



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: TRM 3402

Course Title: Cultural Tourism Management

Credits: 3(3-0-6)

Program: Tourism Management (International Program)

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

Semester: 2, Academic Year: 2020

Section 1 General Information

1. Code and Course Title:

Course Code: TRM 3402

Course Title (English): Cultural Tourism Management

Course Title (Thai): *None*

2. Credits: 3(3-0-6)

3. Curriculum and Course Category:

3.1 Curriculum: Tourism Management (International Program)

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: 2 Year of Study: 2020

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, Nakhonpathom Campus

Teaching Schedule: Thursday / Time 13.00 – 16.00 / Room No. 207

10. Last Date for Preparing and Revising this Course:

Date: 3 Month: January 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.
- (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 Elective Courses, undergraduate student program in Tourism Management Program should have essence of knowledge of cultural tourism and how to manage it, as well as having an ability to apply the lessons with case studies and in actual work. The purpose of initiating this course is to meet with the requirement of ASEAN Common Competency Standards for tourism professionals. This is the new course added to the curriculum, in which the course description and curriculum mapping was written.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Current situation, definitions and main aspects of cultural tourism, the relation of creative economy concept and cultural tourism, benefits and impacts of the promotion of cultural tourism, main types of cultural tourism, culture-based tourist attractions, cultural tourists, conservation of cultural resources, management and marketing of cultural resources, the UNESCO World Heritage Inscription, and the cultural interpretation.

(Thai)

None

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 hour

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: 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

- (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;
- (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

- (1) Have up-to-date knowledge in the management of cultural tourism both theories and practices widely, systematically and internationally;
- (2) Have integrated knowledge in other related disciplines; and
- (3) Have knowledge and understanding in problems and issues in cultural tourism and how to manage them, which will 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

- (1) Be able to analyze the causes of problems and conflicts in cultural tourism 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 of cultural tourism 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; 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

- (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;
- (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;
- (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 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

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Unit 1: Definitions, Typology and Aspects <ul style="list-style-type: none"> • Different perceptions of culture • Defining cultural tourism • Typology and activities of cultural tourists • Demand and motivation for cultural tourism Main aspects of cultural tourism 	3	<ul style="list-style-type: none"> • Warm- up with writing and talking • Introducing the course • Direct instruction • Online teaching* 	Dr. Siripen Yiamjanya
2	Unit 2: Main Types of Cultural Tourism <ul style="list-style-type: none"> • Heritage, tourism and museums • Indigenous cultural tourism • Ethnic and minority cultural tourism • The arts, festivals and cultural tourism • Cultural thematic routes 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion • Online teaching* 	Dr. Siripen Yiamjanya
3	Case Study Discussion	3	<ul style="list-style-type: none"> • Reading case study and discussion 	Dr. Siripen Yiamjanya
4	Unit 3: Creative Tourism and Cultural Tourism <ul style="list-style-type: none"> • Defining creative tourism • Overview of cultural and creative industries policy • Differentiating the cultural and creative industries • UNESCO Creative Cities Network • Development of creative tourism 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion • Online teaching* 	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
5	Unit 4: Culture - Based Tourist Attractions and Cultural Tourists <ul style="list-style-type: none"> • Cultural resources • Developing and managing culture- based tourist attractions • Types of culture- based tourist attractions • Cultural tourists 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion • Online teaching* 	Dr. Siripen Yiamjanya
6	Unit 5: Commodification for Cultural Tourism Products <ul style="list-style-type: none"> • Creating cultural tourism products or attractions • Tactics 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion 	Dr. Siripen Yiamjanya
7	Unit 6: Benefits and Impacts Cultural Tourism <ul style="list-style-type: none"> • Physical benefits • Socio- cultural benefits • Economic benefits • Physical negative impact • Socio- cultural negative impact • Economic negative impact 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion 	Dr. Siripen Yiamjanya
8 Midterm Examination			
9	Unit 7: Some Important Issues in Cultural Tourism <ul style="list-style-type: none"> • Post tourism and the experience economy • Authenticity and the cultural experience • The experientialization of traditional cultural tourism 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion 	Dr. Siripen Yiamjanya
10	Presentation	3	<ul style="list-style-type: none"> • Group presentation 	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
11	Unit 8: Marketing Management for Cultural Tourism <ul style="list-style-type: none"> • Unique features of marketing in cultural tourism • Strategic sustainable heritage and cultural tourism marketing model • Alternative forms of sustainable marketing • Opportunities and pitfalls in promoting sustainability • Contemporary marketing 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion • Online teaching* 	Dr. Siripen Yiamjanya
12	Case Study Discussion	3	<ul style="list-style-type: none"> • Reading case study and discussion 	Dr. Siripen Yiamjanya
13	Unit 9: Preservation and Conservation of Cultural Resources (I) <ul style="list-style-type: none"> • Definition and aim of conservation • Values and significance assessment for cultural resources • Threats to cultural resources • Authenticity and conservation • ICOMOS cultural conservation principles 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion • Online teaching* 	Dr. Siripen Yiamjanya
14	Unit 9: Preservation and Conservation of Cultural Resources (II) <ul style="list-style-type: none"> • Types of cultural and heritage conservation • Differing traditions within conservation • Conservation plan and process • Challenges to cultural and heritage conservation 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion 	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
15	<p>Unit 10: UNESCO World Heritage Inscription, and Cultural Interpretation</p> <ul style="list-style-type: none"> • ICOMOS Criteria for World Heritage List Inscription • World Heritage List and World Heritage in Danger List • The nomination processes • World Heritage Sites in Thailand with Inscription Criteria met • Interpretation management of cultural tourism 	3	<ul style="list-style-type: none"> • Direct instruction • Group discussion 	Dr. Siripen Yiamjanya
16	Field Trip (with monitoring for the current COVID situation)	3	<ul style="list-style-type: none"> • Decision to be updated 	Dr. Siripen Yiamjanya
17	<p>.....Final Examination.....</p> <p>.....Deadline Week for Final Assignment.....</p>			

*Online teaching schedule is subject to adjust in accordance with the current COVID situation and future announcement updates of the university and the government.

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>(1) Class attendance, class participation, and behavior in class;</p> <p>(2) On-time submission of report and assignments and their quality; and</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 the management of cultural tourism both theories and practices widely, systematically and internationally.</p> <p>(2) Have integrated knowledge in other related disciplines</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Assignments</p>	Throughout the semester	<p>40% for assignments and small tests</p> <p>20% for midterm examination</p> <p>30% for final examination</p>
3	<p>Cognitive Skills</p> <p>(1) Be able to analyze the causes of problems and conflicts in cultural tourism 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 of cultural tourism 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) Assignments</p>	Throughout the semester	(Referred to number 2)

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
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)
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) 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 examination</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*. 1st edition. Oxon: Routledge.
- McKercher, B. and du Cros, H. (2002). *Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management*. 1st edition. New York: The Haworth Press, Inc.
- Proyrunroj, R. (2015). *Cultural Tourism Management*. 1st edition. Bangkok: Suan Sunandha Rajabhat University.
- Smith, M.K. (2016). *Issues in Cultural Tourism*. 3rd edition. Oxon: Routledge.

2. Important Documents for Extra Study

Smith, L., Waterton, E. and Watson, S. (Editors). (2012). *The Cultural Moment in Tourism*. 1st edition. Oxon: Routledge.

UNESCO World Heritage pages

ICOMOS

The Burra Charter

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 Elective Course (Major Tourism Course)</i>																
TRM 3402 Cultural Tourism Management	●	●	○	○	●	●	○	○	○	●	●	●	●	●	●	○