

Course Syllabus

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| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 307 |
| Course Title | International Travel & Tourism |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Elective Course |
| 6. Session | Trimester 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

The development and organization of the international travel industry; the sociology of tourism.

9. Course Objectives

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

- 9.1. Widen students' perspectives and horizon on circumstances of international travel and tourism.
- 9.2. Update with new information about selected tourist destinations that play an important role in global tourism
- 9.3. Analyze international travel and tourism trends

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	• Introduction	4	-	8	TBA
2	• Global Tourism Situation	4	-	8	
3	• Travel and Tourism in New Zealand : Ecotourism in New Zealand • Travel and Tourism in Korea : Songup Folk Village Cheju Island	4	-	8	
4	• Travel and Tourism in Dubai : Perspectives and Main Direction of Tourism Development in Dubai	4	-	8	
5	• Travel and Tourism in Myanmar : Myanmar Sex Trade • Travel and Tourism in Africa : Sub-Saharan Tourism	4	-	8	
6	• Travel and Tourism in Pacific Islands	4	-	8	
7	• Travel and Tourism in Brunei : Tourism as a contributor to economic diversification and development of small states : its strengths, weaknesses and potential	4	-	8	
8	• Travel and Tourism in Saudi Arabia: the Arab World's Top Business Destination	4	-	8	
9	• Travel and Tourism in Hong Kong: Mass Tourism in Hong Kong	4	-	8	
10	Formal Presentation	4	-	8	
11	Formal Presentation	4	-	8	
	Total	44	0	88	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Tutorial discussions
- 11.3 Problems and exercises

12. Teaching Media

- 12.1. LCD overhead projector
- 12.2. PowerPoint
- 12.3. Multimedia resources
- 12.4. Handouts
- 12.5. Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in widening own perspectives and horizon on circumstances of international travel and tourism.
- 13.2 the ability in updating with new information about selected tourist destinations that play an important role in global tourism
- 13.3 the ability in analyzing international travel and tourism trends

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Students must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Project	40%
2. Quiz	10%
3. Final examination	50%
Total	100 %

Course Evaluation

14.1. Students' achievement as indicated in number 13 above.

14.2. Students' satisfaction towards teaching and learning of the course using questionnaires.

14. Reference (s)

Mill, R. (1990). *Tourism : The International Business*. USA: Prentice Hall.

Colman, M. M. (1989). *Introduction to Travel and Tourism : An International Approach*. New York: Van Norstrand Reinhold.

15. Instructor (s)

TBA

17. Course Coordinator

Ms. Veena Tavornloha
Travel Industry Management Division
Mahidol University International College
Tel. +66 (0) 2441-4090 ext. 1511
Fax +66 (0) 2441-9745
Email icvtv@mahidol.ac.th