Final examination 30% 		

Textbooks	Course materials prepared by the lecturer.
References	Page, S. J., & Connell, J. (2020). <i>Tourism: A modern synthesis</i> (5 th edn). Routledge. Sharpley, R., & Telfer, D.J. (2023). <i>Rethinking tourism and development</i> . Edward Elger.
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>