

TQF.3

Bachelor's Degree

Master's Degree



## Course Specification

Course Code: TRM 3306

Course Title: Tourism Resource Planning and Development

Credits: 3(3-0-6)

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 3306

Course Title (English): Tourism Resource Planning and Development

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: Dr. Siripen Yiamjanya

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

### 5. Contact/Get in Touch

Room Number: 405      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: 10

### 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: Wednesday/ Time 09.00- 12.00/ Room No. – (Online via  
Google Meet Program)

### 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 tourism resources, concepts of planning and development of resources for the tourism industry;
- (2) Have integrated knowledge in other related disciplines; and
- (3) Have knowledge and understanding in planning and development process of tourism resources as to benefit for future career.

#### 1.3 Cognitive Skills

- (1) Be able to analyze the causes of problems and conflicts in tourism resource planning and development, 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 the concepts and principles of tourism resource 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 resource 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. Case studies and field work required.

**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: 405

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

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

3.3 Consulting via E-Mail: [siripen.yi@ssru.ac.th](mailto: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/](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; 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 Assessment 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 tourism resources, concepts of planning and development of resources for the tourism industry;
- (2) Have integrated knowledge in other related disciplines;
- (3) Have knowledge and understanding in planning and development process of tourism resources as to benefit for future career.

#### 2.2 Teaching Strategies

- (1) Use problem-based learning;
- (2) Use cooperative learning techniques;
- (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 in tourism resource planning and development, 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) Problem-based learning;
- (2) Cooperative learning techniques;
- (3) 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; 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 techniques;
- (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; 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;
- (5) Use presentation

### 5.3 Assessment Strategies

- (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.

## 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	<b>Unit 1: Introduction to Tourism Resource Planning and Development</b> <ul style="list-style-type: none"> <li>• Defining tourism resources</li> <li>• Definition of tourism planning and development</li> <li>• Development paradox</li> <li>• Relationship between tourism planning and management</li> </ul>	3	<ul style="list-style-type: none"> <li>• Pre-test</li> <li>• Direct instruction</li> <li>• Discussion</li> <li>• Online learning via Google Meet</li> </ul>	Dr. Siripen Yiamjanya
2	<b>Unit 2: Tourism Policy</b> <ul style="list-style-type: none"> <li>• Definition of policy</li> <li>• Importance, purposes and role of national policy and tourism policy</li> <li>• Link of tourism planning and policy</li> <li>• Issues in tourism policy</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Discussion</li> <li>• Online learning via Google Meet</li> <li>• On demand learning</li> </ul>	Dr. Siripen Yiamjanya
3	<b>Unit 3: National Plans</b> <ul style="list-style-type: none"> <li>• Defining national development plans and tourism development plans</li> <li>• General components in national plan</li> <li>• Examples of development plans</li> <li>• Integrated planning</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Discussion</li> <li>• Self- study</li> <li>• Online learning via Google Meet</li> <li>• On demand learning</li> </ul>	Dr. Siripen Yiamjanya
4	<b>Self- study on tourism development plan</b>	3	<ul style="list-style-type: none"> <li>• On demand learning (for next class sharing)</li> </ul>	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
5	<b>Unit 4: Tourism Development Strategic Planning Process</b> <ul style="list-style-type: none"> <li>• Planning levels</li> <li>• Defining tourism strategic planning</li> <li>• Factors to the failure of traditional planning</li> <li>• Framework/ stages of tourism development planning</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Problem- based learning and discussion</li> <li>• Self- study</li> <li>• Online learning via Google Meet</li> </ul>	Dr. Siripen Yiamjanya
6	<b>Unit 5: Understanding Situations and Analyzing the SWOT</b> <ul style="list-style-type: none"> <li>• Defining situational and SWOT analysis</li> <li>• Importance of situational and SWOT analysis</li> <li>• How to utilize results from analyses</li> <li>• Trends</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Cooperative learning</li> <li>• Online learning via Google Meet</li> </ul>	Dr. Siripen Yiamjanya
7	<b>Unit 6: Landscape of Actors or Stakeholders in Tourism Planning and Development</b> <ul style="list-style-type: none"> <li>• Defining actors</li> <li>• Mandates</li> <li>• Participation and engagement</li> <li>• Capacity development</li> <li>• Networking</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Problem- based learning and discussion</li> <li>• Online learning via Google Meet</li> </ul>	Dr. Siripen Yiamjanya
8	..... <b>Midterm Examination</b> .....			
9	<b>Case study discussion on stakeholders' relevant issues/problems</b>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Online learning via Google Meet</li> <li>• <i>Group assignment on an example of tourism development plan</i></li> </ul>	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
10	<b>Group presentation on an example of tourism development plan</b>	3	<ul style="list-style-type: none"> <li>• Group presentation on an example of tourism development plan</li> <li>• Online learning via Google Meet</li> </ul>	Dr. Siripen Yiamjanya
11	<b>Unit 7: Toolkit for Sustainable Tourism Planning and Development</b> <ul style="list-style-type: none"> <li>• Strategic foundation</li> <li>• Core delivery</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Online learning via Google Meet</li> <li>• <i>Students should start thinking for a topic for their tourism development plan (individual semester project- it can link with their research topic in Research Course)</i></li> </ul>	Dr. Siripen Yiamjanya
12	<b>Unit 7: Toolkit for Sustainable Tourism Planning and Development (Continued)</b>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Online learning via Google Meet</li> <li>• <i>Group assignment on Sustainable Tourism Development Toolkit</i></li> </ul>	Dr. Siripen Yiamjanya
13	<b>Self- study on Toolkit for Sustainable Tourism Planning and Development</b>	3	<ul style="list-style-type: none"> <li>• On demand learning (for next class presentation)</li> </ul>	Dr. Siripen Yiamjanya
14	<b>Group presentation on Toolkit for Sustainable Tourism Planning and Development and specific cases given in the Toolkit</b>	3	<ul style="list-style-type: none"> <li>• Presentation on Sustainable Tourism Development Toolkit and cases given in the Toolkit</li> <li>• Online learning via Google Meet</li> </ul>	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
15	<b>Unit 8: Tourism Strategy Development and Consultation</b> <ul style="list-style-type: none"> <li>• Milestones or what to be done</li> <li>• Implementation</li> <li>• Learning from examples, brainstorming and practicing to develop tourism strategies</li> </ul>	3	<ul style="list-style-type: none"> <li>• Direct instruction</li> <li>• Cooperative learning</li> <li>• Online learning via Google Meet</li> </ul>	Dr. Siripen Yiamjanya
16	<b>Developing a tourism development plan</b>	3	<ul style="list-style-type: none"> <li>• On demand learning and personal consultation)</li> </ul>	Dr. Siripen Yiamjanya
17	<p>.....<b>Final Examination</b>.....</p> <p>.....<b>Deadline Week for Final Assignment</b>.....</p>			

## 2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<b>Morals and Ethics</b> <ol style="list-style-type: none"> <li>(1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes.</li> <li>(2) Have positive attitudes towards service careers.</li> <li>(3) Be able to lead and follow group members, work in team and be a role model for others.</li> <li>(4) Have self-discipline, be punctual, responsibility to self, profession and society.</li> </ol>	<ol style="list-style-type: none"> <li>(1) Class attendance, class and participation in class;</li> <li>(2) On-time submission of report and assignments and quality of works; and</li> <li>(3) Students' contribution on group and individual assignments.</li> </ol>	Throughout the semester	10%

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
2	<p><b>Knowledge</b></p> <p>(1) Have up-to-date knowledge in tourism resources, concepts of planning and development of resources for the tourism industry</p> <p>(2) Have integrated knowledge in other related disciplines.</p> <p>(3) Have knowledge and understanding in planning and development process of tourism resources as to benefit for future career.</p>	<p>(1) Midterm and final examination</p> <p>(2) Group and individual assignments</p>	Throughout the semester	<p>50% for assignments</p> <p>20% for midterm examination</p> <p>20% for final examination</p>
3	<p><b>Cognitive Skills</b></p> <p>(1) Be able to analyze the causes of problems and conflicts in tourism resource planning and development, 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>(3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.</p>	<p>(1) Midterm and final examination</p> <p>(2) Group and individual assignments</p>	Throughout the semester	(Referred to number 2)

	<b>Learning Outcome</b>	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
4	<p><b>Interpersonal Skills and Responsibilities</b></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>(2) Be responsible for the improvement of self-academic learning and the profession continuously.</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><b>Numerical Analysis, Communication and Information Technology Skills</b></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>(4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.</p>	<p>(1) Assignments</p> <p>(2) Presentation</p> <p>(3) Observe from students' ability to utilize digital data for their works and use of language in discussions.</p>	Throughout the semester	(Referred to number 2)

## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

- Edgell, D.L. et al. (2013). *Tourism policy and planning: yesterday, today and tomorrow*. Oxford: Routledge.
- Hall, C.M. (2000). *Tourism planning, policies, processes and relationships*. Essex: Pearson Education Limited.
- Harrison, L.C. and Husbands, 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

- Case studies/ examples of tourism development plans, tourism trends and statistics reports

### 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				
	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4	
Course Category: <i>Required Course</i>																	
TRM 3306 Tourism Resource Planning and Development	○	●	○	○	●	○	○	●	○	○	●	○	●	○	○	○	○