



TQF.3

Bachelor's Degree

Master's Degree

## Course Specification

Course Code: ITM 2310 Course Title: Marketing in Tourism Management

Credits: 3(3-0-6)

Program: Tourism Management, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2, Academic Year: 2017

## Section 1 General Information

### 1. Code and Course Title:

Course Code: ITM 2310

Course Title (English): Marketing in Tourism Management

Course Title (Thai): การตลาดการท่องเที่ยว

### 2. Credits: 3(3-0-6)

### 3. Curriculum and Course Category:

3.1 Curriculum: Tourism Management

3.2 Course Category:

General Education

Required Course

Elective Course

Others .....

#### **4. Lecturer Responsible for Course and Instructional**

##### **Course Lecturer (s):**

4.1 Lecturer Responsible for Course: Miss Siripen Yiamjanya

4.2 Instructional Course Lecturer (s): Miss Siripen Yiamjanya

#### **5. Contact/Get in Touch**

Room Number: 305 Tel.: 061-7526668

E-mail: rain071\_@hotmail.com; siripen.yi@ssru.ac.th

#### **6. Semester/ Year of Study**

6.1 Semester: 2 Year of Study: 2017

6.2 Number of the students enrolled: 5

#### **7. Pre-requisite Course (If any)**

None

#### **8. Co-requisite Course (If any)**

None

#### **9. Learning Location**

International College, Suan Sunandha Rajabhat University, Nakhon  
Pathom Education Center

Teaching Schedule: Thursday / Time 09.00- 12.00 / 13.00 -16.00 /  
Room No. 407

#### **10. Last Date for Preparing and Revising this Course:**

Date: 25

Month: December

Year: 2017

## Section 2 Aims and Objectives

### 1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

#### 1.1 Morals and Ethics

- (1) Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles of marketing in tourism industry claim to hold.
- (3) Be able to make decisions in business according to moral concepts and judgments.

#### 1.2 Knowledge

- (1) Have understanding of theories and concepts of marketing in tourism industry.
- (2) Have understanding of case studies relevant to marketing in tourism industry.
- (3) Be able to give general information and knowledge of marketing in tourism industry at national, regional and international levels.

#### 1.3 Cognitive Skills

- (1) Be able to apply theories and concepts of marketing in tourism industry in case studies and real situations.
- (2) Be able to solve problems that may occur in marketing in tourism industry.

#### 1.4 Interpersonal Skills and Responsibility

- (1) Be able to adjust to work in team both as leader and follower.
- (2) Have responsibility for individual and group assignments.
- (3) Have ability in adjusting themselves in multi- cultural environment.

#### 1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Have basic skill of computer to use in daily life as well as in workplace.
- (2) Have ability in both oral and written communication in English.

## **2 . Objectives for Developing/ Revising Course (content/ learning process/ assessment and etc.)**

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for Major Requirement Courses, undergraduate students program in Tourism Management Program should have essence of knowledge in the concepts and principles of marketing in tourism industry as well as having an ability to apply the lessons with case studies and in actual work. The purpose of improving this course is to meet with the requirement of ASEAN Common Competency Standards for tourism professionals in which there are some minor adjustments for example course description and curriculum mapping. More details were added to the course description of this course in order to cover the principles of marketing in tourism industry.

## Section 3 Characteristics and Operation

### 1. Course Outline

*(English)*

Principles of tourism marketing, classical and tourism marketing, demands and supplies, tourism marketing mix, product concept and development, pricing strategies, distribution and promotion, market environment, SWOT and PEST analysis, segmentation, targeting and positioning, marketing tools in promoting products. Role of destination marketing organization. Case studies, statistics and tourism policy required.

*(Thai)*

หลักการตลาดในอุตสาหกรรมท่องเที่ยว อุปสงค์ อุปทาน ส่วนผสมทางการตลาดการท่องเที่ยว แนวคิดการสินค้าและบริการ กลยุทธ์ด้านราคา การจัดจำหน่าย การส่งเสริมการตลาด ตลาดการท่องเที่ยว การวิเคราะห์จุดแข็ง จุดอ่อน โอกาสและภาวะคุกคามหรืออุปสรรค การวิเคราะห์ PEST การแบ่งส่วนตลาด การกำหนดกลุ่มตลาดเป้าหมาย การวางตำแหน่งทางการตลาด เครื่องมือที่ใช้ในการตลาด บทบาทขององค์กรจัดการตลาดการท่องเที่ยว (DMO) ศักยภาพการศึกษา สถิติ และนโยบายการท่องเที่ยว

## 2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self- Study (hours)
45 hours	0 hour	90 hours	Upon Request

## 3. Time Length per Week for Individual Academic Consulting and Guidance

3 hours / week

3.1 Self consulting at the lecturer's office: Room Number: 305

Building: International College (Nakhonpathom Education Center /SSRU)

3.2 Consulting via office telephone/mobile phone: 061- 7526668

3.3 Consulting via E-Mail: (1) rain071\_@hotmail.com

(2) siripen.yi@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line):

Facebook: Siri Yi

3.5 Consulting via Computer Network (Internet/Web board): -

lecturer's website: [http://www.teacher.ssru.ac.th/siripen\\_yi/](http://www.teacher.ssru.ac.th/siripen_yi/)

## **Section 4 Developing Student's Learning Outcomes**

### **1. Morals and Ethics**

#### **1.1 Morals and Ethics to be developed**

- (1) Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles of marketing in tourism industry they claim to hold.
- (3) Be able to make decisions in business according to moral concepts and judgments.

#### **1.2 Teaching Strategies**

- (1) The team of students will help to remind other team members to be on time. Running field trips is another strategy used in building student's punctuality characteristic.
- (2) Provide examples of truthfulness and accuracy in classroom such as no plagiarism, in doing assignments, and during extra activities and field trips.
- (3) Provide case studies that explain ethics in careers in tourism.

#### **1.3 Assessment Strategies**

- (1) Monitor students' attendance
- (2) Evaluate from how much students' level of satisfaction and change of attitudes.
- (3) Evaluate from how much students' papers and presentations are accurate.
- (4) Evaluate from students' responsibility on their contribution on group projects and field trips.



## **2. Knowledge**

### **2.1 Knowledge to be developed**

- (1) Have understanding of theories and concepts of marketing in tourism industry.
- (2) Have understanding of case studies relevant to marketing in tourism industry.
- (3) Be able to give general information and knowledge of marketing in tourism industry in national, regional and international levels.

### **2.2 Teaching Strategies**

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.
- (3) Invite guest speaker who is an expert in real world.

### **2.3 Assessment Strategies**

- (1) Evaluate from test, midterm, and final examination.
- (2) Evaluate from group project and individual reports.
- (3) Evaluate from class presentation.
- (4) Evaluate from oral tests.

## **3. Cognitive Skills**

### **3.1 Cognitive Skills to be developed**

- (1) Be able to apply theories and concepts of marketing in tourism industry in case studies and real situations.
- (2) Be able to solve problems that may occur in marketing in tourism industry.
- (3) Be able to solve problems that may occur during cooperative education.

### **3.2 Teaching Strategies**

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.

### **3.3 Assessment Strategies**

- (1) Evaluate from test, midterm, and final examination.
- (2) Use Rubric Assessment Criteria in evaluating students' performance in participating in class assignments and project.

## **4. Interpersonal Skills and Responsibilities**

### **4.1 Interpersonal Skills and Responsibilities to be developed**

- (1) Be able to adjust to work in team both as leader and follower.
- (2) Have responsibility for individual and group assignments.
- (3) Have ability in adjusting themselves in multi-cultural environment.

### **4.2 Teaching Strategies**

- (1) Have group participation in class, class works, and university's projects.
- (2) Use cooperative learning techniques.
- (3) Have field trips and research.

### **4.3 Assessment Strategies**

- (1) Evaluate from group project.
- (2) Evaluate from class presentation and participation.

## **5. Numerical Analysis, Communication and Information Technology Skills**

### **5.1 Numerical Analysis, Communication and Information Technology to be developed**

- (1) Have basic skill of computer to use in daily life as well as in workplace.
- (2) Have ability in both oral and written communication in English.
- (3) Be able to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.

### **5.2 Teaching Strategies**

- (1) Have courses that train students about how to apply ICT in different functions of tourism management.
- (2) Have group presentation, group discussion for case studies.
- (3) Use e- learning.
- (4) Use cooperative education to provide students with on- the job training in online tour operators or tourism organizations with ready and strong IT systems in business management, operation and administrative functions.

### **5.3 Assessment Strategies**

- (1) Evaluate from group presentation and group discussion.
- (2) Evaluate from performance of students in presenting searched information in presentation and paper writing forms.

## **6. Other Domain**

None

**Remark:** Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2.  
(Program Specification)

## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan

Learning Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer (s)
1	<b>Unit 1: The Principles of Tourism Marketing</b> <ul style="list-style-type: none"> <li>Classical and tourism marketing</li> <li>Defining a tourism destination, destination management and marketing overview</li> </ul>	3	<ul style="list-style-type: none"> <li>Pre- test</li> <li>Direct instruction</li> </ul>	Aj Siripen Yiamjanya
2	<b>Unit 2: Concept of Tourism Demand and Supply for Tourism Marketing</b> <ul style="list-style-type: none"> <li>Tourism demand and supply and tourism consumers' decision-making model</li> <li>Tourism marketing and the concept of experience in tourism</li> <li>Implication for tourism marketing</li> </ul>	3	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Active learning (case study)</li> <li>Exercise</li> </ul>	Aj Siripen Yiamjanya
3	<b>Unit 3: Tourism Destination Marketing Mix</b> <ul style="list-style-type: none"> <li>The marketing mix in tourism marketing</li> <li>Destination factors</li> <li>Overview of destination marketing planning</li> </ul>	3	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Active learning (case study)</li> <li>Exercise</li> </ul>	Aj Siripen Yiamjanya
4	<b>Unit 4: Market Environment Analysis for Destination Marketing Planning</b> <ul style="list-style-type: none"> <li>Definition of market environment</li> <li>Characteristics of tourism market environment</li> <li>Definition of SWOT analysis</li> </ul>	3	<ul style="list-style-type: none"> <li>Direct instruction</li> <li>Active learning (brainstorming and discussion)</li> <li>Exercise</li> </ul>	Aj Siripen Yiamjanya
5	Practice time	3	<ul style="list-style-type: none"> <li>Exercise</li> <li>Self- Study</li> </ul>	Aj Siripen Yiamjanya

Learning Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer (s)
6	<b>Unit 5: Destination Marketing Planning</b> <ul style="list-style-type: none"> <li>• Destination marketing principles</li> <li>• The destination marketing system (DMS) and PRICE model</li> <li>• Process for destination marketing planning</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Exercise</li> </ul>	Aj Siripen Yiamjanya
7	<b>Unit 6: Tourism Market Segmentation, Targeting and Positioning</b> <ul style="list-style-type: none"> <li>• Definition of market segmentation, targeting and positioning</li> <li>• Marketing objective establishment</li> <li>• Tourism market segmentation, targeting and positioning</li> <li>• Market positioning for competitiveness</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Active learning (brainstorming and discussion)</li> <li>• Exercise</li> </ul>	Aj Siripen Yiamjanya
8	..... <b>Midterm Examination</b> .....			
9	<b>Unit 7: Development of Tourism Product Mix for Tourist Destination</b> <ul style="list-style-type: none"> <li>• Management of tourist destination product mix</li> <li>• Definition and components/ mix of the destination product</li> <li>• Destination product life cycle</li> <li>• Principles of development for destination new product mix</li> <li>• Role and involvement of destination marketing organization</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Active learning (brainstorming and discussion)</li> <li>• Exercise</li> </ul>	Aj Siripen Yiamjanya

Learning Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer (s)
10	Practice time	3	<ul style="list-style-type: none"> <li>• Exercise</li> <li>• Self- Study</li> </ul>	Aj Siripen Yiamjanya
11	<b>Unit 8: Pricing Strategies for Tourism Product</b> <ul style="list-style-type: none"> <li>• Definition and roles of price of tourism product</li> <li>• Pricing factors</li> <li>• Pricing strategies</li> </ul>	3	<ul style="list-style-type: none"> <li>• Active learning (case study)</li> <li>• Exercise</li> </ul>	Aj Siripen Yiamjanya
12	<b>Unit 9: Distribution of Tourism Product</b> <ul style="list-style-type: none"> <li>• Definition of tourism product distribution</li> <li>• Roles of intermediaries</li> <li>• Consideration for selection of distribution channel strategies for tourism product</li> <li>• IMC</li> </ul>	3	<ul style="list-style-type: none"> <li>• Active learning (case study)</li> <li>• Direct instruction</li> <li>• Exercise</li> </ul>	Aj Siripen Yiamjanya
13	<b>Unit 10: Promotion of Tourism Product</b> <ul style="list-style-type: none"> <li>• Definition of tourism product promotion</li> <li>• Tourism promotion mix</li> <li>• Tourism promotion strategies</li> <li>• Place marketing and branding</li> </ul>	3	<ul style="list-style-type: none"> <li>• Active learning (case study)</li> <li>• Direct instruction</li> <li>• Exercise</li> </ul>	Aj Siripen Yiamjanya
14	<b>Unit 11: Ethical Tourism Marketing</b> <ul style="list-style-type: none"> <li>• Definition of ethical marketing</li> <li>• Sustainable marketing</li> <li>• Corporate social responsibility</li> </ul>	3	<ul style="list-style-type: none"> <li>• Active learning (case study)</li> <li>• Exercise</li> </ul>	Aj Siripen Yiamjanya
15	Practice time	3	<ul style="list-style-type: none"> <li>• Exercise</li> <li>• Self- Study</li> </ul>	Aj Siripen Yiamjanya
16	<b>Make-up Class</b>	3	<ul style="list-style-type: none"> <li>• Make-up Class</li> <li>• Students' launches of their tourism marketing</li> </ul>	Aj Siripen Yiamjanya
17	<p>.....<b>Final Examination</b>.....</p> <p>.....<b>Deadline Week for Final Assignment</b> .....</p>			
<b>Total Hours</b>		45		

## 2. Learning Assessment Plan

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
1	<p><b>Morals and Ethics</b></p> <p>1.1 Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time.</p> <p>1.2 Be able to do the right thing according to the values, beliefs and principles of marketing in tourism industry they claim to hold.</p> <p>1.3 Be able to make decisions in business according to moral concepts and judgments.</p>	<p>1.1 Monitor students' attendance</p> <p>1.2 Evaluate from how much students' level of satisfaction and change of attitudes.</p> <p>1.3 Evaluate from how much students' papers and presentations are accurate.</p> <p>1.4 Evaluate from students' responsibility on their contribution on group projects and field trips.</p>	Throughout the semester	10%



	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
2	<p><b>Knowledge</b></p> <p>2.1 Have understanding of theories and concepts of marketing in tourism industry.</p> <p>2.2 Have understanding of case studies relevant to marketing in tourism industry.</p> <p>2.3 Be able to give general information and knowledge of marketing in tourism industry in national, regional and international levels.</p>	<p>2.1 Evaluate from test, midterm, and final examination.</p> <p>2.2 Evaluate from group project and individual reports.</p> <p>2.3 Evaluate from class presentation.</p> <p>2.4 Evaluate from oral tests.</p>	Throughout the semester	<p>40% for assignments</p> <p>20% for midterm examination</p> <p>30% for final examination</p>

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
3	<p><b>Cognitive Skills</b></p> <p>3.1 Be able to apply theories and concepts of marketing in tourism industry in case studies and real situations.</p> <p>3.2 Be able to solve problems that may occur in marketing in tourism industry.</p>	<p>3.1 Evaluate from test, midterm, and final examination.</p> <p>3.2 Use Rubric Assessment Criteria in evaluating students' performance in participating in class assignments and project.</p>	Week 2, 3, 4, 9, 14	(Referred to number 2)
4	<p><b>Interpersonal Skills and Responsibilities</b></p> <p>4.1 Be able to adjust to work in team both as leader and follower.</p> <p>4.2 Have responsibility for individual and group assignments.</p> <p>4.3 Have ability in adjusting themselves in multi- cultural environment.</p>	<p>4.1 Evaluate from group project.</p> <p>4.2 Evaluate from class presentation and participation.</p>	Week 5, 10, 15	(Referred to number 2)

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
5	<p><b>Numerical Analysis, Communication and Information Technology Skills</b></p> <p>5.1 Have basic skill of computer to use in daily life as well as in workplace.</p> <p>5.2 Have ability in both oral and written communication in English.</p> <p>5.3 Be able to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.</p>	<p>5.1 Evaluate from group presentation and group discussion.</p> <p>5.2 Evaluate from performance of students in presenting searched information in presentation and paper writing forms.</p>	Throughout the semester	(Referred to number 2)

## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents**

Beech, J. & Chadwick, S. (2006). *The Business of Tourism Management*. Essex: Pearson Education Limited.

Kotler, P., Bowen, J. & Makens, J. (2003). *Marketing for Hospitality and Tourism*. New Jersey: Prentice Hall.

Kozak, M. & Andreu, L. (2006). *Progress in Tourism Marketing*. Oxford: Elsevier.

Mancini, M. (2010). *Selling Destinations: Geography for Travel Professional*. Delmar: Cengage Learning.

Morrison, A.M. (2013). *Marketing and Managing Tourism Destinations*. Oxon: Routledge.

บุญเลิศ จิตตั้งวัฒนา (2555). การจัดการด้านการตลาดอุตสาหกรรมท่องเที่ยว. พิมพ์ครั้งที่ 1.  
นนทบุรี: หจก. เฟิร์นข้าหลวง ปรีณิตติ้งแอนด์พับลิชชิ่ง

## 2. Important Documents for Extra Study

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## 3. Suggestion Information (Printing Materials/Website/CD/Others)

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# Section 7 Course Evaluation and Revising

## 1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of question:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) The content was sufficiently integrated.
- (4) The content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials were used effectively.
- (6) The learning methods appropriately assess the students' understanding of the content.
- (7) Overall, students are satisfied with the quality of this course.

## 2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discuss the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulates interest in the course.

- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair dealing with students.
- (9) The lecturer makes students feel comfortable about asking questions.
- (10) Course assignments are interesting and stimulating.
- (11) The lecturer uses technology to enhance learning in the classroom.

2.2 The director/ head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes

### **3. Teaching Revision**

Lecturer revises teaching/ learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research.

### **4. Feedback for Achievement Standards**

International College Administrator Committee monitors the assessment process and grading.

### **5. Methodology and Planning for Course Review and Improvement**

- (1) Revise and develop course structure and process every three years.
- (2) Assign different lecturers teach this course to enhance students' performance.

**Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level**

Courses	1. Morals and Ethics			2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility			5. Numerical Analysis, Communication and Information Technology Skills			6. Other Domain i.e. Learning Management Skills					
	● Major Responsibility									○ Minor Responsibility											
Course Category: <i>Required Course</i>	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3			
Course Code: <i>ITM 2310</i> Course Title: <i>Marketing in Tourism Management</i>	○	○	●	●	○	○	●	○	○	○	●	○	○	●	○	○	○	○	○	○	●