

Course Title (Code)	Introduction to Tourism	Instructor(s)	Dr. Raweewan Proyrungroj
		E-mail	
Class Style	Lecture	Office Hours	
Track	N/A	Mode of Instruction	
Credits		Allocated Year	Fall 2023
Active Learning	<p>Category 1- (1) Journal writing (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	
Course Overview	Meanings and different types of tourism, scope of tourism industry and tourism products, meaning and classifications of tourists, advantages and disadvantages of tourism, tourism resources, and destination images.		
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. Describe scope of tourism industry, define tourism products, explain unique characteristics of tourism products, and analyze how tourism products differ from other consumer products. 3. 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. 4. Analyze advantages and disadvantages of tourism and recommend how to prevent or mitigate the disadvantages. 5. Identify main characteristics of each type of tourism resources. 6. Explain meaning and main components of destination image and analyze how destination image is formed. 		
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, and define the meaning of tourism through group work and discussion</i></p> <p>Chapter 1: Definitions and types of tourism <i>Explain the definitions of tourism, analyze the differences between tourism and travel, and explain characteristics of different types of tourism</i></p>	<p>Answer the homework sheet. Read the course materials for week 2.</p>
	2	<p>Chapter 1: Definitions and types of tourism (cont'd) <i>Explain characteristics of different types of tourism</i></p>	<p>Answer the homework sheet. Read the course material for week 3</p>

3	Chapter 1: Definitions and types of tourism (cont'd) <i>Explain characteristics of different types of tourism</i>	Answer the homework sheet. Design a trip centered around alternative tourism and prepare for the presentation next week (group work).
4	Presentation on alternative tourism	Answer the homework sheet. Prepare for the mini test (Chapter 1).
5	Mini test (Chapter 1)	Answer the homework sheet. Read the course materials for week 6.
6	Chapter 2: Scope of tourism industry and unique characteristic of tourism products <i>Identify the main business sectors in tourism industry and explain unique characteristics of tourism products, and analyze the differences between tourism products and other consumer products.</i>	Answer the homework sheet. Read the course material for week 7
7	Chapter 2: 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. Read the course materials for week 8.
8	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. Analyze yourself to identify the type of tourist classification that fits you. Prepare for the mini test (Chapters 2 and 3)
9	Mini test (Chapters 2 and 3)	Read the course materials for week 10, and do self-study on advantages and disadvantages of tourism from different sources e.g. news, articles, text-books.
10	Chapter 4: 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. Read the course materials for week 11.
11	Chapter 5: Tourism resources <i>Define the meaning and different types of tourism resources.</i>	Answer the homework sheet. Do self-study on different types of tourism resources and prepare for the presentation on this topic (group work)
12	Presentation on types of tourism resources	Read the course materials for week 13.
13	Chapter 6: Tourist destination image <i>Define the meaning of tourist destination image, identify main components of tourist destination image and determine the main sources of such image.</i>	Answer the homework sheet Interview friends on the image they have on a particular country and give a presentation on week 14.

	14	Presentation on image of a selected country as a tourist destination	Prepare for the presentation (Individual work)								
	15	Presentation about things students have learned during the semester.									
Grading	<p>Grades will be determined as follows:</p> <table> <tr> <td>25%</td> <td>Homework</td> </tr> <tr> <td>25%</td> <td>Tests</td> </tr> <tr> <td>30%</td> <td>Oral presentations</td> </tr> <tr> <td>20%</td> <td>Final Exam</td> </tr> </table>			25%	Homework	25%	Tests	30%	Oral presentations	20%	Final Exam
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Textbooks	Course materials prepared by the lecturer.										
References	<p>Page, S. J., & Connell, J. (2020). <i>Tourism: A modern synthesis</i> (5th edn). Routledge.</p> <p>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>										