

TQF.3



Bachelor's Degree

Master's Degree

Course Specification

Course Code: TRM 3304

Course Title: Sustainable Tourism Management and
Community- Based Tourism

Credits: 3(3-0-6)

Program: Tourism Management, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 1, Academic Year: 2020

Section 1 General Information

1. Code and Course Title:

Course Code: TRM 3304

Course Title (English): Sustainable Tourism Management and Community-Based Tourism

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: 1 Year of Study: 2020

6.2 Number of the students enrolled: 8

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. 204

10. Last Date for Preparing and Revising this Course:

Date: 17

Month: August

Year: 2020

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 sustainable tourism management both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in research 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; and
- (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 sustainable tourism management and community- based tourism as well as having an ability to apply the lessons with case studies and in actual work. This course combines sustainable tourism management with community- based tourism; these two courses in the old curriculum were separated. 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 such as the content about community- based tourism in order to cover the principles of sustainable tourism management and community- based tourism.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Definition, emergence and evolution, overview of environmental, socio-cultural, and economic tourism impacts, major concepts, issues and principles of sustainable tourism management, sustainable resource management, community-based tourism in local context, introduction to visitor management strategies of various types of attractions, alternative tourism and the paradox of sustainable tourism. Case studies applied.

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	Upon Request	0 hour	90 hours

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 Morality and ethics to be developed

1.1.1 Learning outcomes with regard to morality 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 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; and
- (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 Evaluation strategies

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

2. Knowledge

2.1 Knowledge to be developed

2.1.1 Learning outcomes with regard to knowledge

- (1) Have up-to-date knowledge in sustainable tourism management both theories and practices widely,

systematically and internationally;

- (2) Have integrated knowledge in other related disciplines; and
- (3) Have knowledge and understanding in research 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; and
- (3) Invite guest speakers who are experts in the field of tourism management to give special lectures.

2.3 Evaluation strategies

- (1) Quizzes;
- (2) Midterm and final examination; and
- (3) Individual and group assignments

3. Cognitive skills

3.1 Cognitive skills to be developed

3.1.1 Learning outcomes with regard to 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; and
- (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, flipped learning; and

- (4) Invite guest speakers who are experts in the field of tourism management to give special lectures.

3.3 Evaluation strategies

- (1) Quizzes;
- (2) Midterm and final examination; and
- (3) Individual and group assignments

4. Interpersonal skills and responsibility

4.1 Interpersonal skills and responsibility to be developed

4.1.1 Learning outcomes with regard to 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.

4.2 Teaching strategies

- (1) Individual and group assignments;
- (2) Use cooperative learning strategies; and
- (3) Field trips

4.3 Evaluation strategies

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

5. Numerical analysis, communication and information technology skills

5.1 Numerical analysis, communication and information technology skills to be developed

5.1.1 Learning outcomes with regard to 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.

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/ online media;
- (4) Use group discussions; and
- (5) Use oral presentation for practicing communication skill.

5.3 Evaluation strategies

- (1) Individual and group 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; and
- (4) Midterm and final examinations

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: Emergence of Sustainable Tourism and Impacts <ul style="list-style-type: none"> ● Global tourism after the post- World War II and impacts ● Reviews of sustainable development milestones ● Defining sustainability, sustainable tourism, concepts and objectives 	3	<ul style="list-style-type: none"> ● Direct instruction ● Doing exercise to review the lesson ● Group discussion ● Individual writing: write to review how the sustainable tourism concept had been arisen. 	Aj. Siripen Yiamjanya
2	Unit 2: The Concept of the Jafari’s Platform Model <ul style="list-style-type: none"> ● Introduction to the Jafari’s platform model ● The 4 platforms in the Jafari’s platform model <ul style="list-style-type: none"> - Advocacy Platform - Cautionary Platform - Adaptancy Platform - Knowledge-Based Platform 	3	<ul style="list-style-type: none"> ● Direct instruction ● Class activity (in group) to discuss each platform by using tourism cases 	Aj. Siripen Yiamjanya
3	Unit 3: Impacts of Tourism and Major Theories <ul style="list-style-type: none"> ● Environmental impacts and major concept ● Social impacts and major concept ● Cultural impacts and major concept ● Economic impacts of tourism and major concept 	3	<ul style="list-style-type: none"> ● Online direct instruction via Google Meet ● Student prepare group power point presentation on tourism impacts for presenting next week. 	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	Students' group presentation on tourism impacts	3	<ul style="list-style-type: none"> • Each group of students has a power point presentation on tourism impacts • Discussion • Case study on tourism under the COVID-19 circumstance 	Aj. Siripen Yiamjanya
5	Unit 4: Indicators to Measure Sustainability of Tourism <ul style="list-style-type: none"> • Definitions and importance of indicators • Different types of tourism impact indicators • Introduction to the concept of carrying capacity and limits of acceptable change 	3	<ul style="list-style-type: none"> • Direct instruction • Cooperative learning • Case study discussion 	Aj. Siripen Yiamjanya
6	Case study discussion on indicators to measure sustainability of tourism	3	<ul style="list-style-type: none"> • Students do case study discussion on indicators to measure sustainability of tourism 	Aj. Siripen Yiamjanya
7	Unit 5: Principles for Managing Tourism with Sustainability <ul style="list-style-type: none"> • Overview of sustainable tourism management • Local community participation • Destination carrying capacity and resource management • Economic beneficial equality 	3	<ul style="list-style-type: none"> • Direct instruction • Case study discussion 	Aj. Siripen Yiamjanya
8 Midterm Examination			

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
9	Unit 6: Alternative Tourism Viewpoints <ul style="list-style-type: none"> • Introduction to alternative tourism • Mass conventional and alternative tourism • Suggested types of alternative tourism 	3	<ul style="list-style-type: none"> • Direct instruction • Watching VDOs • Group problem-based learning • Students prepare a power point presentation for a selected alternative tourism and its activity to present next week via online. 	Aj. Siripen Yiamjanya
10	Students' individual power point presentation on selected alternative tourism type and its activities (Online)	3	<ul style="list-style-type: none"> • Students have online individual power point presentation via online (Google Meet) 	Aj. Siripen Yiamjanya
11	Unit 7: Rural and Community-Based Tourism <ul style="list-style-type: none"> • Introduction to rural and community- based tourism • The community- based tourism practices • Introduction to community- based tourism planning 	3	<ul style="list-style-type: none"> • Direct instruction • Watching VDOs • Case study discussion 	Aj. Siripen Yiamjanya
12	Semester Group Project Assignment (group of 4): students think of survey topic and design a survey questionnaire. This activity encourages students to have self-learning to explore issues of interest in the given topic (s), brainstorm for survey questions, retrieve information, digest, and analyze before designing a questionnaire, and then launch and write a report for findings and discussion.	3	<ul style="list-style-type: none"> • Students meet (1st time) to work on their project (group of 4 persons) (Report submission is on last week of the semester) 	Aj. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
13	Unit 8 Introduction to Managing Visitors with Sustainable strategies <ul style="list-style-type: none"> • Visitor impact management • Guiding and interpretation, and their roles • Visitor satisfaction aspects 	3	<ul style="list-style-type: none"> • Direct instruction • Case study discussion 	Aj. Siripen Yiamjanya
14	Following up on Semester Group Project Assignment	3	<ul style="list-style-type: none"> • Students meet online (2nd time) to report their progress on the semester project 	Aj. Siripen Yiamjanya
15	Unit 9: Sustainable Tourism Business <ul style="list-style-type: none"> • Sustainable practices for the tourism industry • Sustainable tourism marketing • Case studies of best practices • Resilience in tourism and learning from crisis management 	3	<ul style="list-style-type: none"> • Direct instruction • Case study discussion • Student prepare an individual power point presentation to present one of sustainable tourism business case. 	Aj. Siripen Yiamjanya
16	Students' individual presentation on sustainable tourism business case (Online)	3	<ul style="list-style-type: none"> • Students have an online presentation via Google Meet. 	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) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes.</p> <p>(2) Have positive attitudes towards service careers.</p> <p>(3) Have self-discipline, be punctual, responsibility to self, profession and society.</p>	<p>(1) Class attendance, class participation, and behavior in class</p> <p>(2) On-time submission of report and assignments and their quality</p> <p>(3) Students' contribution on group assignments</p>	Throughout the semester	10%
2	<p>Knowledge</p> <p>(1) Have up-to-date knowledge in sustainable tourism management both theories and practices widely, systematically and internationally.</p> <p>(2) Have integrated knowledge in other related disciplines.</p> <p>(3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Individual and group 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>(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>(2) Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations.</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Individual and group assignments</p>	Throughout the semester	(Referred to number 2)
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems.</p>	<p>(1) Students' contribution and behavior in group assignments</p> <p>(2) Class presentation</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>(1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively.</p> <p>(2) Be able to communicate with foreigners effectively in the appropriate contexts.</p> <p>(3) Be able to use technology to communicate and present effectively.</p>	<p>(1) Individual and group assignments</p> <p>(2) Project report and presentation</p> <p>(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.</p> <p>(4) Midterm and final examinations</p>	Throughout the semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

- Chhabra, D. (2010). *Sustainable marketing of cultural and heritage tourism*. Oxon: Routledge.
- E.S. Higham, J. (2007). *Critical issues in ecotourism: understanding a complex tourism phenomenon*. Oxford: Elsevier.
- Font, X., & Buckley, R. (2001). *Tourism ecolabelling: certification and promotion of sustainable management*. Oxon: CAB International.
- Hall, T. (2006). *Urban geography*. Oxon: Routledge.
- Holden, A. and Fennell, D. (2013). *The Routledge Handbook of Tourism and the Environment*. Oxon: Routledge.
- McKercher, B. and du Cros, H. (2002). *Cultural tourism: the partnership between tourism and cultural heritage management*. New York: The Haworth Hospitality Press.
- Page, S.J. and Hall, C.M. (2003). *Managing urban tourism*. Essex: Pearson Education Limited.
- Park, H.Y. (2014). *Heritage tourism*. Oxon: Routledge.

Spirou, C. (2011). *Urban tourism and urban change: cities in a global economy*. New York: Routledge.

Wearing, S., & Neil, J. (2009). *Ecotourism: Impacts, Potentials and Possibilities*. Oxford: Elsevier.

Weaver, D. (2007). *Sustainable tourism: theory and practice*. Oxford: Elsevier.

2. Important Documents for Extra Study

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

<https://sustainabledevelopment.un.org/content/documents/Agenda21.pdf>

<http://sdt.unwto.org/sites/all/files/pdf/finrep.pdf>

<http://www.ecotourism.org>

<http://www.responsibletravel.com>

<https://sustainabledevelopment.un.org>

<http://sustain.pata.org>

<http://www.dasta.or.th/th>

<http://cbtnetwork.org>

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>Required Course</i>																
TRM3304 Sustainable Tourism Management and Community-Based Tourism	●	●	○	●	●	●	●	●	●	○	●	○	●	●	●	○