



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: TRM 2303

Course Title: The Principles of Tourism Marketing

Credits: 3(3-0-6)

Program: Tourism Management, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2, Academic Year: 2019

Section 1 General Information

1. Code and Course Title:

Course Code: TRM 2303

Course Title (English): The Principles of Tourism Marketing

Course Title (Thai): None

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: 2019
- 6.2 Number of the students enrolled: 19

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: Tuesday / Time 13.00- 16.00 / Room No. 301

10. Last Date for Preparing and Revising this Course:

Date: 6 Month: December Year: 2019

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 aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;
- (2) Have positive attitudes towards service careers;
- (3) Be able to lead and follow group members, work in team and be a role model for others; and
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Knowledge

- (1) Have up-to-date knowledge in marketing management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in marketing process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

1.3 Cognitive Skills

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems.
- (2) Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations.
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

1.4 Interpersonal Skills and Responsibility

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;
- (2) Be able to communicate with foreigners effectively in the appropriate contexts;
- (3) Be able to use technology to communicate and present effectively; and
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

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 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.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Definition, significance and principles of marketing and marketing in tourism business, marketing activities, demand and supply factors, SWOT analysis and environmental scanning, TOWS matrix, marketing planning process, market segmentation, targeting and positioning. Marketing mix strategy design: service product concept, pricing, distribution channel (place), promotion, and the idea of 8Ps, and writing a marketing plan. Case studies applied, and national, regional and global current trends discussed.

(Thai)

None

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)
45 hours	0	90	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: Siripen 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 aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes.
- (2) Have positive attitudes towards service careers.
- (3) Be able to lead and follow group members, work in team and be a role model for others.
- (4) Have self-discipline, be punctual, responsibility to self, profession and society.

1.2 Teaching Strategies

- (1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments.
- (2) Provide case studies that explain ethics in careers in the tourism industry.
- (3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.

1.3 Assessment Strategies

- (1) Class attendance, class participation, and behavior in class.
- (2) On-time submission of report and assignments and their quality.
- (3) Students' contribution on group assignments.

2. Knowledge

2.1 Knowledge to be developed

- (1) Have up-to-date knowledge in marketing management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in marketing process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

2.2 Teaching Strategies

- (1) Use problem-based learning.
- (2) Use cooperative learning strategies.
- (3) Invite guest speakers who are experts in the field of tourism management to give special lectures.

2.3 Assessment Strategies

- (1) Quizzes
- (2) Midterm and final examination
- (3) Assignments

3 Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems.
- (2) Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations.
- (3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.

3.2 Teaching Strategies

- (1) Use problem-based learning.
- (2) Use cooperative learning strategies.
- (3) Use case studies.
- (4) Invite guest speakers who are experts in the field of tourism management to give special lectures.

3.3 Assessment Strategies

- (1) Quizzes
- (2) Midterm and final examination.
- (3) Assignments

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems.
- (2) Be responsible for the improvement of self-academic learning and the profession continuously.

4.2 Teaching Strategies

- (1) Group assignments
- (2) Use cooperative learning strategies
- (3) Field trips

4.3 Assessment Strategies

- (1) Students' contribution and behavior in group assignments
- (2) Class presentation

5. Numerical Analysis, Communication and Information Technology Skills

5.1 Numerical Analysis, Communication and Information Technology to be developed

- (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively.
- (2) Be able to communicate with foreigners effectively in the appropriate contexts.
- (3) Be able to use technology to communicate and present effectively.
- (4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data

5.2 Teaching Strategies

- (1) Provide assignments that require students to use numerical analysis skills and knowledge.
- (2) Provide assignments that require students to use information technology skills and knowledge.
- (3) Use e-learning.
- (4) Use group discussions.
- (5) Use oral presentation for practicing communication skill.

5.3 Assessment Strategies

- (1) Assignments
- (2) Project report and presentation
- (3) Observation technique for students' uses of English and/or other language (s) during students' discussions among each other and with lecturers as well as during presentations in front of the class.
- (4) Midterm and final examinations

6. Other Domains

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

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

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

Learning Week	Topic/ Outline	Periods	Learning Activities and Media	Lecturer (s)
17Final Examination.....			
Deadline Week for Final Assignment			
Total Hours		45		

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>1.1 Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes.</p> <p>1.2 Have positive attitudes towards service careers.</p>	<p>1.1 Class attendance, class participation, and behavior in class</p> <p>1.2 On-time submission of report and assignments and their quality</p> <p>1.3 Students' contribution on group assignments</p>	Throughout the semester	10%
2	<p>Knowledge</p> <p>2.1 Have up-to-date knowledge in marketing management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.</p> <p>2.2 Have integrated knowledge in other related disciplines.</p> <p>2.3 Have knowledge and understanding in marketing process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.</p>	<p>2.1 Quizzes</p> <p>2.2 Midterm and final examination</p> <p>2.3 Assignments</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 analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems.</p> <p>3.2 Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations.</p>	<p>3.1 Quizzes</p> <p>3.2 Midterm and final examination</p> <p>3.3 Assignments</p>	Throughout the semester	(Referred to number 2)
4	<p>Interpersonal Skills and Responsibilities</p> <p>4.1 Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems.</p> <p>4.2 Be responsible for the improvement of self-academic learning and the profession continuously.</p>	<p>4.1 Students' contribution and behavior in group assignments</p> <p>4.2 Class presentation</p>	Throughout the semester	(Referred to number 2)
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively.</p>	<p>5.1 Assignments</p> <p>5.2 Project report and presentation</p> <p>5.3 Observation technique for students' uses of English and/or other language (s) during students' discussions among each other and with</p>	Throughout the semester	(Referred to number 2)

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
	5.2 Be able to communicate with foreigners effectively in the appropriate contexts.	lecturers as well as during presentations in front of the class		
	5.3 Be able to use technology to communicate and present effectively.	5.4 Midterm and final examinations		

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

2. Important Documents for Extra Study

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

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

● Major Responsibility ○ Minor Responsibility

Course	1. Morals and Ethics				2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility		5. Numerical Analysis, Communication and Information Technology Skills			
	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4
Course Category: <i>Major Course (Major Required Course)</i>																
TRM 2303 The Principles of Tourism Marketing	●	●	○	○	●	●	●	●	●	○	●	●	●	●	●	○