

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 313 |
| Course Title | Tourism Environments |
| 3. Number of Credits | 4 (3-2-7) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Elective Course |
| 6. Session | Trimester 1, 2, 3 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

A comprehensive introduction to tourism planning and development; investigating impacts of tourism on economic, socio-cultural, and physical environments; exploring issues concerning host-visitor relationship, environmental analysis and audit, sustainable tourism.

Key Words: Economic Impacts, Social and Cultural Impacts, Environmental Impacts, Carrying Capacity, Tourism Management and Planning, Host Community Involvement, Sustainable Tourism, Resource Issues & Tourism Development.

9. Course Objectives

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

- 9.1 Understand the potential impacts of tourism on environments, both positive and negative, and identify factors that influence those impacts.
- 9.2 Analyze the impact of environments on tourists, tourism and tourism industry.
- 9.3 Examine the relationship between tourism and the environment.
- 9.4 Discuss tourism planning and development at federal, state, regional, and local levels.
- 9.5 Differentiate between tourism planning and tourism development, and describe the relationship between the two.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Tourism Development	3	2	7	Agarwal, R.
2	Sustainable Tourism development	3	2	7	
3	Sustainable Tourism development	3	2	7	
4	Impacts of Tourism: Introduction	3	2	7	
5	Environmental Impact: Perception of the environment impacts of Tourism	3	2	7	
6	Field Trip	3	2	7	
7	Economic Impact	3	2	7	
8	Social Impact: Introduction	3	2	7	
9	Tourism planning and management	3	2	7	
	The key players in tourism planning and management	3	2	7	
10	Tourism planning and management and the host community	3	2	7	
11	Tourism Development	3	2	7	
	Total	33	22	77	
Final Examination					

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

11. Teaching Method (s)

- 11.1 Lecture
- 11.2 Case studies
- 11.3 Discussion
- 11.4 Assignments

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 understanding the potential impacts of tourism on environments, both positive and negative, and identify factors that influence those impacts.

- 13.2 the ability in analyzing the impact of environments on tourists, tourism and tourism industry.
- 13.3 the ability in examining the relationship between tourism and the environment.
- 13.4 the ability in discussing tourism planning and development at federal, state, regional, and local levels.
- 13.5 the ability in differentiating between tourism planning and tourism development, and describe the relationship between the two.

Ratio of mark

1. Assignments	30%
2. Term Paper & Presentation	40%
3. Final Exam	30%
Total	100 %

14. 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.

15. Reference (s)

Required Books

Mason, P. (2003). *Tourism Impacts, Planning and Management*. (1st ed.). London: Elsevier.

Page, S. (2004). *Tourism Management: managing for change*. (1st ed.). London: Butterworth-Heinemann Ltd.

Additional Readings

Leiper, N. (2004). *Tourism Management*. (3rd ed.). **Malaysia: Pearson Education Australia.**

Mathieson, A. & Wall, G. (1992). *Tourism: Economic, physical and social impacts* (2nd ed.). London: Longman.

Pearce, D. (1990). *Tourism Development*. London: Longman.

Wall, G. & Mathieson, A. (2006). *Tourism: Change, Impacts and Opportunities*. Harlow: Pearson/Prentice Hall.

16. Instructor (s)

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