TQF 5. Course Report

Course Code: TRM 3402

Course Title: Cultural Tourism Management

Credits: 3(3-0-6)

Semester /Academic Year: 2/2020

Students: Bachelor of Arts Program in Tourism Management

Lecturer (s):   Dr. Siripen Yiamjanya

College of Hospitality Industry Management
Suan Sunandha Rajabhat University

Course Report

Name of Institution: Suan Sunandha Rajabhat University

Campus/Faculty/Department: College of Hospitality Industry Management

Section 1: General Information

1. **Course title and code:** TRM 3402 – Cultural Tourism Management
2. **Pre-requisite:** None
3. **Faculty Member(s) Teaching the Course and Sections:** Dr. Siripen Yiamjanya / Section: TM 62
4. **Course semester/academic year:** Semester 2/ 2020
5. **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: Definitions, Typology and Aspects	3	3	-
Unit 2: Main Types of Cultural Tourism	3	3	-
Unit 3: Creative Tourism and Cultural Tourism	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: Culture - Based Tourist Attractions and Cultural Tourists	3	3	-
Unit 5: Commodification for Cultural Tourism Products	3	3	The lesson was integrated with Academic Service activity of fiscal year 2021.
Unit 6: Benefits and Impacts Cultural Tourism	3	3	-
Unit 7: Some Important Issues in Cultural Tourism	3	3	-
Unit 8: Marketing Management for Cultural Tourism	3	3	-
Unit 9: Preservation and Conservation of Cultural Resources (I)	3	3	-
Unit 9: Preservation and Conservation of Cultural Resources (II)	3	3	-
Unit 10: UNESCO World Heritage Inscription, and Cultural Interpretation	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	
1. Ethics and Morals (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.	(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.	√ √ √		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.
2 Knowledge (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	(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.	√ √ √		-

Learning outcomes	Teaching methods specified in the course specification	Effectiveness		Problems of the teaching method (s) (if any) and suggestions
		Yes	No	
3. Cognitive Skills (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 problem (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.	(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.	√ √ √ √		Due to COVOD-19 situation, the students could not make a fieldwork, however, small group work was assigned in which the students were assigned to visit a museum during weekday where there were a few visitors to avoid crowd, to survey for their assignment.
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.	(1) Group assignments; (2) Use cooperative learning strategies; and (3) Field trips	√ √ √		-
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.	(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 group discussions; and (4)Use oral presentation for practicing communication skill.	√ √ √ √ √		-

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.

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**	2	22.22
82 – 85	**A-**	2	22.22
78 – 81	**B+**	2	22.22
74 - 77	**B**	-	-
70 – 73	**B-**	2	22.22
66 – 69	**C+**	1	11.11
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)
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. The class used individual discussions that requires the students to apply knowledge and experience learned in the class and from their field (museum) visit in the discussions. The verification uses assessment of the concordance between TQF3 and TQF 5	The verification was completed.

Section 4: Problems and Impacts

1. Teaching and learning resources

Teaching Problems:	Impacts on students' learning:
Due to COVID-19 situation, students could not be able to comfortably survey places (only museums nearby).	Students needed to learn from online/ internet research, and visit in small group to museums nearby (during weekday where there were a few visitors) were carried out instead of community visit.

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

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/ 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

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2.   Results of course evaluation by other evaluation methods

(1) Important comments from evaluation by other evaluation methods

The lecturer also evaluated for the learning outcome with the aspect of the academic affair activity by:
- Evaluating by observing the documentary research activity which required the students to search and collect information of the studied site in Nakorn Pathom area.
- Evaluating from the students' presentation of the collected information
- Evaluating from the interpretation and implication of their work by using oral reflection and Q&A.

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

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Section 6: Improvement Plan

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

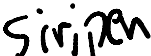| Improvement plan proposed in Semester 2 Academic year 2019	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.)
- Use more active- learning technique (such as applying digital technology) and self- study technique with discussions in the class. - Use case studies.	- The students were active in joining impromptu questions played on Canvas LMS because they had to search for information to respond to each question within the time given.

2.   Other improvements

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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

Lecturer (s) may find research articles that showcase and discuss different aspects and approaches of cultural tourism management in the in-situ and post COVID-19 context.

Responsible Faculty Member/Coordinator: Miss Siripen Yiamjanya

Signature *Siripen*   Submission Date: May 21, 2021

Chairperson/Program Director: ………………………………….

Signature... Date Received ....