

# **International Program in Hotel & Tourism Management**

## **Siam University**

### **117 - 104 : Human Relations and Personality Development**

**Instructors:** Aj.Thaveechai Viramvesaya  
**Where:** 19/1001  
**Office:** 19-605  
**When:** Saturday 13:30-16:30  
**Made-Up Class** 10:00-13:30 (will be announced in class)  
**Office Hours:** Thursday 9:00-10:00 (or by appointment)  
**Email:** mynameisv@hotmail.com  
**Telephone:** (02) 457-0068 ext. 5304

#### **Course Description**

This course to study and practice social behavior, positive, manner, attitude as well as grooming. Student can identify, perform and value of relationships, human behavior, social manner and personal development for relationships in social, organizational and work.

#### **Required Materials**

**Required Textbook: Human Relations. Dalton Hoyle Watts, International Edition(4th edition), 2011, 2009 South-Western, cengage Learning. Printed in United /states of America.**

**Hotel Management Operation/edited by Michael J. O'Fallon, Denney G.Rucherford-5th Ed. Copyright 2011, 2007, 2002, 1994 by John Wiley&Sons Inc, Published in Canada**

#### **Recommended Books and Journals**

None

#### **Course Requirements**

Your grade will be determined by your performance on 3 exams, various homework assignments, and a comprehensive group research project. The point distribution for the course is as follows:

Class Attendance (80% attendance is required)	5%
Field Trip-Presentation	10%
Case, Individual Report, IS.	10%
Group Assignment	15%
Quiz-Paper Test	20%
Final	40%
<b>TOTAL</b>	<b>100%</b>

The following scale will be used to assign final grades:

90-100%      A

86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

### Schedule

Week	Content Description
1	Introduction to Human Relations and Personality Development
2	Human Relations, The Key to Personal and Career Success

3	Handling Emotions in the Workplace, Motivation
4	Communication, Body Language, The Essential Skill, Role Play and Class Discussion
5	Effective Decision Making Group and Teams, Role Play
6	Conflict Management, Leadership Case Study-Discussion, DVD Presentation
7	Setting Goals, Step to Success Case Study-Group Discussion
8	Human Relations-Quiz
9	Good Personality in Hospitality Business Role Play-DVD Presentation
10	Transactional Analysis (TA) Case Study-Group Discussion
11	EQ and IQ in Hospitality Business Group Discussion
12	Interview Session Practice Role Play
13	Interview Session Practice Role Play
14	Group Project Presentation
15	<b>Final Exam</b>

# International Program in Hotel & Tourism Management

## Siam University

### 117-106 : Preparation for the World of Work

**Instructors:** Aj.Thaveechai Viramvesaya  
**Where:** 19-502  
**Office:** 19-605  
**When:** Saturday 13:30-16:30  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Thursday 9:00-10:00 (or by appointment)  
**Email:** mynameisv@hotmail.com  
**Telephone:** (02) 457-0068 ext. 5304

#### Course Description

This course will study about the way of workplace feels has a tremendous influence on people's experience, IQ and EQ, leadership, the way to convey how we can cooperate with colleague efficiency, teamwork and including of how to meet our customer satisfaction in hotel or any hospitality business

#### Required Materials

**Required Textbook: The Optimistic Workplace, Creating and Environment that Energizes Everyone, Shawn Murphy, Copyright 2016 printed in the United States of America.**

#### Recommended Books and Journals

None

#### Course Requirements

Your grade will be determined by your performance on 3 exams, various homework assignments, and a comprehensive group research project. The point distribution for the course is as follows:

1. Class Attendance (80% attendance is required)	5%
2. Article Analysis, Discussion	10%
3. Case, Individual Report	10%
4. Quiz-Paper Test	15%
5. Group Assignments/Presentation	20%
6. Final	40%
TOTAL	100%

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+

60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period.

These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

### Schedule

Week	Content Description
1	Introduction to Preparation for the World of Work
2	Understanding how to deal with the customer

3	Leadership in a various situation
4	Transactional Analysis Case study and classroom discussion
5	Personality in Hospitality Business Article Analysis-Discussion
6	Team-working Case Study, Classroom Activity
7	Service Excellent for Hotel Business Case Study-Discussion
8	How to do Interview Efficiency Role Play
9	Training Program and Welcome Session Classroom Activity
10	The Future of the Workplace Discussion, Case Study
11	Destructive of Management VDO.-Presentation
12	The Power of Contagious Emotions Discussion, Case Study
13	The Downside of Optimism, Values Based Leadership Discussion
14	The cultivation of Optimism, Human Centered Leadership Discussion
15	Individual-Group Assignments Presentation Final Review
16	Final Exam

# International Program in Hotel & Tourism Management

## Siam University

### 117 - 111 : Civilization Studies

**Instructors:** Aj.Thaveechai Viramvesaya  
**Where:** 19-504  
**Office:** 19-605  
**When:** Saturday 08:30-11:30  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Thursday 9:00-10:00 (or by appointment)  
**Email:** mynameisv@hotmail.com  
**Telephone:** (02) 457-0068 ext. 5304

#### Course Description

This course focused on the historical development of Thailand, its arts, culture, literature, politics, and economics. The objective of the course is to enhance students' understanding and appreciation of the Thai civilization, specifically, its cultural and natural heritage. Students will have an opportunity to visit cultural and natural attractions in Thailand.

#### Required Materials

**Required Textbook:** Continuing Education Center and the Translation Center, Faculty of Arts, Chulalongkorn University. (1991). *A Survey of Thai Arts and Architectural Attractions: A Manual For Tourist Guides*. Bangkok: Chulalongkorn University Printing House, ISBN: 974-272-260-9

#### Recommended Books and Journals

- 1) Wyall K. David. (1984). *Thailand: A short History*. Chiang Mai: Silk Worm Book, ISBN: 0-300-03054-1
- 2) Bhandhukravi Srisomboon. (2002). *Amazing Taste of Thailand for the new Millennium 2000*. Bangkok: Amarin Printing and Publishing Public Company Limited, ISBN: 974-272-260-9
  - a. Hoskin John. (1988). *Thailande: Le Fascinant Royamme Du Siam*. Bangkok: Asia Books, ISBN 974-8206-29-7

#### Course Requirements

Your grade will be determined by your performance on 3 exams, various homework assignments, and a comprehensive group research project. The point distribution for the course is as follows:

Class Attendance (80% attendance is required)	5%
Field Trip-Presentation	10%
Case, Individual Report, IS.	10%

Group Assignment	15%
Quiz-Paper Test	20%
Final	40%
TOTAL	100%

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.



## Schedule

Week	Content Description
1	Introduction to Thai Civilization
2	Historical Aspects of Thailand ** The Sukhothai Period ** The Ayuthaya Period ** The Thonburi and Rattanakosin Periods
3	The Geography and Physical Setting of Thailand
4	Thai Culture and Tradition
5	Field trip 1. Wat Phra Kaeo, 2. The Grand Palace 2. Wat Arun, 4. Wat Phra Chetuphon (Wat Pho), 5. VimarnMek Mansion  Thai Tribe, Traces of Thai Civilization A World Heritage
6	Thai Ways of Life ** Buddhist Temples and Rituals ** Superstitions and Beliefs ** Gestures and Showing Respect ** Merry-Making
7	Field Trip: Ayutthaya, Bang-Pa-In
8	Festival (Songkran Festival, Loy Krathong Festival, Southern, Northeastern)
9	Field Trip: Rattanakosin Island-Fantastic Performance (IS)
10	Thai Cultural (Thai Dances: Khon Masked Dance, Classical-Regional Dances)
11	Individual Assignment Presentation
12	Individual Assignment Presentation (Continued)
13	Group Assignment Presentation
14	Group Assignments / Presentation (Continued) Final Review
15	<b>Final Exam</b>

## International Program in Hotel & Tourism Management

### Siam University

211-101: Introduction to MICE

**Instructors:** Associate Professor Dr. Bongkosh N. Rittichainuwat, Ph.D  
**Where:** 19-502  
**Office:** 19-605  
**When:** Tuesday 13:30-16:30  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Tuesday 9:00-10:00 (or by appointment)  
**Email:** [ngamson@gmail.com](mailto:ngamson@gmail.com), [ihtm2@siam.edu](mailto:ihtm2@siam.edu)  
**Telephone:** (02) 457-0068 ext. 5304

Required Textbook: Rittichainuwat, B. (2020). Introduction to Convention 101, Bangkok: **Thailand Convention & Exhibition Bureau.**

**Course Description:** Definition and importance of MICE in tourism industry; the MICE industry throughout the world; the MICE industry in Thailand and its economic impacts.

#### Course Requirements

Your grade will be determined by your performance on 3 exams, various homework assignments, and a comprehensive group research project. The point distribution for the course is as follows:

Assignments	20%
In Class Quizzes	35%
Final Exams	45%
<b>TOTAL</b>	<b>100%</b>

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent**. At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

# International Program in Hotel & Tourism Management

## Siam University

### 211 - 225 : Sustainable for Hotel and Tourism

**Instructors:** Associate Professor Dr. Bongkosh N. Rittichainuwat, Ph.D  
**Where:** 19-504  
**Office:** 19-605  
**When:** Saturday 13:30-16:30  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Thursday 9:00-10:00 (or by appointment)  
**Email:** [ngamson@gmail.com](mailto:ngamson@gmail.com), [ihtm2@siam.edu](mailto:ihtm2@siam.edu)  
**Telephone:** (02) 457-0068 ext. 5304

#### Course Description

The objective of this course is to provide students with an in-depth look at sustainable tourism concepts, practices, and cases studies. A significant portion of the course focuses on sustainable tourism development at regional, national and international levels.

#### Required Materials

**Required Textbook: Sustainable Tourism: Theory & Practices, by David Weaver, 2007**

#### Recommended Books and Journals

None

#### Course Requirements

Your grade will be determined by your performance on 3 exams, various homework assignments, and a comprehensive group research project. The point distribution for the course is as follows:

Assignments	20%
In Class Quizzes	35%
Final Exams	45%
TOTAL	100%

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

### Schedule

Week	Content Description
1	Introduction
2	What is sustainable tourism management
3	Community Based Tourism (Chiangmai Case Study)
4	11 R
5	11 R (Continue)
6	Quiz 1 + Go over quiz
7	Sustainability in the tour operator sector (1)
8	Sustainability in the tour operator sector (2)

<b>Week</b>	<b>Content Description</b>
9	Attractions
10	<b>Quiz 2</b> + Go over quiz
11	Marketing Perspective
12	Alternative Tourism
13	The need of sustainable tourism
14	Revision and discussion

# International Program in Hotel & Tourism Management

## Siam University

### 211 – 226 : Meeting & Convention

**Instructors:** Associate Professor Dr. Bongkosh N. Rittichainuwat, Ph.D  
**Where:** 19-502  
**Office:** 19-605  
**When:** Tuesday 13:30-16:30  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Thursday 9:00-10:00 (or by appointment)  
**Email:** [ngamson@gmail.com](mailto:ngamson@gmail.com), [ihtm2@siam.edu](mailto:ihtm2@siam.edu)  
**Telephone:** (02) 457-0068 ext. 5304

#### Course Description

Issues impacting the management of large and small conventions, meetings, and events; including meeting site selection, program planning and budgeting, legal issues and insurance problems, housing, food and beverage arrangements, transportation, exposition management, and audiovisual services; practice assignments.

#### Required Materials

**Required Textbook: Rittichainuwat, B. (2018). Meeting & Convention, Bangkok, Chulalongkorn University Press, ISBN BN-58-115111**

#### Recommended Books and Journals

- 1) Edward G. Polivka. (1996). *Professional Meeting Management*, 3<sup>rd</sup> ed. Birmingham Alabama: Professional Convention Management Association (PCMA). Call number 658.456 P 964
- 2) Penny C. Dotson. (1995). *Introduction to Meeting Management*, 2<sup>nd</sup> ed. Birmingham Alabama: Professional Convention Management Association (PCMA). Call number 658.456 D 7251
- 3) Marguerite L. Weirich. (1992). *Meetings and Conventions Management*. Call Number 658.456 W425M
- 4) *Journal of Convention & Exhibition Management*. (2000), Vol 2, (2/3).

#### Course Requirements

Your grade will be determined by your performance on 3 exams, various homework assignments, and a comprehensive group research project. The point distribution for the course is as follows:

Assignments	20%
In Class Quizzes	35%
Final Exams	45%
TOTAL	100%

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.



## Schedule

<b>Week</b>	<b>Content Description</b>
1	Definition of Terms
2	Benefits of Exhibitions
3	In class Activities
4	<b>Quiz 1 + class continue</b>
5	In class Activities
6	Understanding on international exhibition
7	Field Trip
8	Understanding on strategic plan in positioning Thailand as an international exhibition destination in Asia.
9	<b>Quiz 2 + Guest Speaker</b>
10	The major components of the exhibition industry which consists of professional exhibition organizers, venues, contractors, and freight forwarders.
11	In class Activities Presentations of Literature Review
12	Site Visit at IMPACT
13	In class Activities
14	In class Activities and class review
15	<b>Final Exam</b>

# International Program in Hotel & Tourism Management

## Siam University

### 211-228: Tourist Behavior

**Instructors:** Associate Professor Dr. Bongkosh N. Rittichainuwat, Ph.D  
**Where:** 19-502  
**Office:** 19-605  
**When:** Wednesday 13:30-16:30.  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Wednesday 10:30-11:30. (or by appointment)  
**Email:** [ngamson@gmail.com](mailto:ngamson@gmail.com), [ihtm2@siam.edu](mailto:ihtm2@siam.edu)  
**Telephone:** (02) 457-0068 ext. 5304

#### Course Description

The objective of this course is to provide students with understanding of tourist behavior, travel motivation; tourist needs and behavior classified by the purpose of travelling, culture, demographic, social-economic characteristics, and cross-cultural differences and tourist psychology. Students are required to do research project related to hospitality industry,

#### Required Materials

**Required Textbook: Rittichainuwat Ngamsom, Bongkosh., Qu, & Mongkhonvanit, C. (2007b). Understanding the motivation of travelers on repeat visits to Thailand. Journal of Vacation Marketing, 14(1): 1-21.**

#### Recommended Books and Journals

- 1) Rittichainuwat Ngamsom, Bongkosh, & Chakarborty, Goutam. (2009). Perceived travel risks regarding terrorism and disease: The case of Thailand. *Tourism Management*. 30(3): 410-418.
- 2) Rittichainuwat, N. Bongkosh. (2013). Tourists' Perceived Risks toward Overt Safety Measures. *Journal of Hospitality & Tourism Research*, 37(2), 199-216.
- 3) Rittichainuwat, N. Bongkosh. (2013). Tourists' and tourism suppliers' perceptions toward Crisis Management on tsunami. *Tourism Management*. 34, February: 112-121.
- 4) Rittichainuwat Ngamsom, Bongkosh, & Chakarborty, Goutam. (2012). Perceptions of Importance and What Safety Is Enough. *Journal of Business Research*, 65(1): 42-50.
- 5) Rittichainuwat Ngamsom, Bongkosh., Qu, & Mongkhonvanit, C. (2007a). "A Study of Travel Inhibitors on the Likelihood of Travelers to Revisit Thailand." *Journal of Travel & Tourism Marketing*, 21 (1): 77-87.
- 6) Rittichainuwat Ngamsom, Bongkosh. (2006). Tsunami Recovery: A Case Study of Tourism in Thailand. *The Cornell Hotel and Restaurant Quarterly*, November, Vol. 47 ( 4), 390-404.

## Course Requirements

Your grade will be determined by your performance on 3 exams, various homework assignments, and a comprehensive group research project. The point distribution for the course is as follows:

Assignments	20%
In Class Quizzes	35%
Final Exams	45%
TOTAL	100%

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period.

These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group

members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

### Schedule

<b>Week</b>	<b>Content Description</b>
1	Substituted Class will be announced in class
2	Overview, Rittichainuwat Ngamsom, Bongkosh., Qu, & Mongkhonvanit, C. (2007b). Understanding the motivation of travelers on repeat visits to Thailand. <i>Journal of Vacation Marketing</i> , 14(1): 1-21.
3	Field Trip
4	Field Trip
5	Rittichainuwat, N. Bongkosh. (2013). Tourists' and tourism suppliers' perceptions toward Crisis Management on tsunami. <i>Tourism Management</i> . February: 112-121.
6	Self-administered Survey, Students are required to submit interviews with photos and questionnaires
7	Rittichainuwat Ngamsom, Bongkosh, & Chakarborty, Goutam. (2012). Perceptions of Importance and What Safety Is Enough. <i>Journal of Business Research</i> , 65(1): 42-50.
8	Rittichainuwat Ngamsom, Bongkosh, & Chakarborty, Goutam. (2009). Perceived travel risks regarding terrorism and disease: The case of Thailand. <i>Tourism Management</i> . 30(3): 410-418.
9	Rittichainuwat, N. Bongkosh. (2013). Tourists' Perceived Risks toward Overt Safety Measures. <i>Journal of Hospitality &amp; Tourism Research</i> , 37(2), 199-216.
10	Rittichainuwat Ngamsom, Bongkosh., Qu, & Mongkhonvanit, C. (2007a). "A Study of Travel Inhibitors on the Likelihood of Travelers to Revisit Thailand." <i>Journal of Travel &amp; Tourism Marketing</i> , 21 (1): 77-87.
11	Mid-term Exam
12	Experiential Learning Exam
13	<b>Project Due</b>
14	Rittichainuwat Ngamsom, Bongkosh. (2006). Tsunami Recovery: A Case Study of Tourism in Thailand. <i>The Cornell Hotel and Restaurant Quarterly</i> , November, Vol. 47 ( 4), 390-404.
15	<b>Final Exam</b>

# International Program in Hotel & Tourism Management

## Siam University

### 211 - 234 : Tourist Experience

<b>Instructors:</b>	Associate Professor Dr. Bongkosh N. Rittichainuwat, Ph.D
<b>Where:</b>	19-502
<b>Office:</b>	19-605
<b>When:</b>	Tuesday 08:30-11:30
Made-Up Class	10:00-13:30 (will be announced in class)
<b>Office Hours:</b>	Thursday 9:00-10:00 (or by appointment)
<b>Email:</b>	<a href="mailto:ngamson@gmail.com">ngamson@gmail.com</a> , <a href="mailto:ihtm2@siam.edu">ihtm2@siam.edu</a>
<b>Telephone:</b>	(02) 457-0068 ext. 5304

#### Course Description

The definitions and scope of tourist experience, tourist activities and management in enhancing the sense of authenticity.

#### Required Materials

**Required Textbook: Rittichainuwat, B. (2018). Special Interest Tourism: 3rd Edition. Cambridge Scholars Publishing, Newcastle upon Tyne, United Kingdom**

#### Recommended Books and Journals

- 1) Rittichainuwat, B., Laws, E., Scott, N., & Rattanaphinanchai, S. (2017). Authenticity in screen tourism: significance of real and substituted screen location. *Journal of Hospitality & Tourism Research*. Sage Journals online
- 2) Rittichainuwat, Bongkosh and Rattanaphinanchai, Supaporn. (2015). Applying a Mixed Method of Quantitative and Qualitative Research Design in Explaining the Travel Motivations of Film Tourists in Visiting a Film Shooting Destination. *Tourism Management*, 46, 136-147. Scopus database.
- 3) Rittichainuwat, B., Chakraborty, G., & Rattanaphinanchai, S. (2014). Tourists' Motivations to Travel during the Financial Crisis. *Journal of Quality Assurance in Hospitality & Tourism*, 15:100-113.
- 4) Rittichainuwat, Bongkosh and Judith Mair. (2012). Visitor Attendance motivation at consumer travel exhibitions. *Tourism Management*, 33(5): 1236-1244. ScienceDirect, Scopus database: doi:10.1016/j.tourman.2011.11.002
- 5) Rittichainuwat Ngamsom, Bongkosh., Qu, H., & Leong, J. (2003). "The Collective Impacts of A Bundle of Travel Determinants on Repeat Visitation." *Journal of Hospitality & Tourism Research*, 27(2): 217-236. Sage Journals online: doi: 10.1177/1096348003027002005

#### Course Requirements

Your grade will be determined by your performance on 3 exams, various homework assignments, and a comprehensive group research project. The point distribution for the course is as follows:

Assignments	20%
In Class Quizzes	35%
Final Exams	45%
TOTAL	100%

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

### Schedule

<b>Week</b>	<b>Content Description</b>
1	Overview of the emerging issues on tourist experience
2	Definitions of terms
3	Scope of the tourist experience
4	Principle of tourist experience
5	Destination Image
6	Travel Motivation
7	Authenticity
8	Novelty Seeking
9	Segmentation of tourist experience
10	First Time and Repeat Visit
11	Unique tourist Experience
12	Packaged tour & Free Independent Travel
13	<b>Individual assignments</b>
14	Group Assignments
15	<b>Final Exam</b>

# International Program in Hotel & Tourism Management

## Siam University

### 211-316: Hospitality Marketing

**Instructors:** Associate Professor Dr. Bongkosh N. Rittichainuwat, Ph.D  
**Where:** 19-502  
**Office:** 19-605  
**When:** Tuesday 11:15-13:45  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Tuesday: 11:00-11:15, 13:45-14:00 by appointment)  
**Email:** [ngamson@gmail.com](mailto:ngamson@gmail.com), [ihtm2@siam.edu](mailto:ihtm2@siam.edu)  
**Telephone:** (02) 457-0068 ext. 5304

#### Course Description

The objective of this study is to provide students with an understanding of strategic analyses and organizational decisions, market mix, marketing planning involved in managing and maintaining markets in hotel and tourism industry.

#### Required Materials

**Required Textbook: Lovelock, Christopher & Wright Lauren. (2002). Principles of Service Marketing and Management 2nd edition. Upper Saddle River, NJ: Prentice-Hall, Inc.**

**Lovelock, C., Patterson, P., & walker, R. (2004). Services marketing: An Asia-Pacific and Australian perspectives. Frenchs Forest NSW: Pearson Prentice Hall.**

#### Course Requirements

Your grade will be determined by your performance on midterm and final exams, individual, and group assignments. The point distribution for the course is as follows:

Individual Assignment 1	20%
Individual Assignment 2	20%
Group Project	20%
Final Exam	40%
<b>TOTAL</b>	<b>100%</b>

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D



## **Uniform**

Since this class requires students to organize an international conference, students must have 1) formal uniform and 2) service uniform, 3) Chef uniform (for food production lab) as follow:

### **1) Formal Uniform (Lecture)**

**Men:** a department suit, white shirt, black pants, a university tie and belt; and dark lace-up leather shoes.

**Women:** a department suit, black skirt, white shirt, a pump with a closed heel and toe shoes (dark color and high heel about 1 ½" is acceptable), skin-tone color stock, a university belt and bow. Also, a natural look make-up is preferable. Long hair should be professionally worn up.

### **2) Service Uniform (Lab)**

**Men:** a department vest, white long sleeves shirt, black pants (same as chef uniform), a university tie, and dark lace-up leather shoes

**Women:** a department vest, white long sleeves shirt, black pants (same as chef uniform), a program bow, and dark leather shoes

### **3) Chef Uniform**

**Men and Women:** a white apron, chef jacket with Siam University logo, chef hat, white pants and Chef shoes.

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied.

Exam. The final exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class.

Class Participation. I expect a lively exchange of ideas during class sessions. POP QUIZZES WILL BE REGULARLY GIVEN DURING THE CLASS TO TEST STUDENT UNDERSTANDING. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

GROUP Project. You will work in-group. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

# International Program in Hotel & Tourism Management

## Siam University

### 211-446: Hospitality Marketing Research

**Instructors:** Associate Professor Dr. Bongkosh N. Rittichainuwat, Ph.D  
**Where:** 19-502  
**Office:** 19-605  
**When:** Wednesday and Friday 14:00-16:30.  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Friday 13:00-14:00 (or by appointment)  
**Email:** [ngamson@gmail.com](mailto:ngamson@gmail.com), [ihtm2@siam.edu](mailto:ihtm2@siam.edu)  
**Telephone:** (02) 457-0068 ext. 5304

#### Course Description

The objective of this course is to provide students with understanding of research methodology, research design, data collection, and descriptive data analysis. Students is required to do research project related to hospitality industry,

#### Required Materials

**Required Textbook:** Hair, J.F.JR., Babin, B., Money, A.H., & Samouel, P. (2003). *Essentials of Business Research Methods*. Hoboken, NJ: John Wiley & Sons, Inc.

#### Recommended Books and Journals

- 1) Churchill, G.A, Jr. (1996). *Basic Marketing Research* (3rd ed.). Orlando: The Dryden Press.
- 2) Gay, L.R. (1996). *Education Research: Competencies for Analysis and Application*. (5th ed.). Columbus: Charles E. Merrill.
- 3) Hair, F. Jr., Anderson, R. E., Tatham, R.L., & Black, W.C. (1998). *Multivariate Data Analysis with Readings*. (5th ed.). Upper Saddle River, NJ: Prentice-Hall.
- 4) SPSS Inc. (2004). *SPSS Base 13.0: Applications Guide*. New Jersey: Prentice Hall.
- 5) SPSS Inc. (2004). *SPSS Regression Models 13:0*. New Jersey: Prentice Hall.
- 6) Cornell of Hotel and Restaurant Quarterly
- 7) Journal of Travel Research
- 8) Journal of Travel and Tourism Marketing
- 9) Journal of Hospitality and Tourism Research

#### Course Requirements

Your grade will be determined by your performance on 3 exams, various homework assignments, and a comprehensive group research project. The point distribution for the course is as follows:

Assignments	20%
In Class Quizzes	35%
Final Exams	45%
TOTAL	100%

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

### Schedule

Week	Content Description
1	Overview, assignment
2	Stratified Sampling
3	Students are required to submit interviews with photos and questionnaires
4	Individual Presentation, Submission of abstract
5	Ethics in Business Research
6	Guest Speaker Data Analysis
7	Independent Sample Mean t-test
8	Individual Presentation,
9	Mid-Term Exam
10	Individual Presentation
11	Measurement and Scaling
12	Guest Speaker, How to write academic article
13	<b>Questionnaire Design</b>
14	Individual Presentation,
15	<b>Understanding and Presenting Data</b>

# International Program in Hotel & Tourism Management

## Siam University

### 211-452: Special Interest Tourism

**Instructors:** Associate Professor Dr. Bongkosh N. Rittichainuwat, Ph.D  
**Where:** 19-502  
**Office:** 19-605  
**When:** Tuesday 13:30-16:30  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Monday and Tuesday 13:00-14:00 (or by appointment)  
**Email:** [ngamson@gmail.com](mailto:ngamson@gmail.com), [ihtm2@siam.edu](mailto:ihtm2@siam.edu)  
**Telephone:** (02) 457-0068 ext. 5304

#### Course Description

Definition, principles, and the management of special interest group, the understanding of tourism of special interest groups, i.e., convention tourism, dark tourism, thanatourism, medical tourism, food tourism, film tourism, and shopping tourism.

#### Required Readings

Rittichainuwat, Bongkosh. and Judith Mair. (2012). Visitor Attendance motivation at consumer travel exhibitions. *Tourism Management*, 33(5): 1236-1244.

Rittichainuwat Ngamsom, Bongkosh. & Beck, J. (2001). "Understanding Motivations, Facilitators, and Inhibitors, of Association Members in Attending International Conferences". *Journal of Convention and Exhibition Management*, Fall, 3(3).

Rittichainuwat, N. Bongkosh. (2011). Ghosts: A Travel Barrier to Tourism Recovery. *Annals of Tourism Research*, 38(2): 437-459.

Rittichainuwat Ngamsom, Bongkosh. (2008). Responding to Disaster, The Case Study of Phuket, Thailand. *Journal of Travel Research*, 46(4), :422-432.

Rittichainuwat Ngamsom, Bongkosh. (2006). Tsunami Recovery: A Case Study of Tourism in Thailand. *The Cornell Hotel and Restaurant Quarterly*, November, Vol. 47 ( 4), 390-404.

Rittichainuwat Ngamsom, Bongkosh., Qu, & Mongkhonvanit, C. (2002). "A Study of the Impact of Travel Satisfaction on The Likelihood of Travelers to Revisit Thailand." *Journal of Travel & Tourism Marketing*, 12 (2).

Rittichainuwat, Bongkosh and Rattanaphinanchai, Supaporn. (2015). Applying a Mixed Method of Quantitative and Qualitative Research Design in Explaining the Travel Motivations of Film Tourists in Visiting a Film Shooting Destination. *Tourism Management*, 46, 136-147.

## Course Requirements

Your grade will be determined by your performance on midterm and final exams, individual, and group assignments. The point distribution for the course is as follows:

Research Project article	40%
Quizzes & Presentation	20%
Final Exam	40%
TOTAL	100%

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Mode of Teaching: Lecture and discussion with in-class projects. Therefore, it will be necessary for you to read each assigned lesson before each class period.

Drop Policy: All university policies for withdrawal and incomplete grade assignments will be enforced.

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. You are required to attend guest speaker sessions in which tests and projects will be assigned.

A Final Exam. A final exam will cover articles readings, lecture material, and guest speaker presentation. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be ready, willing and able to discuss readings when you arrive at class. You must attend class to successfully complete the course; **contact me via e-mail or telephone if you must be absent.** Missing more than two class meetings is regarded as excessive absences. So, make every effort to be at each class meeting and on time. At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). Your group will be required to present academic articles related to current issues in hospitality management to your classmates during the semester.

Choose one article from the journal list on page 1. Make sure to include the following components in your presentation: 1) problem statement, research questions or hypotheses, 3) research methodology, 4) data analysis, 5) managerial implication, and 6) recommendations and conclusion. Students should demonstrate their skills to analyze, criticize, and present your ideas to class members.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

### Schedule

<b>Week</b>	<b>Content Description</b>
1	Overview Special Interest Tourism, Group assignment
2	Field Trip
3	Field Trip
4	Convention Tourism
5	Survey at Bangkok major tourist attractions
6	Luxury Tourism
7	Shopping Tourism
8	Food tourism
9	Ghost Tourism
10	Individual assignment due
11	Film Tourism
12	Dark Tourism
13	Siam University Memorial day (no class)
14	Final Exam

# **International Program in Hotel & Tourism Management**

## **Siam University**

### **211-482: Survey and Research for Hotel**

**Instructors:** Associate Professor Dr. Bongkosh N. Rittichainuwat, Ph.D  
**Where:** 19-502  
**Office:** 19-605  
**When:** Monday and Tuesday 14:00-16:30  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Monday and Tuesday 13:00-14:00 (or by appointment)  
**Email:** [ngamson@gmail.com](mailto:ngamson@gmail.com), [ihtm2@siam.edu](mailto:ihtm2@siam.edu)  
**Telephone:** (02) 457-0068 ext. 5304

#### **Course Description**

This class aims to introduce students with survey and research principles and methods. Students will learn on how to define research problem in hotel and tourism business and learn to write research proposals and make research presentation.

THIS CLASS REQUIRES STUDENT TO HAVE FIELD SURVEYS. WHILE THE CLASS RESERVES THE ROOM (19-502) TO MEET TWICE, THE LECTURE AND RESEARCH PRESENTATION ARE LISTED IN THE ATTACHED CLASS SCHEDULE. IN SUCH CASE, STUDENTS HAVE FLEXIBILITY IN CONDUCTING FIELD SURVEYS WITHOUT SKIPPING OTHER CLASSES.

#### **Required Materials**

**Required Textbook:** Hair, J.F.JR., Babin, B., Money, A.H., & Samouel, P. (2003). *Essentials of Business Research Methods*. Hoboken, NJ: John Wiley & Sons, Inc.

#### **Recommended Books and Journals**

- 1) Cornell of Hotel and Restaurant Quarterly
- 2) Journal of Travel Research
- 3) Journal of Travel and Tourism Marketing
- 4) Journal of Hospitality and Tourism Research
- 5) Journal of Quality Assurance in Hospitality and Tourism
- 6) Journal of Convention & Exhibition Management
- 7) Tourism Management

#### **Course Requirements**

Your grade will be determined by your performance on midterm and final exams, individual, and group assignments. The point distribution for the course is as follows:

Research Projects	60%
Final Exam	40%
<b>TOTAL</b>	<b>100%</b>



The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

### Schedule

Week	Content Description
------	---------------------

1	Introduction, Assignment
2	Research Design,
3	Hypothesis testing (11:15-13:45-19-504/1)
4	Stratified Sampling
5	Coding, Systematic Sampling(11:15-13:45-19-504/1)
6	Mixed methods (11:15-13:45-19-504/1)
7	Qualitative & Quantitative
8	Survey Measurement (11:15-13:45-19-504/1)
9	Data Analysis
10	<b>QUIZ 1 (19-502), Individual Presentation</b>
11	Independent Sample Mean t-test(11:15-13:45-19-504/1)
12	ANOVA (11:15-13:45-19-504/1)
13	How to write academic article
14	Theoretical versus Managerial Implications (11:15-13:45-19-504/1)
15	<b>How to answer research questions? Paper Submission Due</b>

# International Program in Hotel & Tourism Management

## Siam University

### 221-203 : Organization Management

**Instructors:** Aj.Thaveechai Viramvesaya  
**Where:** 19/1001  
**Office:** 19-605  
**When:** Saturday 13:30-16:30  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Thursday 9:00-10:00 (or by appointment)  
**Email:** mynameisv@hotmail.com  
**Telephone:** (02) 457-0068 ext. 5304

#### Course Description

This course will examine the configuration of Organization Functions, The Changing Paradigm of Management, Organizational Design of hotel business, Management skills, communication skills, goal setting for life and business, to know customer behaviors and including of customer needs, understanding of customer expectation and business's goal

#### Required Materials

**Required Textbook: Management Fifth Edition, Richard L. Daft, Copyright2000, 1997, 1994, 1991, 1988 by Harcourt College Publishers**

#### Recommended Books and Journals

None

#### Course Requirements

Your grade will be determined by your performance on 3 exams, various homework assignments, and a comprehensive group research project. The point distribution for the course is as follows:

Class Attendance (80% attendance is required)	5%
Field Trip-Presentation	10%
Case, Individual Report, IS.	10%
Group Assignment	15%
Quiz-Paper Test	20%
Final	40%
<b>TOTAL</b>	<b>100%</b>

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+

80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

### Schedule

Week	Content Description
1	Introduction to Organization Management
2	Management Function
3	Room Sales Differentiation, Market Segmentation

4	Guest Room Preferences, Room Configuration, Room Status Code Room Status Reconciliation, Article Analysis-Discussion
5	Hotel Room Division, Hotel Organization, Functional Departments, Article Analysis-Discussion
6	Organization Planning and Goal Setting Case Study-Discussion
7	Managerial Decision Making Case Study-Discussion
8	Communication Skill for Hotel Business
9	The Management Process and Activity Case Study-Discussion
10	Customer Behavior VDO Presentation-Case Study
11	Organization Change Management VDO Presentation, Discussion
12	Human Resource Management Managing Peoples
13	Fundamentals of Organizing Case Study
14	Leadership in Organization
15	Individual, Group Assignments Presentation Final Review
16	<b>Final Exam</b>



## Course Syllabus

Faculty: International College

Course Number: 221-327 Course Name: Change Management Credits: 3 Pre-requisite: None.

Faculty: Assistant Professor Rengson Mualchontham. Semester: Jan. – May, Year: 2020

Reference text: Managing Organizational Change: A Multiple Perspectives Approach. 3rd Ed., Ian Palmer, Richard Dunford, David A. Buchanan, McGraw-Hill 2017

Class session objectives: Class sessions are to focus on contemporary content and sources and conversation which may link to some of the themes in the reference text.

Resources : Online learning resources and communications to be discussed in class session.

Course Description: This course will help develop the skills and knowledge required to promote the use and implementation of innovative work practices to effect change and manage changes so there is minimal work place disruption. Upon course completion, participants will be able to: Understand the role of change in organizational success. (source: HTM curriculum).

### Learning Assessment

In-class conversation.....20 pts.

Mid-term written report/presentation .....40 pts.

Final written report/presentation.....40 pts.

Total ..... 100 pts.

The faculty reserves the rights to make adjustments as circumstances warrant

Grades	Score Range
A	90 - 100
B +	87 - 89
B	80 - 86
C +	75 - 79
C	60 - 74
D +	57 - 59
D	50 - 56
F	0 - 49
I	Incomplete

Week	Proposed learning themes	Session assignments
1	Managing change: stories and paradoxes	Session conversation.
2	Images of change management	Read relevant sources for session conversation and writing assignment.
3	Why change? contemporary pressures and drivers	Read relevant sources for session conversation and writing assignment.
4	What to change? a diagnostic approach	Read relevant sources for session conversation and writing assignment.
5	What changes—and what doesn't?	Read relevant sources for session conversation and writing assignment.
6	Vision and the direction of change	Read relevant sources for session conversation and writing assignment.
7	Mid-term examination	Turn in mid-term report writing assignment and conduct mid-term presentation.
8	Change communication strategies	Turn in mid-term report writing assignment and conduct mid-term presentation.
9	Resistance to change	Read relevant sources for session conversation. Work on writing assignment and presentation.
10	Resistance to change	Read relevant sources for session conversation. Work on writing assignment and presentation.
11	Organization development and sense-making approaches	Read relevant sources for session conversation. Work on writing assignment and presentation.
12	Change management, processual, and contingency approaches	Read relevant sources for session conversation. Work on writing assignment and presentation.
13	Sustaining change versus initiative decay	Turn in final report writing assignment and conduct final presentation.
14	The effective change manager: what does it take?	Turn in final report writing assignment and conduct final presentation.
15	Final Examination	Turn in final report writing assignment and conduct final presentation.

The above proposed learning topics may be adjusted, without prior notifications, as learning circumstances warrant. Students are advised to focus on themes discussed during class sessions as well as completion of writing assignments and in-class presentations. The sessions are to focus on contemporary content and sources which may link to some of the themes in the reference text.

Faculty's Bio: Rengson Maunchontham, Assistant Professor, Asia Exchange International Student Advisor at Siam University, an authorized Education Mobility Specialist, Director of the International Business Program at Siam University from 1997 to 2017. Educational background: Denison University and Texas A & M University, USA. Industry experience: United Foods Public Company, Siam Makro Public Company. Areas of interest: Exploration of businesses, marketing communications, change management, cross-cultural sourcing explorations.

# International Program in Hotel & Tourism Management

## Siam University

### 221 - 445 : International Hotel Management

**Instructors:** Aj.Thaveechai Viramvesaya  
**Where:** 19/504  
**Office:** 19-605  
**When:** Saturday 13:30-16:30  
Made-Up Class 10:00-13:30 (will be announced in class)  
**Office Hours:** Thursday 9:00-10:00 (or by appointment)  
**Email:** mynameisv@hotmail.com  
**Telephone:** (02) 457-0068 ext. 5304

#### Course Description

This course will examine the configuration of International Hotel Management and hotel front office management: reception, reservation, cashier, in-house sales, registration and other associated works. Study the relationship between the front office and the other functions such technical, housekeeping, restaurant, recreation, telephone communication including tourist companies, through field study, understanding of customer behaviors/cultures in order to meet their satisfaction.

#### Required Materials

**Required Textbook: Introduction to Hospitality Management: John R. Walker. International Hotel Management (handouts)**

#### Recommended Books and Journals

None

#### Course Requirements

Your grade will be determined by your performance on 3 exams, various homework assignments, and a comprehensive group research project. The point distribution for the course is as follows:

Class Attendance (80% attendance is required)	5%
Field Trip-Presentation	10%
Case, Individual Report, IS.	10%
Group Assignment	15%
Quiz-Paper Test	20%
Final	40%
<b>TOTAL</b>	<b>100%</b>

The following scale will be used to assign final grades:

90-100%      A

86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

Assignments. From time to time, you will be assigned work to be completed outside of class that will support the topic being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings will be given periodically.** Finally, you will likely have opportunity to participate in organizing a conference for class credit (an alternative means of receiving credit will be available).

Tests and Final Exams. In class quizzes and one final exam will be given. The quizzes and exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class material.

Class Participation. I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class and guest speakers as well as take a field trip to successfully complete the course; **telephone me or send an email message if you must be absent.** At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

Research Project. You will work in-group (groups will be organized during the second or third class session). You will have opportunities to visit a convention center, listen to guest speakers, and organize a conference. Your group will be required to turn in one written report and present your results to your classmates during the semester.

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.



### Schedule

<b>Week</b>	<b>Content Description</b>
1	Introduction to International Hotel Management
2	Hotel Organization and The Front Office / Article Discussion
3	Property Management Systems / Article Discussion
4	The Departments, Room Division, Front Office Room Status, Room Status Code
5	Yield Management, Hospitality VDO Presentation-Analysis
6	Reservation, Guest Registration Hotel International Code - Article Discussion, Computer Lab
7	Hotel Segmentation Communication, Case Study
8	Midterm
9	Guest Check in, Guest Check out Room Preparation, Inventory Check List, Computer Lab
10	Housekeeping Operations Case Study – Analysis, Computer Lab
11	Hotel Engineering Operations Emergency Plan – Case Study
12	Hotel – Online Marketing Processing Guest Charges and Payments – Case Study
13	The Character, Personality of hospitality staff – Grooming Customer Behaviors, Service Excellent, Role Play
14	Individual Assignments / Presentation (Follow up) Group Assignments / Presentation
15	Group Assignments / Presentation (Continued) Final review
16	<b>Final Exam</b>

**Course Specification**

<b>University</b>	Siam University
<b>Faculty / Department</b>	Master of Business Administration (MBA)

**1. General Information of Course Outline**

<b>1. Course Code and Course Name</b>	505-612 MICE Tourism Management
<b>2. Credit</b> (Lecture hour – Lab. Hour – Self Study): 3 hours for lecture	
<b>3. Academic Curriculum</b>	
<b>3.1 Curriculum name :</b> Master of Business Administration (MBA)	
<b>3.2 Type of Subject</b> (Gen. Ed. / <b>Core Course</b> / Free Elective): Hotel and Tourism Management Group	
<b>4. Coordinated Lecturer and Lecturer</b>	
<b>4.1 Coordinated Lecturer:</b> -	
<b>4.2 Lecturer :</b> Associate Prof. Bongkosh Rittichainuwat, Ph.D., EMD, CEM, CIS	
<b>5. Semester / Year:</b> 1-2019	
<b>6. Pre-requisites:</b>	None
<b>7. Co-requisites:</b>	None
<b>8. Place of Study:</b>	Saturday : 13.00 – 16.00 Room: 19 – 305
<b>9. Date of Latest Course Specification Revised :</b>	27/11/2019

**2. Purpose and Objection**

<b>1. Subject Purpose</b>	Students should know the background of the MICE industry and be able to differentiate leisure tourism and business travel.
<b>2. Objective of Subject Revision</b>	To update information about the MICE industry.

**3. Implementation and Procedures**

<b>1. Course Description</b>	This course examines the lucrative MICE industry (Meetings, Incentives, Conventions, and Expositions) that caters to the needs of business travelers, festivals, and events (ranging from mega-events to community celebrations) that serve as tourist attractions for pleasure travelers. The role of an expert convention planner, destination management companies, hotel and related industries and organizations, incentive tourism strategies and the importance of e-tourism.		
<b>2. Periods Per Semester</b>			
<b>Lecture</b> Whole	<b>Tuition</b> -	<b>Laboratory / Field trip / Training</b> -	<b>Self Study</b> -
<b>3. Period of Consultant per week</b> (by appointment)			

## 4. Development of Learning Skills

### 1. Ethics

#### 1.1 Ethics Development

All students are expected to have a considerate and **respectful demeanor towards their lecturer** and fellow students. Always speak respectfully to the lecturers and your classmates. Avoid disrupting a lecture by chatting in class, taking part in any other activities than those related to the subject being taught, such as reading or preparing another course's material or assignments.

#### 1.2 Teaching Method

Lecture and discussion with in-class projects. Therefore, it will be necessary for you to read each assigned lesson before each class period and are ready to present your reading in class.

#### 1.3 Evaluation Method

I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings and when you arrive at class. You must attend class to successfully complete the course; **send an email message if you must be absent**. At the end of the semester I will assign points for class participation based upon the overall quality (not simply quantity) of your interactions and contributions to the course.

### 2. Knowledge Skill

#### 2.1 Expected Knowledge

Students are expected to make discussion about the course content by providing reasons supported by research data.

#### 2.2 Teaching Method

Lecture and discussion with in-class projects. Therefore, it will be necessary for you to read each assigned lesson before each class period and are ready to present your reading in class.

#### 2.3 Evaluation Method

Your grade will be determined by your performance on 1 final exam, individual, and group assignments. The point distribution for the course is as follows:

Academic paper	30%
Quiz & Participation	10%
Final Exam	60%
<b>TOTAL</b>	<b>100%</b>

The following scale will be used to assign final grades:

90-100%	A
86-89%	B+
80-85%	B
70-79%	C+
60-69%	C
56-59%	D+
50-55%	D
0-49%	F

### 3. Wisdom Skill

#### 3.1 Required Intelligence Skill Development

Students are required to provide their critical thinking on the subject matters and discuss them in class to provide alternative suggestion for problem-solving.

#### 3.2 Teaching Method

Lecture and discussion with in-class projects. Therefore, it will be necessary for you to read each assigned lesson before each class period and are ready to present your reading in class.

### 3.3 Evaluation Method

**Unannounced** quizzes and a final exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class. **Students must have 80% attendance in order to take the final exam. No make-up quiz will be given for those who do not attend the lecture.**

## 4. Interpersonal and Responsibility Skill

### 4.1 Required Interpersonal and Responsibility skill Development

All students are expected to have a considerate and **respectful demeanor towards their lecturer** and fellow students. Always speak respectfully to the lecturers and your classmates. Avoid disrupting a lecture by chatting in class, taking part in any other activities than those related to the subject being taught, such as reading or preparing another course's material or assignments.

### 4.2 Teaching Method

Lecture and discussion with in-class projects. Therefore, it will be necessary for you to read each assigned lesson before each class period and are ready to present your reading in class.

### 4.3 Evaluation Method

**Unannounced** quizzes and a final exam will cover textbook readings and lecture material. Although time will not permit us to address all topics during class, you are responsible for all material presented in the class. **Students must have 80% attendance in order to take the final exam. No make-up quiz will be given for those who do not attend the lecture.**

## 5. Mathematics Communication and IT Analysis Skill

### 5.1 Mathematics Communication and IT Analysis skill Development

All students in this class have to learn the program which is called "SPSS". This program will be taught in class. Students will know how to do coding and analyze the research.

### 5.2 Teaching Method

PowerPoint

### 5.3 Evaluation Method

You will work in-group (groups will be organized during the second or third class session). **Your group will be required to interview tourists and conduct a questionnaire survey related to current issues in hospitality management at the Bangkok International Airport and present survey result to your classmates.**

Groups will make oral presentations of their projects to the class during the semester. You should use whatever media best allow you to communicate the essence of your projects. Each member of the class will complete an evaluation form for each group's presentation. The grade that I assign for the oral presentation will be influenced by the evaluation of your classmates.

The members of each group will complete a peer evaluation on other group members. You will be asked to estimate the proportion of each member's contribution to the overall research project. If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly. (It is possible that one group member could receive a grade of D or F while the other members received A's.) Otherwise, identical grades will be assigned for all group members on all aspects of the research project.

## 5. Lesson Plan and Evaluation

1. Lesson plan				
Week	Content Description	Study Period	Learning Activities and Teaching aids media	Lecturer
1	Introduction to Special Interest Tourism	3	Power Point Presentation	Dr. Bongkosh
2	Food tourism	3	Power Point Presentation	Dr. Bongkosh
3	Medical Tourism	3	Power Point Presentation	Dr. Bongkosh
4	Film Tourism, The Best Practice of Film Tourism: the case study of Korea Authenticity of Film Shooting Locations	3	Power Point Presentation	Dr. Bongkosh
5	Development of Special Interest Tourism in Thailand	3	Power Point Presentation	Dr. Bongkosh
6	Special Interest Tourist Groups	3	Power Point Presentation	Dr. Bongkosh
7	Research Data Collection	3	Power Point Presentation	Dr. Bongkosh
8	Research Data Collection	3	Power Point Presentation	Dr. Bongkosh
9	Research Data Collection	3	Power Point Presentation	Dr. Bongkosh
10	Chapter 1: Introduction to convention industry	3	Power Point Presentation	Dr. Bongkosh
11	Chapter 11: Convention evaluation	3	Power Point Presentation	Dr. Bongkosh
12	Quiz	3	Power Point Presentation	Dr. Bongkosh
13	Chapter 12: Risk & Crisis Management	3	Power Point Presentation	Dr. Bongkosh
14	Paper submission due	3	Power Point Presentation	Dr. Bongkosh
15	Final Exam			
2. Learning Evaluation Plan				
Learning Skill	Evaluation Method	Week of Evaluation	Evaluation Score (%)	
	<p>Your grade will be determined by your performance on 2 tests and 1 final exam, individual, and group assignments. The point distribution for the course is as follows:</p> <ul style="list-style-type: none"><li>- Quizzes</li><li>- Assignments</li><li>- Final Exam</li></ul>		<p>Quiz &amp; participation 10%</p> <p>Assignments 30%</p> <p>Final Exam 60%</p> <p>TOTAL 100%</p>	

## 6. Learning Resources

<p><b>2. Important Textbooks and References:</b></p> <ol style="list-style-type: none"> <li>1. Rittichainuwat, B. (2018). Special Interest Tourism, 3<sup>rd</sup> edition, Cambridge Scholars Publishing, Lady Stephenson Library, the UK.</li> <li>2. Rittichainuwat, B. (2019). MICE &amp; Tourism, Bangkok, Thailand</li> <li>3. Rittichainuwat, B. (2020). Convention 101, Bangkok: Thailand Convention &amp; Exhibition Bureau</li> </ol>
<p><b>4. Recommended References:</b></p> <ul style="list-style-type: none"> <li>• Rittichainuwat, B., Nelson, R., &amp; Rahmafitria, F. (2018). Applying the perceived probability of risk and bias toward optimism: Implications for travel decisions in the face of natural disasters. <i>Tourism Management</i>, 66, 221-232, Scopus data base: doi:10.1016/j.tourman.2017.09.013.</li> <li>• Rittichainuwat, B., Laws, E., Scott, N., &amp; Rattanaphinanchai, S. (2018). Authenticity in screen tourism: significance of real and substituted screen location. <i>Journal of Hospitality &amp; Tourism Research</i>. Sage Journals online: <a href="http://journals.sagepub.com/doi/10.1177/1096348017736568">http://journals.sagepub.com/doi/10.1177/1096348017736568</a></li> <li>• Rittichainuwat, Bongkosh.and Judith Mair. (2012). Visitor Attendance motivation at consumer travel exhibitions. <i>Tourism Management</i>, 33(5): 1236-1244. ScienceDirect, Scopus data base: doi:10.1016/j.tourman.2011.11.002</li> <li>• Rittichainuwat, Bongkosh.and Judith Mair. (2012). An Exploratory Study of Attendee Perceptions of Green Meetings. <i>Journal of Convention &amp; Event Tourism</i>, 13(3), 147-158. Scopus data base</li> </ul>

## 7. Course Evaluation and Development

<p><b>1. Course Evaluation by Students</b> Department's evaluation form</p>
<p><b>2. Teaching Evaluation</b> Department's evaluation form</p>
<p><b>3. Teaching Development</b> Student's feedback</p>
<p><b>4. Subject verification of Student Achievement</b> Quiz, Midterm, Final exam, project</p>
<p><b>5. Revision and Development of Course Effectiveness</b> Student evaluation form</p>



.....  
Associate Prof. Dr. Bongkosh N. Rittichainuwat

Course Lecturer

( 27/11/2019 )  
Date