

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 331 |
| Course Title | Guide to Tourist Health and Safety |
| 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 2/ Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

Basic understanding of preventive tropical medicine with an emphasis on Southeast Asia; planning proper travel vaccine, chemo-or seroprophylaxis; determining real areas of risk; harmless animals versus poisonous ones; how to deal with the tropical climate; local food and drinks and where to get help when needed; practical tips for tour organizers and tour guides.

9. Course Objectives

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

- 9.1 Explain the meaning of preventive tropical medicine with emphasis on Southeast Asia
- 9.2 Explain planning for tourist health and safety towards new understanding
- 9.3 Describe the importance of risks originating in the human and institutional environment appear when visitors fall victim
- 9.4 Understand the importance of deficient functioning of tourism and related sectors may be responsible for damage to the visitors' personal security, physical integrity and economic interests
- 9.5 Describe and understand how to inform the tourist and improving tourism quality through safety and security information

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Introduction to the module <ul style="list-style-type: none"> • Planning for tourist health and safety in overall • Security and Tourism : Towards a new understanding 	4	-	8	TBA
2	National responsibilities <ul style="list-style-type: none"> • Initiative and leadership: National Tourism Council • Media Relations • Legal, Regulatory and Judicial Framework 	4	-	8	
3	<ul style="list-style-type: none"> • Prevention of Organized Crime and Counter-Terrorism • Prevention of Drug Trafficking & health: Where to get tourist health information 	4	-	8	
4	Local Responsibilities <ul style="list-style-type: none"> • Creating local Networks for Visitor and Resident Safety • Fire prevention, Health and First Aid, Emergency services and hotlines 	4	-	8	
5	<ul style="list-style-type: none"> • Consumer Protection: Tourist complaint – services • Contingency plan 	4	-	8	
6	Consideration for special care visitors & Communication problems of visitors	4	-	8	
7	Unsafe practices of visitors & Terrorism and uncertain situation : Airline’ advice to passenger	4	-	8	
8	A sectoral approach to tourist health and safety conscious <ul style="list-style-type: none"> • Tour operators and Travel agencies • Transportation • Restaurants and other food and drink Establishments <i>Case study: Approach to consumer safety by tour operators</i>	4	-	8	
9	Hygiene in Mass Catering, important rules	4	-	8	
	Tourist safety and security information	4	-	8	
11	Improving tourism quality through safety and security information	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 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 explaining the meaning of preventive tropical medicine with emphasis on Southeast Asia
- 13.2. the ability in planning for tourist health and safety towards new understanding
- 13.3. the ability in describing the importance of risks originating in the human and institutional environment appear when visitors fall victim
- 13.4. the ability in understanding the importance of deficient functioning of tourism and related sectors may be responsible for damage to the visitors' personal security, physical integrity and economic interests
- 13.5. the ability in describing and understanding how to inform the tourist and improving tourism quality through safety and security information

Ratio of mark

1. Class Attendance and Participation	10 %
2. Homework	10 %
3. Mid-term Examination	40 %
4. Final Examination	40 %
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

Hall, C., Timothy, D., and Duval, D. (2003) *Safety and security in tourism: relationships, management, and marketing*. Binghamton: The Haworth Hospitality Press.

Additional Readings

The world tourism organization. (1997). *Tourist Safety and Security: Practice measures for Destinations*. Madrid: World Tourism Organization.

Gleasser, D. (2006). *Crisis management in the tourism industry* . Oxford: Butterworth-Heinemann.

Mansfeld, Y. and Pizam, A. (2005). *Tourism, security and safety*. Oxford: Butterworth-Heinemann.

Lyon, J. and A. Wheeler. (1997). *Bali and Lombok: a travel survival kit*. (6th ed.). Hawthorn: Lonely Planet Publications.

16. Instructor (s)

TBA

17. Course Coordinator

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