TQF.3

☒ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: ITM 3305 Course Title: Research and Seminar in Tourism

Credits: 3(2-2-5)

Program: Tourism Management, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2, Academic Year: 2018

Section 1 General Information

1. Code and Course Title:

Course Code: ITM 3305

Course Title (English): Research and Seminar in Tourism

Course Title (Thai): การวิจัยและสัมมนาการท่องเที่ยว

2. Credits: 3(2-2-5)

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: 2018

6.2 Number of the students enrolled: 7

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: Wednesday / Time 09.00- 12.00 / Room No. 408

10. Last Date for Preparing and Revising this Course:

Date: 24   Month: December   Year: 2018

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 at or the appointed time.
(2) Be able to do the right thing according to the values, beliefs and principles they claim to hold.
(3) Be able to make decisions in research conduct according to moral concepts and judgments in conducting research.

1.2 Knowledge

(1) Have understanding of theories and concepts in research in tourism.
(2) Have understanding of case studies relevant to tourism research topics as part of literature review.

1.3 Cognitive Skills

(1) Be able to apply theories and concepts in tourism research in the process of research conduct.
(2) Be able to solve problems that may occur during conducting research.

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/ software for analyzing research data.

(2) Have ability in both oral and written communication in English for research presentation (seminar).

(3) Be able to use formal English communication for describing report and oral presentation of tourism management research.

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 research for tourism, as well as having an ability to apply the lessons with case studies and in actual work.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Research principles and methodology, literature review, problem selection, designing research format design, setting objectives and hypothesis, population and sampling, designing questionnaire, collecting and analyzing data, and reporting result. A seminar for presentation research paper required.

(Thai)

หลักการวิจัย ระเบียบวิธีวิจัยเบื้องต้น การทบทวนวรรณกรรมที่เกี่ยวข้อง การเลือกปัญหางานวิจัย การตั้ง วัตถุประสงค์ สมมติฐาน ประชากรและกลุ่มตัวอย่าง ออกแบบเครื่องมือที่ใช้ในการเก็บข้อมูล การเก็บ ข้อมูลและวิเคราะห์ และการสรุปผล รายงานการวิจัย การจัดสัมมนาเพื่อนำเสนองานวิจัย

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

Lecture (hours)	Practice/ Field Work/ Internship (hours)	Self- Study (hours)	Remedial Class (hours)
30	30	75	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.elic.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 when conducting a research.
- ○ (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold.
- ● (3) Be able to make decisions in research conduct according to moral concepts and judgments in conducting research.

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) Bring students on field trips to cultural and historical attractions as well as local communities in order to nurture students' respect for places and persons.
(3) Provide examples of truthfulness and accuracy in classroom such as no plagiarism, in doing assignments, and during extra activities and field trips.
(4) 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.

(5)   Knowledge

2.1   Knowledge to be developed

- ●   (1) Have understanding of theories and concepts in research in tourism.
- ○   (2) Have understanding of case studies relevant to tourism management.
- ○   (3) Be able to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries.

2.2   Teaching Strategies

(1) Use Problem-based learning

(2) Use cooperative learning techniques

2.3   Assessment Strategies

(1) Evaluate from test, midterm, and final examination.

(2) Evaluate from group project report, operating tour, conducting research and organizing seminar.

(3) Evaluate from class presentation.

(4) Evaluate from oral test.

2.   Cognitive Skills

3.1   Cognitive Skills to be developed

- ●   (1) Be able to apply theories and concepts in tourism research in the process of research conduct.

- ○   (2) Be able to solve problems that may occur during conducting research.
- ○   (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) Use research and seminar teaching style.

3.3 Assessment Strategies

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

(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, operating tour and conducting research.
(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/ software for analyzing research data.
- ○ (2) Have ability in both oral and written communication in English for research presentation (seminar).
- ○

(3) Be able to use formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.

5.2 Teaching Strategies

(1) Have courses/ sessions that train students how to apply ICT in different research data analysis and presentation.
(2) Have group presentation, group discussion for case studies.
(3) Use e- learning.

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

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	**Unit 1: Some Basics about Research** • What is research? And the research paradigms • Principal components of research • Linking the components together	3	• Direct instruction (course overview) • Preliminary class discussion • Student's presentation (next class)	Aj. Siripen Yiamjanya
2	Student's presentation on the selected research paper	3	• Students have a presentation on the research paper they selected and lecturer gives feedback and brings into class discussion	Aj. Siripen Yiamjanya
3	**Unit 2: Selecting a Topic** • Interests, motivations and expectations • Interests and skills with access to information • Structured and systematic approach to selecting a topic	3	• Direct instruction • Problem- based learning • Group discussion	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	**Unit 3: Significance of Literature Review** • Why to read the literature • Preparing for search of the literature • Reading strategies (what to read) • Effective literature review	3	• Direct instruction • Demonstration of citation	Aj. Siripen Yiamjanya
5	• Students start finding and reading related papers • Regular meeting with the lecturer (both in person and via email) for revising Lecturer demonstrates how to search for related papers and writing for literature review (extra material is provided).	3	• Individual learning and practice • Regular meeting with the lecturer for editing	Aj. Siripen Yiamjanya
6	**Unit 4: Writing a Research Proposal** • What is a proposal? • Research questions and hypotheses • Key components in research proposal • What makes a good proposal?	3	• Direct instruction • Individual student learning (think, search, brainstorm and discuss about rationality with lecturer) • Individual student drafts a proposed idea	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
7	• Students develop a research proposal • Regular meeting with the lecturer (both in person and via email) for revising • Submission of the final-approved research proposal • Students rearrange the literature review chapter based on their earlier reviews of selected research papers	3	• Proposal development (individual) • Regular meeting with the lecturer for editing • Cooperative learning	Aj. Siripen Yiamjanya
8	……..………………… Midterm Examination …………………………			
9	**Unit 5: Some Considerations on Methods and Data** • What is research method? And method mapping • Primary and secondary data • Quantitative and qualitative data and methods	3	• Direct instruction • Watching VDOs, ask and answer	Aj. Siripen Yiamjanya
10	**Unit 6: Data Collection** • Considering data collecting methods • Objectives versus methods • Population and sampling • Data collecting tools • Designing questions	3	• Direct instruction • Cooperative learning	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
11	Time allocated for developing data collecting tool (questions for data collection)	3	• Developing data collecting tool • Regular meeting with the lecturer for editing	Aj. Siripen Yiamjanya
12	Time allocated for collecting data (fieldwork)	3	• Collecting data	Aj. Siripen Yiamjanya
13	**Unit 7: Data Analysis for Findings** • Data analysis and presentation • Reporting quantitative material and tabulation planning • Reporting simple descriptives • Reporting inferential statistical tests • Reporting qualitative material	3	• Direct instruction • Cooperative learning • Attending training for use of statistic program (SPSS) and how to search information in the Internet	Aj. Siripen Yiamjanya
14	**Unit 8: Discussion on Findings and Conclusion** • Purposes of writing discussion • Linking findings with literature (interpretation and implications of findings) • Organizing the discussion • Writing on conclusion	3	• Direct instruction • Case studies • Cooperative learning	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
15	**Unit 9: Structuring Research Work and Writing Research Paper** • Organizing written work • Components in each chapter • Concluding chapter • Writing abstract • Writing references • Writing research paper	3	• Direct instruction • Cooperative learning • E- learning	Aj. Siripen Yiamjanya
16	Workshop on research paper writing and seminar	3	• Lecturer and student's advisor give instruction and advice on how to write a research paper (workshop style- individual students meet their advisor) • Students conduct a small seminar on their research findings	Aj. Siripen Yiamjanya
17	………………………………Final Examination…………………………… …………………Deadline Week for Final Assignment………………..…			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	**Morals and Ethics** 1.1 Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time when conducting a research. 1.2 Be able to do the right thing according to the values, beliefs and principles they claim to hold. 1.3 Be able to make decisions in research conduct according to moral concepts and judgments in conducting research.	1.1 Monitor students' attendance. 1.2 Check plagiarism. 1.3 Evaluate from how much students' papers and presentations are accurate. 1.4 Evaluate from students' responsibility on their contribution on project.	Throughout the semester	10%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
2	**Knowledge** 2.1 Have understanding of theories and concepts in research in tourism. 2.2 Have understanding of case studies relevant to tourism research topics as part of literature review.	2.1 Evaluate from test, midterm, and final examination 2.2 Evaluate from group and individual works 2.3 Evaluate from presentation and oral tests	Throughout the semester	40% for assignments 20% for midterm examination 30% for final examination
3	**Cognitive Skills** 3.1 Be able to apply theories and concepts in tourism research in the process of research conduct.	3.1 Evaluate from test, midterm, and final examination. 3.2 Use Rubric Assessment Criteria in evaluating students' performance in participating in research project and seminar	Week 6, 7, 11, 12, 15, 16	(Referred to number 2)
4	**Interpersonal Skills and Responsibilities** 4.1 Have responsibility for individual and group assignments.	4.1 Evaluate from group project, operating tour and conducting research. 4.2 Evaluate from class presentation and participation	Throughout the semester	(Referred to number 2)

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
5	**Numerical Analysis, Communication and Information Technology Skills** 5.1 Have basic skill of computer/ software for analyzing research data. 5.2 Have ability in both oral and written communication in English for research presentation (seminar).	5.1 Evaluate from group presentation and group discussion. 5.2 Evaluate from performance of students in presenting searched information in presentation and paper writing forms.	Throughout the semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Coles, T. et. al. (2013). *Writing dissertations and theses in tourism studies and related disciplines*. Oxon: Routledge.

Jennings, G. (2010). *Tourism research*. Milton: John Wiley & Sons.

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		
Course Category: *Required Course*	● **Major Responsibility** ○ **Minor Responsibility**														
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code: *ITM 3305* Course Title: *Research and Seminar in Tourism*	○	○	●	●	○	○	●	○	○	○	●	○	○	●	○