COLLEGE OF
INNOVATION
THAMMASAT UNIVERSITY

COURSE SYLLABUS

Bachelor of Arts Program in Service Innovation (BSI)

College of Innovation, Thammasat University

PART 1　　GENERAL INFORMATION

1. **Code and Course Title**

　　SV355　　　　Digital Tourism and Service Industry

2. **Number of Credit:**　　　　　　3 Credits
3. **Program:**　　　　　　　　　　Bachelor of Arts Program in Service Innovation

　Type of Subject:　　　　　　☐ Core Course　　☑ Elective Course
4. **Responsible Instructor(s):**　　Asst. Prof. Dr. Arsa Tangchitsomkit
5. **Semester:**　　　　　　　　　2
6. **Requirement for pre-requisites :**　None
7. **Venue of Study:**　　　　　　Tha Prachan campus

PART 2　　GOALS AND OBJECTIVES

1. **Course Descriptions**

　　The dynamic interaction of information and communication technologies with tourism and service industry. Demand and supply-driven digital tourism. Operational management and implementation in digital tourism. Digital airlines. Digital hospitality. Digital tour operator. Digital travel agencies. Digital destination. Digital tourism and service industry: synthesis and a vision of the future.

2. **Course Objectives**

　　2.1 Understand interaction TechStartup 5G in TravelTech and MedTech with ARSA Framework 5G.

　　2.2 Understand principle of UX/UI design for communication technologies with TravelTech and MedTech on ARSA Framework 5G protocol.

　　2.3 Understand operational management and implementation on smart device (5G App) for TravelTech and MedTech with ARSA Framework 5G.

　　2.4 Students should present MOU and development the product to organization and publish application via cloud.

PART 3   COURSE MANAGEMENT

1. **Course Contents**
   - TechStartup 5G in Service Industry.
   - An introduction and implementation of Digital Tourism and Digital Airlines (TravelTech).
   - An introduction and implementation of Digital Hospitality (MedTech).
   - UX/UI design for communication technologies with TravelTech and MedTech.
   - Principle and protocol of ARSA Framework 5G.
   - Omni-channel and Seamless in Service Industry.
   - Story-telling and Gamification for TravelTech and MedTech.
   - Development Teamwork and Marketing in Service Industry.
2. **Number of Credit Hours:**   45 hours (15 sessions)
3. **Number of advisory/counseling hours to students:**   7x24 hours (Cloud)
4. **Tools**

   1. Prepare your own laptop or notebook.

      1.1 Windows XP or latest version and NOT support MacOS.

      1.2 Photoshop

      1.3 ARSA Framework SDK.

      1.4 Android devices with USB data transfers cable or android emulators (Bluestacks recommended).

   2. Free Photoshop program from Adobe website: (7 days)

   https://www.adobe.com/products/photoshop/free-trial-download.html

   3. Free download ARSA Framework SDK: www.arsa.ai

      3.1 Looking download icon then setup SDK.

      3.2 More 70 examples come with source code and immediately using.

      3.3 This course need the redeem code, may enrolled student require about redeem code throughput in charge organization.

      4. Free download Bluestacks android emulators: https://www.bluestacks.com

5. **Revenue with Google Play Store**

   1. Registering as Google Play Developer account in $25 per life time (48 hours active after enrolled).

   https://support.google.com/googleplay/android-developer/answer/6112435

   2. Adding Bank account with Google Play Developer account (get SWIFT BIC code from your official bank website).

6. **Enrolling Students**

   Agreement sign and get FREE ARSA Framework Business / 6 Mo: $249.99 package via email.

7. **Team**

   Make a group, 4-7 people per a group. (Every tasks doing under group).

PART 4   TEACHING PLAN AND STUDENT LEARNING ASSESSMENT

1. Teaching Plan/ Schedule

Session	Contents	Teaching Techniques/ Delivery Methods	Instructor
1	TechStartup 5G in Service Industry (Traditional) Principle and protocol of ARSA Framework.	Active Learning	Arsa
2	TechStartup 5G in Service Industry (Disrupt) Principle and protocol of ARSA Framework.	Active Learning	Arsa
3	An introduction and implementation of Digital Tourism and Digital Airlines (TravelTech). Protocol of ARSA Framework.	Active Learning	Arsa
4	An introduction and implementation of Digital Tourism and Digital Airlines (TravelTech). Protocol of ARSA Framework.	Active Learning	Arsa
5	An introduction and implementation of Digital Hospitality (MedTech). Protocol of ARSA Framework.	Active Learning	Arsa
6	An introduction and implementation of Digital Hospitality (MedTech). App Storyboard and Prototype.	Active Learning	Arsa
7	UX/UI design for communication technologies Protocol of ARSA Framework. App Storyboard and Prototype.	Active Learning	Arsa
8	UX/UI design for communication technologies with TravelTech and MedTech. Work-in progress (WIP1)	Active Learning	Arsa
9	Omni-channel and Seamless in Service Industry. Work-in progress (WIP2)	Active Learning	Arsa
10	Omni-channel and Seamless in Service Industry. Work-in progress (WIP3)	Active Learning	Arsa

Session	Contents	Teaching Techniques/ Delivery Methods	Instructor
11	Story-telling and Gamification for TravelTech and MedTech. Work-in progress (WIP4)	Active Learning	Arsa
12	Story-telling and Gamification for TravelTech and MedTech. Work-in progress (WIP5)	Active Learning	Arsa
13	Development Teamwork and Marketing in Service Industry. Work-in progress (WIP6)	Active Learning	Arsa
14	Development Teamwork and Marketing in Service Industry. Work-in progress (WIP7)	Active Learning	Arsa
15	Final Conclusion and Discussion. Work-in progress (WIP Final)	Active Learning	Arsa

Remarks: 1 session = 3 hours

2. Student Learning Assessment

Assessment	%
1. Startup Project (WIP)	50
2. Paper (TCI and just only online submission)	20
3. Pitching (MOU 15, Pitching 5)	15
4. Wow!	15
Total	100%

3. Grading Methods

The following shows the minimum points needed to earn for certain grades:

A	B+	B	C+	C	D+	D	F
>=95	>=90	>=85	>=80	>=75	>=70	>=65	<65

*Grading criteria can be adjusted to suit your evaluation approach

PART 5   READING MATERIALS AND RESOURCES

1. **Reading Materials**
   - Digital Tourism and Service Industry [Internet], [cited 2020 January 10]. Available from: https://sarosworld.com/tour
   - Tech Startup with ARSA Framework 5G [Internet], [cited 2019 August 13]. Available from: https://sarosworld.com/techstartup
   - Arsa T. (2018). Startup. College of Innovation. Thammasat University. 2018, 18 February. https://sarosworld.com/startup
   - Arsa T. (2017). Research Proposal and Business Plan. College of Innovation. Thammasat University. 2017, 30 July. https://sarosworld.com/proposal
   - Arsa T. (2017). Graduate Thesis. College of Innovation. Thammasat University. 2017, 20 November. https://sarosworld.com/thesis

2. **Online Course**

1. Course: UX/UI Workshop on Android with Photoshop and ARSA Framework: Basic Edition.

   Type: Offline or Online

   Detail: https://sarosworld.com/1daycourse

2. Course: A Skills Development in Computing Science and Data Science with ARSA Framework: AI Edition.

   Type: Offline or Online

   Detail: https://sarosworld.com/computing

 .3Course: A Development Instructional Media with ARSA Framework: Startup Edition.

   Type: Offline or Online

   Detail: https://sarosworld.com/2dapp

4. Course: A Development 2D Games on Android with Photoshop and ARSA Framework: Startup Edition.

   Type: Offline or Online

   Detail: https://sarosworld.com/2dcourse

5. Course: ARSA Framework: Master of ARSA Script.

   Type: Offline or Online

   Detail: https://www.udemy.com/arsa-framework-master-of-arsa-script

3. Books

Keith Goffin and Rick Mitchell. Innovation Management: Effective Strategy and Implementation. Palgrave Macmillan. 440p. 2006.

Signature ....

(Asst. Prof. Dr. Arsa Tangchitsomkit)

Instructor

Signature ....

(Asst. Prof. Dr. Kannapa Pongponrat)

BSI Program Director