



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: ITM 3302 Course Title: Tourism Planning and Development

Credits: 3(3-0-6)

Program: Tourism Management, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 1, Academic Year: 2016

Section 1 General Information

1. Code and Course Title:

Course Code: ITM 3302

Course Title (English): Tourism Planning and Development

Course Title (Thai): การวางแผนพัฒนาการท่องเที่ยว

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: 1 Year of Study: 2016

6.2 Number of the students enrolled: 24

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: Friday / Time 13.00 -16.00 / Room No. 407

10. Last Date for Preparing and Revising this Course:

Date: 31 Month: July Year: 2016

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 tourism planning and development they 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 in tourism planning and development.
- (2) Have understanding of case studies relevant to tourism planning and development.
- (3) Be able to give general information and knowledge of tourism planning and development in Thailand and in ASEAN countries.

1.3 Cognitive Skills

- (1) Be able to apply theories and concepts of tourism planning and development in case studies and real situations.
- (2) Be able to solve problems that may occur in planning and developing the 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 tourism planning and development, 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 tourism planning and development.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Tourism policy, national planning process, situation of Thailand tourism planning and development, SWOT analysis of the national tourism, development strategies, impacts, principles of sustainable development, roles and responsibilities of stakeholders such as government, industry, non- governmental organizations, and local communities, regional tourism plans developing and implementation. Case studies and field work required.

(Thai)

นโยบายด้านการท่องเที่ยว กระบวนการวางแผนการท่องเที่ยวแห่งชาติ สถานการณ์การวางแผนพัฒนาการท่องเที่ยวของประเทศไทย การวิเคราะห์จุดแข็ง จุดอ่อน โอกาส และภาวะคุกคามหรืออุปสรรคของการท่องเที่ยวแห่งชาติ กลยุทธ์การพัฒนา ผลกระทบ หลักการวางแผนพัฒนาอย่างยั่งยืน บทบาทและความรับผิดชอบของผู้มีส่วนได้ส่วนเสีย เช่นหน่วยงานภาครัฐ ภาคเอกชน องค์กรไม่แสวงหากำไร ชุมชนท้องถิ่น เป็นต้น กรณีศึกษาและการออกภาคสนาม

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): -

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 tourism planning and development 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 in tourism planning and development.
- (2) Have understanding of case studies relevant to tourism planning and development.
- (3) Be able to give general information and knowledge of

tourism planning and development in Thailand and in ASEAN countries.

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 of tourism logistics management.

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 tourism planning and development in case studies and real situations.
- (2) Be able to solve problems that may occur in planning and developing the 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

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Unit 1: Introduction to Tourism Planning and Development <ul style="list-style-type: none"> • Definition of tourism planning and development • Myth about tourism development • Relationship between tourism planning and management 	3	<ul style="list-style-type: none"> • Direct instruction • Case study discussion • Student self- study • E- learning 	Aj. Siripen Yiamjanya
2	Unit 2: Tourism Policy <ul style="list-style-type: none"> • Definition of policy • Importance, purposes and role of national policy and tourism policy • Link of tourism planning and policy • Issues in tourism policy 	3	<ul style="list-style-type: none"> • Direct instruction • PBL • Group discussion • E- learning 	Aj. Siripen Yiamjanya
3	Unit 3: Review of National Plans <ul style="list-style-type: none"> • Thailand's National Economic and Social Development Plans (historical view) • Thailand's tourism development plans • Examples of other countries 	3	<ul style="list-style-type: none"> • Reading • Group discussion • Student self- study • E- learning 	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	<p>Unit 4: Tourism Development Planning Process</p> <ul style="list-style-type: none"> • Defining tourism development planning levels and process • SWOT analysis for tourism and destination/ market research • Formulating tourism development strategies • Obstacles and other issues in development planning process 	3	<ul style="list-style-type: none"> • KWL • PBL • Direct instruction • Group study • E- learning 	Aj. Siripen Yiamjanya
5	<p>Unit 5: Conducting SWOT Analysis of the National Tourism Development Plan</p> <ul style="list-style-type: none"> • Defining SWOT analysis • Analyzing strengths • Analyzing weaknesses • Analyzing opportunities • Analyzing threats 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Table discussion on case studies • Round robin activity by use of Jigsaw method • E- learning 	Aj. Siripen Yiamjanya
6	<p>Case Studies on SWOT analysis</p>	3	<ul style="list-style-type: none"> • PBL • Group study, discussion and presentation • E- learning 	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
7	Unit 6: Formulation of Tourism Development Strategies <ul style="list-style-type: none"> • Defining strategy and tourism strategy • Defining strategic tourism planning • Strategic and tactic plan • Elements of strategic tourism planning process 	3	<ul style="list-style-type: none"> • PBL • Group study, discussion and presentation • E- learning 	Aj. Siripen Yiamjanya
8 Midterm Examination			
9	Unit 7: Tourism Impacts and Principles of Sustainable Development <ul style="list-style-type: none"> • Impacts of tourism development • Cases in principles of sustainable tourism development 	3	<ul style="list-style-type: none"> • KWL • PBL • Direct instruction • Table discussion on case studies • E- learning 	Aj. Siripen Yiamjanya
10	Case Studies on Tourism Development Strategies in National and Regional Contexts	3	<ul style="list-style-type: none"> • PBL • Group study, discussion and presentation • E- learning 	Aj. Siripen Yiamjanya
11	Field Trip to Salt Farm, Samutsongkram	1 day	<ul style="list-style-type: none"> • Observation 	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
12	<p>Unit 8: Stakeholders in Tourism Planning and Development</p> <ul style="list-style-type: none"> • Defining stakeholders in tourism development • Types of stakeholders in tourism development • Roles and responsibilities of different stakeholders 	3	<ul style="list-style-type: none"> • KWL • PBL • Direct instruction • Group study • E- learning 	Aj. Siripen Yiamjanya
13	<p>Unit 9: Non-Governmental Organizations as Stakeholders</p> <ul style="list-style-type: none"> • Defining non-governmental organizations as stakeholders • Roles and responsibilities of non- governmental organizations as stakeholders 	3	<ul style="list-style-type: none"> • KWL • PBL • Group study • E- learning 	Aj. Siripen Yiamjanya
14	<p>Unit 10: Local Communities as Stakeholders</p> <ul style="list-style-type: none"> • Defining local communities • Local communities as stakeholders • Roles and responsibilities of local communities as stakeholders 	3	<ul style="list-style-type: none"> • KWL • PBL • Group study • E- learning 	Aj. Siripen Yiamjanya
15	Group Presentation	3	<ul style="list-style-type: none"> • Students' group presentation 	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
16	Review and Make- up class	3	<ul style="list-style-type: none"> • Make- up class • Review of lessons 	Aj. Siripen Yiamjanya
17	<p>.....Final Examination.....</p> <p>.....Deadline Week for Final Assignment.....</p>			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</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 tourism planning and development 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%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
2	<p>Knowledge</p> <p>2.1 Have understanding of theories and concepts of tourism planning and development.</p> <p>2.2 Have understanding of case studies relevant to tourism planning and development.</p> <p>2.3 Be able to give general information and knowledge of tourism planning and development in Thailand and in ASEAN countries.</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>

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3	<p>Cognitive Skills</p> <p>3.1 Be able to apply theories and concepts of tourism planning and development in case studies and real situations.</p> <p>3.2 Be able to solve problems that may occur in planning and developing the 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 3, 5, 6	(Referred to number 2)
4	<p>Interpersonal Skills and Responsibilities</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>	Throughout the semester	(Referred to number 2)

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
5	<p>Numerical Analysis, Communication and Information Technology Skills</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>5.1 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

- Edgell, D.L. et al. (2008). *Tourism policy and planning: yesterday, today and tomorrow*. Oxford: Elsevier.
- Hall, C.M. (2000). *Tourism planning, policies, processes and relationships*. Essex: Pearson Education Limited.
- Harrison, L.C. and Husbans, W. (1996). *Practicing responsible tourism: international case studies in tourism planning, policy, and development*. Canada: John Wiley & Sons, Inc.
- Mason, P. (2008). *Tourism impacts, planning and management*. Oxford: Elsevier.
- Telfer, D.J. and Sharpley, R. (2008). *Tourism and development in the developing world*. Oxon: Routledge.

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 3302</i> Course Title: <i>Tourism Planning and Development</i>	○	●	○	●	○	○	●	○	-	○	●	○	○	●	-	-	-	-