



## COURSE SYLLABUS

วิชา 01 583111 First semester of Bangkhen Campus

1. School of Humanities, KITMAN program

Department of Carrier Sciences

2. Code 01583111

ชื่อวิชา (English) Service Psychology for Tourism and Hospitality3

Credits

Time THU 1-4 PM.

### 3. (Course Description)

Types, characteristic, and trends in services. Concepts and theories of psychology, sociology, cross-cultural communication, and marketing applied to the tourism and hospitality industry. Concepts and theories of psychology applied for self-development for careers in the tourism and hospitality industry, Case studies.

### 4. Course Objectives

1. Understanding and explaining definitions, categorizations and attributions of service practices
2. Explaining the relationship between principle of psychology and service practices
3. Application the theories of psychology, sociology, cross-cultural communication and marketing to service practices substantiated by customizing service pattern to service receivers
4. Application the theories, principles and techniques learned to unexpected problems in services practices
5. Having characteristics, manner, ethics accordingly to service practices

### 5. Course Outline

1. World of customer service :Definition, importance tendency of services
2. Categorization, attribution, and relating component of services
3. Customer service environment
4. Participants in service and issues concerned
5. Customer/Service receiver experiences management
6. Relationship between psychology and service
7. Theories and principles of psychology for analyzing customer/service receiver
8. Theories and principles of sociology for analyzing customer/service receiver
9. Theories of cultural differences and application in understanding customer/service receiver who come from varied social context
10. School of thoughts and theories in the area of psychology for analysis and development
11. Structure and management perspectives in managing organization in service industry

## 6. Teaching methodology and teaching system with emphasizing the student center basis

Lecture, class discussions, cooperative study: group discussions, independent study, case study analysis in both individual and in-class bases, presentations

### Term project by group basis with 5-7 persons for each with paper (10 points)

Interview for the service in “supervisory position” or “managerial position” at two interested organizations in the same or related area of specialization/industry with the requirement of the following contents

1. Current situations and future proposed of service offering
2. Policy, strategy, technique, problems and pavement for problem solving in service practices of particular organization
3. Pavement and technique in analysis of customer needs
4. Comparing the critical issue(s) 1-3 of service practices of two organizations

Student required to initiate the proposed questions and interview taken place (s) altogether with interview questions designing. The instructors will be an editor, academic consultant and issuing the certified letter for allowance of data collection/interview. Consequentially, student required to make the appointment and interview by him/her, and processing the results of interviews.

Every group required to make the presentation within the timeframe of 20 minutes

Remark: The redundancy (interviewing the same organization of student more than 1 group) is strictly prohibited

## 7. Media/instruction equipment(s)

Google classroom through application of Meet

## 8. Evaluation criterion

- |  |      |
|--|------|
| 1. Popup Quiz  | 15 % |
| 2. Mid-term examination (Paper base)   | 35 % |
| 3. Final examination ( <u>individual oral presentation</u> and <u>paper base</u> ) | 45%  |
| 4. Class attendance and participation  | 5%   |

## 9. Grading system

Grading with lowest referent point at 55/100 with rounding up of 5

**Remark:** the grading system tentative to readjusted according to the average class performance objected to academic standardization of Kasetsert university

## 10. Office hours serving for consultations of academic and related activities

Mobile phone: 081 348 5475

E-mail: [fhumppo@ku.ac.th](mailto:fhumppo@ku.ac.th)

## 11. Textbook and reading materials

1. Consumer behavior and Marketing Strategy, J. Paul Peter and Jerry C Olson ,McGraw-Hill
2. Behavioral Studies in Hospitality Management, Rita Carmouche and Nancy Kelly, Chapman and Hall
3. Contact Customer Service in the Hospitality and Tourism Industry, Donald M. Davidoff, Scandinavian Service School
4. Service Operations Management, Robert Johnson and Graham Clark, Prentice Hall
5. Dealing with People you can't stand, Dr. Rick Brickman and Dr. Rick Krishner, McGraw-Hill
6. Service Marketing: Concepts,Strategies and cases,K.Douglas Hoffman and John E.G. Bateson,Thomson

## 12. Proposed schedule of teaching activities

week	Date	Content	Teaching activities
<b>Session 1 : Introduction to "Service Psychology"</b>			
1	13Aug	- World of customer service :Definition, importance tendency of services (Scenario analysis and pointing out )	+ Distributing course syllabus and study materials

week	Date	Content	Teaching activities
2	20 Aug	+ World of customer service :Definition, importance tendency of services (Scenario analysis and pointing out )	+ Lecture, handout distribution and critical discussions
<b>Session 2 : Categorization, attribution, and relating component of services</b>			
3	27 Aug	- Categorization, attribution, and relating component of services <ul style="list-style-type: none"> <li>● Defining Customer Service</li> <li>● Societal Factors Affecting Customer Service (environmental focus)</li> <li>● Consumer Behavior Shifts (Individual focus)</li> </ul>	+ Lecture, handout distribution , critical discussions and case study analysis
4	3 Sep	+ Customer service environment <ul style="list-style-type: none"> <li>● The customer</li> </ul>	+ Lecture, handout distribution and critical

		<ul style="list-style-type: none"> <li>● Organizational culture</li> <li>● Human resources</li> <li>● Products/deliverables</li> <li>● Delivery systems</li> <li>● Service</li> </ul>	discussions
5	10 Sep	+ Participants in service and issues concerned <ul style="list-style-type: none"> <li>● Servicer</li> <li>● Service Receiver</li> <li>● Dyadic boss of servicer</li> <li>● Market</li> <li>● Relating Organization</li> </ul>	+ Lecture, handout distribution and critical discussions
6	17 Sep	+ Customer/Service receiver experiences management <ul style="list-style-type: none"> <li>● Customer expectation management</li> <li>● Customer experiences Management</li> <li>● Customer relationship management</li> </ul>	+ Lecture, handout distribution and critical discussions

<b>7.</b>	24 Sep	- Relationship between psychology and service	+Lecture, handout distributio and critical discussions
<b>8.</b>	1 Oct	- Theories and principles of psychology for analyzing customer/service receiver	+ Lecture, handout distribution and critical discussions
<b>9.</b>	8 Oct	- Theories and principles of psychology for analyzing customer/service receiver	+ Lecture, handout distribution and critical discussions
<b>10.</b>	15 Oct	-Theories and principles of sociology for analyzing customer/service receiver	+ Lecture, handout distribution and critical discussions
<b>11.</b>	22 oct	--Theories and principles of sociology for analyzing customer/service receiver	+ Lecture, handout distribution and critical discussions
<b>12.</b>	29 Oct	-Theories of cultural differences and application in understanding customer/service receiver who come from varied soc context	+ Lecture, handout distribution and critical discussions
<b>13.</b>	5 Nov	- School of thoughts and theories in the area of psychology for analysis and development	+ Lecture, handout distribution and critical discussions
<b>13.</b>	12 Nov	- School of thoughts and theories in the area of psychology for analysis and development	+ Lecture, handout distribution and critical discussions
<b>14.</b>	19 nov	- Structure and management perspectives in managing organization service industry	+ Lecture, handout distribution and critical discussions
<b>15.</b>	26 Nov	-Review content	+ Lecture, handout distribution and critical discussions

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**Remark**

1. Consequences of contents are possibly changed in the case of emergent meeting or academic seminar of lecturer
2. Mid-term and final examination will be taken by the appointment between lecturer and students which regularly taken at the last week of semester

**13. Lecturer: Prahpon Osodsampransook, PhD (Candidate)**

(Mr. Prahpon Osodsampransook ,PhD(Candidate))

**1. Faculty** Faculty of Humanities  
**Department** Department of Tourism and Hospitality Industry

**2. Course Code** 01583431  
**Course Name** MICE Management  
**Number of Credits** 3 credits (2-2-5)

### 3. Course Description

**01583431\*\* การจัดการการประชุมนิทรรศการและการท่องเที่ยวเพื่อเป็นรางวัล (MICE Management) 3(2-2-5)**

ความหมาย ความสำคัญ และวิวัฒนาการของธุรกิจการจัดการประชุมและการจัดนิทรรศการนานาชาติ บทบาทของหน่วยงานภาครัฐและเอกชนในการพัฒนาธุรกิจการจัดการประชุมและนิทรรศการระดับประเทศและระดับนานาชาติ ประเภท ลักษณะ และองค์ประกอบของการจัด การประชุม และนิทรรศการ ห่วงโซ่อุปทาน การจัดการงบประมาณ กระบวนการวางแผน และแนวทางการจัดการ การตลาด การตรวจติดตาม และการควบคุมงบประมาณ การประเมินผลก่อนและหลังการดำเนินงาน มีการฝึก ปฏิบัติ มีการศึกษาออกสถานที่

Meaning, significance, and evolution of international convention and exhibition business. Roles of governmental and private organizations in national and international convention and exhibition business development. Types, characteristics, and components of convention and exhibition organizing. Supply chain, budgeting, planning processes, and guidelines for operation, marketing, monitoring, and budget controlling. Pre and post evaluation. Practical training. Field trips required.

### 4. Course Objectives

By the end of this course, students should be able to:

1. Understand the meaning, significance and evolution of the different types of MICE activities and the MICE industry.
2. Understand the roles and responsibilities of major stakeholders in the MICE industry nationally and internationally; from the governmental and private sectors.

3. Understand the importance of strategic management, project management, budgeting, logistics, and marketing in different types of MICE industry.
4. Be able to ethically and sustainably plan, manage, execute, and close down a MICE event.

## 5. Course Outline

1. Introduction to MICE Business
2. Meetings, Incentives, Conventions, Exhibitions, Events
3. Planning, management and production

## 6. Teaching Format

Class activity will consist of lectures, class discussions and in-class exercises based on the assigned case studies to be provided by the lecturer. Students are expected to actively participate during the class and ready to share and discuss ideas.

## 7. Teaching Materials

Lectures will be accompanied by PowerPoint slides, case studies, real-life examples, articles and relevant trade publications.

## 8. Grading Components and Weights

	Percentage
1. Class assignments and participations	10
2. Class project and reports	30
3. Examination: Mid-term	30
4. Examination: Final	<u>30</u>
Total =	100

## 9. Grading Criteria

A =85 - 100	B+ = 75 - 85	B = 70 - 74	C+= 65 - 69
C = 60 - 64	D+ = 55 - 59	D = 50 - 54	F = 0 - 49

## 10. Office Hours and Contact

Aj. Paitara Chaochalard (Modd)

Email: paitara@neat-event.com

Line ID: mickeymodd

Phone: 081-551-5992



## 11. Course Texts

Introduction to MICE Industry, Thailand Convention and Exhibition Bureau

Meetings, Expositions, Events, and Conventions, An Introduction to the Industry, Pearson, George G. Fenich

## 12. Class Schedule

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Lecturers</b>
1	16 Jan	Definition and Introduction to MICE & Event Industry	Paitara Chaochalard
2	23 Jan	Meetings	Paitara Chaochalard
3	30 Jan	Incentives	Paitara Chaochalard
4	6 Feb	Conventions	Paitara Chaochalard
5	13 Feb	Exhibitions	Paitara Chaochalard
6	20 Feb	Fieldtrip (TBC)	Paitara Chaochalard
7	27 Feb	Midterm Examination	
8	5 Mar	Special Events	Guest Lecturer
9	12 Mar	Venue Management	Paitara Chaochalard
10	19 Mar	Planning and Producing MICE	Paitara Chaochalard
11	26 Mar	MICE Management and Service Providers	Paitara Chaochalard
12	2 Apr	MICE Standard, Green Meetings and Social Responsibilities	Paitara Chaochalard
13	9 Apr	Technology and the Meeting Professional	Paitara Chaochalard
14	16 Apr	Ethics for MICE Professionals	Paitara Chaochalard
15	23 Apr	Final Review	Paitara Chaochalard
16	TBC	Final Examination	

***\*\* Grading, evaluation criteria and class plan can be changed in accordance to the instructor's discretion without prior notice \*\****

1. Faculty Faculty of Humanities  
Department Department of Tourism and Hospitality Industry

2. Course Code 01583434  
Course Name Festival and Special Event Management  
Number of Credits 3 credits (3-0-6)

3. Day : Monday Time: 13:00 - 16:00 hrs.

#### 4. Course Description

**01583434\* การจัดการงานเทศกาลและกิจกรรมพิเศษ 3(3-0-6)**  
**(Festival and Special Event Management)**

ความหมาย ประเภท ลักษณะ และองค์ประกอบของงานเทศกาลและกิจกรรมพิเศษเพื่อการท่องเที่ยว การ  
ออกแบบแนวคิดสำหรับการจัดงานเทศกาลและกิจกรรมพิเศษ กระบวนการจัดการโครงการ การวางแผน การส่งเสริม  
การตลาด การกำหนดและการควบคุมงบประมาณ การบริหารความเสี่ยง  
เทคนิคการประสานงานและการแก้ไขปัญหา การ ประเมินผลและการจัด ทำรายงาน  
มีการศึกษานอกสถานที่

**Meaning, types, characteristics and components of festivals and special events for tourism. Concept design for festivals and special events. Project management procedure, planning, marketing promotions, budget allocation and control. Risk management. Techniques in coordination and problem-solving. Evaluation and report writing. Field trips required.**

#### 5. Course Objectives

By the end of this course, students should be able to:

1. Understand the meaning, significance and evolution of the different types of events and the industry.
2. Understand the roles and responsibilities of major stakeholders in the events industry nationally and internationally; from the governmental and private sectors.

3. Understand the importance of strategic management, project management, budgeting, logistics, human resources management and marketing in different types of events and festivals
4. Be able to ethically and sustainably plan, manage, execute, and close down an event.

## 6. Course Outline

1. Introduction to Special Events industry
2. Strategic planning
3. Event design
4. Event marketing
5. Finance
6. Risk & crisis management
7. Event operations
8. Closing down an event

## 7. Teaching Format

Class activity will consist of online lectures, class discussions and exercises based on the assigned case studies to be provided by the lecturer. Students are expected to actively participate during the class and ready to share and discuss ideas.

## 8. Teaching Materials

Lectures will be accompanied by PowerPoint slides, case studies, real-life examples, articles and relevant trade publications.

## 8. Grading Components and Weights

	Percentage
1. Class assignments and reports	25
2. Final Project	25
3. Examination: Mid-term	25
4. Examination: Final	<u>25</u>
Total =	100

## 9. Grading Criteria

A = 90 - 100	B+ = 85 - 89	B = 80 - 84	C+= 75 - 79
C = 70 - 74	D+ = 65 - 69	D = 64 - 50	F = 0 - 49

## 10. Office Hours

Aj. Katherineann Sarasin Tunggaswasdi (Kate Sarasin)

Office Hours: By appointment only

Email: kate.sarasin@gmail.com      Line ID: kateandnapa

## 11. Course Texts

Recommended Text:

Event 101 - Introduction to Event Industry, published by Thailand Convention and Exhibition Bureau, edited by Mahidol University International College

## 12. Class Schedule

Week	Date	Topic	Class Activity	Lecturer*
1	10 Aug	Introduction to Special Event	Lecture	Kate Sarasin
2	17 Aug	Strategic Planning in Events		Kate Sarasin
3	24 Aug	Event Design		Kate Sarasin
4	31 Aug	Sustainability and Standards for the Special Event Industry		Guest Lecturer from TCEB - Khun Pat S.
5	7 Sept	Laying the Groundwork		Kate Sarasin
6	14 Sept	Event Marketing		Kate Sarasin
7	21 Sept	Human Resources		Kate Sarasin
	28 Sept	Midterm Examination		
8	5 Oct	Finance Matters		Guest Lecturer
9	8 Oct	Risk and Crisis Management		Kate Sarasin
	12 Oct	Graduation Ceremony - no class		
10	19 Oct	Event Operations		Kate Sarasin
11	26 Oct	On-site Management - Program Development; Speakers Handling		Kate Sarasin
12	2 Nov	Post-event Follow up		Kate Sarasin
13	9 Nov	Reserve for Final Project Consultation		Guest Lecturer
14	16 Nov	Final Project Presentation "The New Normal of Events Industry"		Guest Lecturer
15	23 Nov	Final Review		Kate Sarasin
	30 Nov	Final Examination		Kate Sarasin

**\*\* Grading, evaluation criteria and class plan can be changed in accordance to the instructor's discretion without prior notice \*\***



## Course Syllabus

**1. School of Humanities ,Department of Tourism and Hospitality Industry**

**2. รหัสวิชา 01583442**

**ชื่อวิชา 1 (ไทย)                      วิชาในอุตสาหกรรมการท่องเที่ยวและบริการ  
พฤติกรรมผู้บริโภค**

**(อังกฤษ) Consumer Behavior in Tourism and Hospitality Industry**

**จำนวนหน่วยกิต .....3(3-0-6).....**

**Session 420 ,Julapornpisarnsilp Building (HUM-4) ,Thursday 9.00-12.00 am.**

### **3. Instructor**

1. Aj Prahpon Osodsampransook

### **4. Consultation**

By appointment or THU 2-4pm

Mobile Phone 081-348-5475 E-mail [fhumppo@ku.ac.th](mailto:fhumppo@ku.ac.th)

### **5. Course description**

**Internal and external factors influencing tourism and hospitality consumer behavior. Characteristics of consumption and different consumer behavior in social, cultural, economic, demographic and psychological aspects. Consumer decision-making processes. Application of consumer behavior concepts to tourism and hospitality marketing decisions. Case studies.**

### **6. Course objective**

1. To understand Relationship between Consumer behavior (Tourist) and Marketing in Tourism
2. To understand demographic of consumer (Tourist)
3. To understand Model of Consumer Behavior adapted for Tourism
4. To understand consumer (Tourist value)
5. To Understand Consumer (Tourist) psychology : Motivation, perception, learning belief, attitude and belief

- 6.. To Understand Demand and supply of consumer (Tourist)
7. To Understand Consumer (Tourist) decision process
8. To understand Post Purchase behavior of Consumer (Tourist)
9. To understand The Nature of Demand of Consumer in Different Segments :Sociology, anthropology and culture.
10. To understand concept and principle of Researching Consumer Behavior in Tourism

## **7. Course Outline**

1. Review Principle of marketing
2. Relationship between Consumer behavior (Tourist) and Marketing in Tourism
3. Analyzing demographic of consumer (Tourist)
4. Model of Consumer Behavior adapted for Tourism
5. Analyzing consumer (Tourist value)
6. Consumer (Tourist) psychology : Motivation, perception, learning belief, attitude and belief
7. Demand and supply Analysis
8. Consumer (Tourist) decision process
9. Post Purchase behavior of Consumer (Tourist)
10. The Nature of Demand of Consumer in Different Segments :Sociology, anthropology and culture
11. Researching Consumer Behavior in Tourism

## **8. Teaching methodology**

Critical discussion, Lecture, Research and case study criticism through written expression

## **9. Class materials**

Powerpoint, Publication from related journal

## 10. Evaluation

	Percentage
9.1 Class Participation, and Quiz	10
9.2 Consumer Research	20
9.3 Examination	
- Mid-Term	30
- Final	40
Total	<u>100</u>

## 11. Grading System

Standardization for pass is 55 percent with 5points round-up basis

**\* The Grading system mentioned above is subjected to change depend on the appropriate of the academic standard of Kasetsart university. The judgment of lecturer or department of Tourism and Hospitality is recognized as a rigid**

## 12. Main textbook

David Mothersbaugh and Delbert Hawkins. 2015. Consumer Behavior. 2015. 13<sup>th</sup> Edition. McGraw-Hill.

## 13. Supplementary

13.1 Sub hash C. Jain and George T. Haley. Strategic Marketing. Asia Edition. CENGAGE. 2009.

13.2 Hall Calvin S. Theory of Personality, John Willy & Sons. forth Edition. 1998.

## 14. Teaching Activities

<b>Week</b>	<b>date</b>	<b>Content</b>	<b>Activities</b>	<b>Instructor</b>
1	13 Aug	Briefing Course Syllabus Review Principle of marketing	Lecture and Critical discussions	AJ Prahpon
2	20 Aug	Relationship between Consumer behavior (Tourist) and Marketing in Tourism	Lecture and Critical discussions	AJ Prahpon
3	27 Aug	Analyzing demographic of consumer (Tourist)	Lecture and Critical discussions Case Study Analysis	AJ Prahpon
4	3 Sep	Model of Consumer Behavior adapted for Tourism	Lecture and Critical discussions Case Study Analysis	AJ Prahpon
5	10 Sep	Model of Consumer Behavior adapted for Tourism	Lecture and Critical discussions Case Study Analysis	AJ Prahpon
6	17 Sep	Analyzing consumer (Tourist value)	Lecture and Critical discussions	AJ Prahpon
7	24 Sep	Consumer (Tourist) psychology : Motivation, perception, learning belief, attitude and belief	Lecture and Critical discussions Case Study Analysis	AJ Prahpon
8	8 Oct	Consumer (Tourist) psychology : Motivation, perception, learning belief, attitude and belief (Continue)	Lecture and Critical discussions Case Study Analysis	AJ Prahpon
9	22 Oct	Analyzing case study and 1 <sup>st</sup> consultation of semester project	Lecture and Critical discussions	AJ Prahpon
10	29 Oct	Demand and supply Analysis	Lecture and Critical discussions Case Study Analysis	AJ Prahpon
11	5 Nov	Consumer (Tourist) decision process	Lecture and Critical discussions	AJ Prahpon
12	12 Nov	Post Purchase behavior of Consumer (Tourist)	Lecture and Critical discussions	AJ Prahpon
13	19 Nov	The Nature of Demand of Consumer in	Lecture and Critical	AJ



		Different Segments :Sociology, anthropology and culture	discussions	Prahpon
14	26 Nov	The Nature of Demand of Consumer in Different Segments :Sociology, anthropology and culture & 2 <sup>nd</sup> consultation of semester project	Lecture and Critical discussions	AJ Prahpon
15	3 Dec	Researching Consumer Behavior in Tourism	Lecture and Critical discussions	AJ Prahpon

### 15. Class discipline

#### **Class discipline and related condition of study**

1. Checking class attendant is under the authority of lecturer. Practically, it will be taken for every class.
2. Record of minimum class attendant of 80% (By the regulation of Kasetsart university) is definitely enforced for this subject (In case of less than 80% of class attendant, lecturer is in fully authorized to assign F for that student)
3. For exemption of class attendant checking, the related evidences are required Ex medical report (Even Fake)  
\*The allowance from parent or the other person who play the representation through the form of letter for such issue(s) which not needed for absent is not the argument for allowance of absent Ex family holiday Etc.
4. Popup quiz in the form of case study analysis is taken by random basis without noticing in advanced. In case of absent , the supposedly point(s) will melted. The request for submission later on is possible, but the allowance criteria are in the same basis of class absent.
5. Using self-phone in class and noisy are judged to be bad social etiquette. These behaviors are in critically concerned especially as a student in the field of hospitality. Especially, it will affect to the your point under the criteria of class attendant

Signature .....Instructor

(Prahpon Osodsampransook )