



TQF 5. Course Report

Course Code:	TRM 2303
Course Title:	The Principles of Tourism Marketing
Credits:	3(3-0-6)
Semester /Academic Year:	2/2020
Students:	Bachelor of Arts Program in Tourism Management
Lecturer (s):	Dr. Siripen Yiamjanya

Course Report

Name of Institution: Suan Sunandha Rajabhat University

Campus/Faculty/Department: College of Hospitality Industry Management

Section 1: General Information

- Course title and code:** TRM 2303 – The Principles of Tourism Marketing
- Pre-requisite:** None
- Faculty Member(s) Teaching the Course and Sections:** Dr. Siripen Yiamjanya /
Section: TM 62
- Course semester/academic year:** Semester 2/ 2020
- Venue:** Online, College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Nakhon Pathom Campus

Section 2: Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Specify teaching topics, teaching hours according to the plan, and actual teaching hours. If the actual teaching hours are different from the plan by more than 25%, specify the reasons.

Teaching Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Unit 1: The Principles of Tourism Marketing	3	3	-
Unit 2: Concept of Tourism Demand and Supply for Tourism Marketing	3	3	-
Unit 3: Tourism Destination Marketing Mix	3	3	-

Teaching Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Unit 4: Market Environment Analysis for Destination Marketing Planning	3	3	-
Unit 5: Destination Marketing Planning	3	3	-
Unit 6: Tourism Market Segmentation, Targeting and Positioning	3	3	-
Unit 7: Development of Tourism Product Mix for Tourist Destination	3	3	-
Unit 8: Pricing Strategies for Tourism Product	3	3	-
Unit 9: Promotion of Tourism Product	3	3	-
Unit 10: Distribution of Tourism Product	3	3	-
Unit 11: Ethical Tourism Marketing	3	3	-

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
-	-	-

3. Effectiveness of the teaching methods specified in the Course Specification

Learning outcomes	Teaching methods specified in the course specification	Effectiveness		Problems of the teaching method (s) (if any) and suggestions
		Yes	No	
<p>1. Ethics and Morals</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) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;</p> <p>(2) Provide case studies that explain ethics in careers in the tourism industry; and</p> <p>(3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.</p>	<p>√</p> <p>√</p> <p>√</p>		<p>As the class was conducted mostly on the online path, so the lecturer needed to ask the students more often to check if they remained and concentrated the lesson and to check their understanding as well. Moreover, the lecturer used online LMS such as Padlet to encourage their participation.</p>
<p>2 Knowledge</p> <p>(1) Have up-to-date knowledge in the marketing management of tourism 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 marketing process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.</p>	<p>(1) Use problem-based learning;</p> <p>(2) Use cooperative learning strategies; and</p> <p>(3) Invite guest speakers who are experts in the field of tourism management to give special lectures.</p>	<p>√</p> <p>√</p> <p>√</p>		<p>Providing special lecture was done by using online content on different online media instead.</p>

Learning outcomes	Teaching methods specified in the course specification	Effectiveness		Problems of the teaching method (s) (if any) and suggestions
		Yes	No	
<p>3. Cognitive Skills</p> <p>(1) Be able to analyze the causes of problems and conflicts in tourism marketing as well as be able to solve problems systematically and find out proper solutions to the problem</p> <p>(2) Be able to apply both theoretical and practical knowledge of tourism marketing into real-life training and work experience appropriately in accordance with situations.</p>	<p>(1) Use problem-based learning;</p> <p>(2) Use cooperative learning strategies;</p> <p>(3) Use case studies; and</p> <p>(4) Invite guest speakers who are experts in the field of tourism management to give special lectures.</p>	<p>√</p> <p>√</p> <p>√</p> <p>√</p>		<p>Providing special lecture was done by using online content on different online media instead.</p>
<p>4 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>(2) Be responsible for the improvement of self-academic learning and the profession continuously.</p>	<p>(1) Group assignments;</p> <p>(2) Use cooperative learning strategies</p>	<p>√</p> <p>√</p>		-
<p>5. 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) Provide assignments that require students to use numerical analysis skills and knowledge;</p> <p>(2) Provide assignments that require students to use information technology skills and knowledge;</p> <p>(3) Use group discussions; and</p> <p>(4) Use oral presentation for practicing communication skill.</p>	<p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p>		-

4. Suggestions for Improving Teaching Methods

Use blended learning method with various Learning Management System (LMS) to encourage class discussion, small-group work and students' time management and self- preparation.

Use more case studies and examples of marketing techniques such as digital marketing and content marketing.

Section 3: Course Outcomes

1. **Number of students registered for the course:** 9 students
2. **Number of students at the end of the semester:** 9 students
3. **Number of students who withdrew from the course:** - student
4. **Distribution of scores level (grade)**

Student's score as percentage	Grade	Total	Percentage
86 – 100	A	3	33.33
82 – 85	A-	1	11.11
78 – 81	B+	-	-
74 - 77	B	5	55.56
70 – 73	B-	-	-
66 – 69	C+	-	-
62 – 65	C	-	-
58 – 61	C-	-	-
54 – 57	D+	-	-
50 - 53	D	-	-
46 - 49	D-	-	-
0 - 45	F	-	-
	I	-	-
	W	-	-

5. **Factors causing unusual distribution of grades (If any):** None

6. **Discrepancies in the evaluation plan specified in the Course Specification**

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
-	-

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
-	-

7. Verification of students' achievements

Verification Method (s)	Verification Result(s)
<p>At the end of the course, the students were asked to do an evaluation for their learning outcomes, as well as evaluation for lecturer's teaching.</p> <p>The class applied the lessons by writing and speaking about their marketing plan. This is one way to review the students' achievement.</p> <p>The verification uses assessment of the concordance between TQF3 and TQF 5.</p>	<p>The verification was completed.</p>

Section 4: Problems and Impacts

1. Teaching and learning resources

Teaching Problems:	Impacts on students' learning:
<p>Due to COVID-19 situation, students could not be able to explore outdoor, which, if able to do, could be useful for their assignment.</p>	<p>Students needed to be based on online/ internet research.</p>

2. Administration and organization

Problems from administration	Impacts on students' learning
-	-

Section 5: Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

<p>The students like the activity that allows them to choose a would tourist destination that they want to visit once in a life time and to use it as their tourism marketing case study.</p> <p>During this COVID-19 situation where online study has been the main method of the study, mostly, the students agreed that spending more time on asking and sharing ideas/</p>
--

speaking after reading case studies, between the lecturer and the students was good because they understood more.

1.2 Faculty members' opinions on the comments in 1.1

-

2. Results of course evaluation by other evaluation methods

(1) Important comments from evaluation by other evaluation methods

-

(2) Faculty members' opinions on the comments in 2.1

-

Section 6: Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester 2 Academic year 2019	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.)
<ul style="list-style-type: none">- Use more active- learning technique.- Use more interactive media for teaching and learning.- Use more case studies and examples of marketing techniques such as digital marketing and content marketing.	<ul style="list-style-type: none">- The students were active in joining impromptu questions played on Padlet LMS because they had to search for information to respond to each question within the time given.- The students understand more on the lessons after using case studies.

2. Other improvements

-

3. Suggestion and improvement of the plan for the next semester/academic year

Suggestions	Time Frame	Responsible Person
Use blended learning method with various Learning Management System (LMS) to encourage class discussion, small-group work and students' time management and self- preparation.	Throughout the semester	Dr. Siripen Yiamjanya

4. Suggestions of faculty member(s) responsible for the course

Digital content marketing can be added.

Responsible Faculty Member/Coordinator: Miss Siripen Yiamjanya

Signature  Submission Date: May 21, 2021

Chairperson/Program Director:

Signature..... Date Received.....