TQF.3

☒ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: TRM 3308

Course Title: Research and Seminar for Tourism Business

Credits: 3(2-2-5)

Program: Tourism Management

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

(SSRU)

Semester: 1, Academic Year: 2021

Section 1 General Information

1. Code and Course Title:

Course Code: TRM 3308

Course Title (English): Research and Seminar for Tourism Business

Course Title (Thai): None

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: Dr. Siripen Yiamjanya

4.2 Instructional Course Lecturer (s): Dr. Siripen Yiamjanya

5. Contact/Get in Touch

Room Number: 305 Tel.: 061-7526668

E-mail: siripen.yi@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study: 2021

6.2 Number of the students enrolled: 9

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Nakhon Pathom Campus
Teaching Schedule: Friday / Time 09.00- 12.00 / Venue: Online (Google Meet)

10. Last Date for Preparing and Revising this Course:

Date: 6 Month: August Year: 2021

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 the 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; 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.

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 student program in Tourism Management Program should have essence of knowledge in conducting research 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 tourism research.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Research paradigms, research problem, objectives, and questions, theoretical and research conceptual framework, literature review, population and sampling, sampling techniques, types of data, data collection, data analysis, ethical consideration, criteria in ensuring the quality of the research. Research on a topic related to tourism business and a seminar for presentation research paper required.

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: 405

Building: College of Hospitality Industry Management (Nakhonpathom Campus /SSRU)

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

3.3 Consulting via E-Mail: 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

O (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;

O (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

O (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;
(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

O (1) Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally;
O (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) Assignments

3. Cognitive skills

3.1 Cognitive skills to be developed

O (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
O (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; 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) Assignments

4. Interpersonal skills and responsibility

4.1 Interpersonal skills and responsibility to be developed

O (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) 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

● (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;

O (2) Be able to communicate with foreigners effectively in the appropriate contexts;

O (3) Be able to use technology to communicate and present effectively; and

O (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; and
(5) Use oral presentation for practicing communication skill.

5.3 Evaluation 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; 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: Some Basics about Research** • What is research? And the research paradigms • Principal components of research • Linking the components together • Understanding a research paper	3	• Direct instruction • Pre-test • *Individual assignment: each student finds a research paper, read for comprehension, and prepare a power point presentation that talks about that paper (next class)* • Online learning via Google Meet	Dr. Siripen Yiamjanya
2	**Individual student's presentation on the selected research paper**	3	• Students' presentation • Online learning via Google Meet	Dr. 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 brainstorming for interesting research topics in tourism and hotel • Individual student brainstorms for their own research topic for a proposal. • Online learning via Google Meet • *Individual assignment: each student conducts a review of previous research studies (we call this step: literature review) under the topic that you are interested in for your own research. Then, prepare a power point to present their literature review.*	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	**Self- study on individual student's topic and some reviews of previous research studies (literature review)- this activity helps students get more idea on what other researchers have done on research topics similar to students' topics. Then, students will need to prepare a power point presentation to show what they have reviewed.**	3	• On demand learning	Dr. Siripen Yiamjanya
5	**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 and how to write reviews	3	• Direct instruction • Demonstration of citation • Demonstration of search and retrieval of relevant literature works • Online learning via Google Meet	Dr. Siripen Yiamjanya
6	**Individual student's presentation on their literature review that relates with their potential research topic.**	3	• Students' presentation • Online learning via Google Meet	Dr. Siripen Yiamjanya
7	**Unit 4: Writing a Research Proposal** • What is a proposal? • Research questions • Key components in research proposal • What makes a good proposal? • Example of a research proposal	3	• Direct instruction • *Individual assignment: each student starts to draft a research proposal (Chapter 1) and discuss individually with the lecturer.* • Online learning via Google Meet	Dr. Siripen Yiamjanya
8	……..**Midterm Test**……..			
9	• Students revise their proposal and submit the final version • Students start doing Literature Review Chapter (Chapter 2)	3	• On demand learning	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
10	**Unit 5: Research Methods** • What is research method? / Method mapping • Primary and secondary data • Variables (factors) • Quantitative and qualitative data and methods	3	• Direct instruction • Online learning via Google Meet • *Students continue doing Chapter 2 (Literature Review) in order to get idea of both concepts, variables to measure, method for collecting data.*	Dr. Siripen Yiamjanya
11	**Unit 6: Data Collection** • Considering data collecting methods • Objectives versus methods • Population and sampling • Data collecting tools • Designing questions	3	• Direct instruction • *Students start designing their research tool (data collecting tool).*	Dr. Siripen Yiamjanya
12	Time allocated for developing research tool (data collecting tool)	3	• On demand learning • Students continue work on data collecting tool. • Students have regular and personal consultation with the lecturer for revision and approval • Students are approved to use their final research tool to collect data.	Dr. Siripen Yiamjanya
13	Time allocated for collecting data	3	• On demand learning • Students continue work on data collecting tool. • Students have regular and personal consultation with the lecturer for revision and approval • Students are approved to use their final research tool to collect data.	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
14	**Unit 7: Report of Findings** • Data analysis and presentation • Reporting quantitative data • Reporting qualitative data	3	• Direct instruction • Online learning via Google Meet	Dr. Siripen Yiamjanya
15	**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 • Writing references	3	• Direct instruction • Group study with example research papers • Online learning via Google Meet	Dr. Siripen Yiamjanya
16	**Wrapping up**	3	• On demand learning	Dr. Siripen Yiamjanya
17	**……Final Examination……** **……Deadline Week for Final Assignment……..…**			

Note: Apart from marks for a final research report (5 chapters), a research paper to be submitted to international student conference, and your attendance, will also count. Marks will also be given for students' progress and regular meetings with the lecturer. They will be marked for their submission of revised works of each chapter according to the lecturer's comment.

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
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. (4) Have self-discipline, be punctual, responsibility to self, profession and society.	(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	Throughout the semester	10%
2	**Knowledge** (1) Have up-to-date knowledge in the 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 research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.	(1) Quizzes (2) Midterm and final examination (3) Assignments	Throughout the semester	40% for assignments 20% for midterm examination 30% for final examination

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
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) Quizzes (2) Midterm and final examination (3) Assignments	Throughout the semester	(Referred to number 2)
4	**Interpersonal Skills and Responsibilities** (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.	(1) Students' contribution and behavior in group assignments (2) Class presentation	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** (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively. Be able to communicate with foreigners effectively in the appropriate contexts. (3) Be able to use technology to communicate and present effectively. (2) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data	(1) Assignments (2) Presentation (3) Observe from students' use of English and/or other language in discussing with other students and lecturers as well as in presenting in front of the class.	Throughout the semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Berg, B.L. and Lune, H. (2014). Qualitative Research Methods for the Social Sciences. 8th edition. Essex: Pearson Education Limited.

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.

Leedy, P.D. and Ormrod, J.E. (2015). Practical Research Planning and Design. 11th edition. Essex: Pearson Education Limited.

Oshima, A. and Hogue, A. (2006). Writing Academic English- Level 4. 4th edition. New York: Pearson Education Limited.

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

CHM 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**			
Course Category: *Required Course*	**1**	**2**	**3**	**4**	**1**	**2**	**3**	**1**	**2**	**3**	**1**	**2**	**1**	**2**	**3**	**4**
TRM 3308 Research and Seminar for Tourism Business	O	O	●	O	O	O	●	O	●	O	O	●	●	O	O	O