



TQF. 3 Course Specification

Course Code:	ITM 2310
Course Title:	Marketing in Tourism Management
Credits:	3(3-0-6)
Semester/ Academic Year:	2/ 2015
Students:	Bachelor of Arts Program in Tourism Management
Lecturer:	Miss Siripen Yiamjanya

International College, Suan Sunandha Rajabhat University

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Section 1 General Information

1. Code and Course Title : ITM 2310 Marketing in Tourism Management

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

3. Curriculum and Course Category :

3.1 Curriculum

Bachelor of Arts, Program in Tourism Management, International College, SSRU

3.2 Course Category

This course is categorized in Major Requirement Course (Tour Business Operation and Management).

4. Lecturer :

Miss Siripen Yiamjanya/ Tel. 0617526668 or 086- 9007971

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5. Year / Semester :

Semester 2 / 2015

6. Prerequisite Course :

None

7. Co-requisite Course (if any) :

None

8. Learning Location :

International College, Suan Sunandha Rajabhat University, Nakhon Pathom
Education Center

Thursday / Time 13.00 -16.00 / Room: 206

9. Last Date for Preparing and Revising this Course:

November, 2015

Section 2 Objectives and Purposes

1. Course Objectives

At the end of this course, the students will be able to perform in the following areas of performance:

- (1) Be able to explain about the concepts and principles used in tourism marketing.
- (2) Be able to discuss about tourism demand and supply.
- (3) Be able to explain about marketing mix in tourism marketing
- (4) Be able to analyze tourism market environment, SWOT and PEST analysis for market segmentation, targeting and positioning.
- (5) Be able to give details of destination integrated marketing communications, including related ICTs.
- (6) Be able to design tourism marketing mix strategies.
- (7) Be able to demonstrate tourism planning process for destination marketing management.
- (8) Be able to recall benefits and challenges of destination branding.
- (9) Be able to propose tourism marketing plan.

2. Purposes for Developing / Revising Course (content / learning process / assessment / etc.)

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for Major Requirement Courses, undergraduate students program in Tourism Management Program should have essence of knowledge in the principles of marketing applied in tourism industry, tourism demand and supply, and marketing analysis and implementation, 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 marketing.

Section 3 Course Structure

1. Course Description

Principles of classical and tourism marketing, identifying demands and supplies, market environmental scanning, SWOT and PEST analysis, segmentation, targeting and positioning, tourism marketing mix strategies, product concept and development, pricing, distribution channel (place) and promotion, marketing tools in promoting and selling tourism products and services, roles of destination marketing organization. Case studies, statistics and tourism policy required.

2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture	Practice/ Field Work/ Internship	Self Study	Remedial Class
45hours	0 hour	90 hours	Upon Request

3. Time Length per Week for Individual Academic Consulting and Guidance

3 hours, every Thursday

Section 4 Developing Students' Learning Outcomes

Learning Standard/ Outcomes	Learning Activities	Learning Assessment
1. Ethics and Morals 1.1 Be able to deliver or complete a required task within the appointed time, including presenting at the appointed time. 1.2 Be able to do the right thing according to the values, beliefs and principles they claim to hold in tourism marketing. 1.3 Be able to make decisions in tourism marking according to moral concepts and judgments.	<ul style="list-style-type: none"> • PBL • Class activities • Discussions • VDO project to promote ethics and morals 	<ul style="list-style-type: none"> • Monitoring students' attendance • Evaluating from how much students' papers and presentations are accurate. • Evaluating from students' responsibility on their contribution on group projects

Learning Standard/ Outcomes	Learning Activities	Learning Assessment
<p>2. Knowledge</p> <p>2.1 Be able to explain theories and concepts of tourism marketing.</p> <p>2.2 Be able to give details of case studies relevant to tourism marketing.</p> <p>2.3 Be able to recall important details of tourism marketing.</p>	<ul style="list-style-type: none"> • Pre- test and post- test • KWL • PBL • Case study discussion • Individual and group study • E- learning 	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers
<p>3. Cognitive Skills</p> <p>3.1 Be able to apply theories and concepts in tourism marketing in case studies and real situations.</p> <p>3.2 Be able to discuss in order to solve problems of case studies in tourism marketing analysis.</p>	<ul style="list-style-type: none"> • KWL • PBL • Case study discussion • Individual and group study • E- learning 	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers
<p>4. Interpersonal Skills and Responsibilities</p> <p>4.1 Be able to adjust to work in team both as leader and follower.</p> <p>4.2 Be able to perform responsibility by submitting individual and group assignments on time with satisfactory content and format.</p> <p>4.3 Be able to adjust in multi-cultural environment.</p>	<ul style="list-style-type: none"> • KWL • PBL • Case study discussion • Individual and group study • E- learning 	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers

Learning Standard/ Outcomes	Learning Activities	Learning Assessment
<p>5. Numerical Analysis, Communication and Information Technology Skills</p> <p>5.1 Be able to use computer and information technology in completing assignments in tourism marketing class.</p> <p>5.2 Be able to use English to explain about tourism marketing both by oral and written communication.</p> <p>5.3 Be able to give power point presentation and present by formal English language for specific purposes in tourism marketing.</p>	<ul style="list-style-type: none"> • KWL • PBL • Case study discussion • Individual and group study • E- learning 	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Learning Week	Topic/ Outline	Hours	Learning Activities and Medias
1	<p>Unit 1: The Principles of Tourism Marketing</p> <ul style="list-style-type: none"> • Classical and tourism marketing • Defining a tourism destination, destination management and marketing overview 	3	<ul style="list-style-type: none"> • Pre- test • KWL • Direct instruction • E- learning
2	<p>Unit 2: Concept of Tourism Demand and Supply for Tourism Marketing</p> <ul style="list-style-type: none"> • Tourism demand and supply and tourism consumers' decision making model • Tourism marketing and the concept of experience in tourism • Implication for tourism marketing 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning

Learning Week	Topic/ Outline	Hours	Learning Activities and Medias
3	Unit 3: Tourism Destination Marketing Mix <ul style="list-style-type: none"> • The marketing mix in tourism marketing • Destination factors • Overview of destination marketing planning 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning
4	Unit 4: Market Environment Analysis for Destination Marketing Planning <ul style="list-style-type: none"> • Definition of market environment • Characteristics of tourism market environment • Definition of SWOT analysis • Definition of PESTEL analysis 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning
5	Practice time	3	<ul style="list-style-type: none"> • Exercise • Self- Study
6	Unit 5: Destination Marketing Planning <ul style="list-style-type: none"> • Destination marketing principles • The destination marketing system (DMS) and PRICE model • Process for destination marketing planning 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Exercise • E- learning
7	Unit 6: Tourism Market Segmentation, Targeting and Positioning <ul style="list-style-type: none"> • Definition of market segmentation, targeting and positioning • Marketing objective establishment • Tourism market segmentation, targeting and positioning • Market positioning for competitiveness 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Exercise • E- learning
8 Midterm Examination		

Learning Week	Topic/ Outline	Hours	Learning Activities and Medias
9	Unit 7: Development of Tourism Product Mix for Tourist Destination <ul style="list-style-type: none"> • Management of tourist destination product mix • Definition and components/ mix of the destination product • Destination product life cycle • Principles of development for destination new product mix • Role and involvement of destination marketing organization 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning
10	Practice time	3	<ul style="list-style-type: none"> • Exercise • Self- Study
11	Unit 8: Pricing Strategies for Tourism Product <ul style="list-style-type: none"> • Definition and roles of price of tourism product • Pricing factors • Pricing strategies 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Exercise • E- learning
12	Unit 9: Distribution of Tourism Product <ul style="list-style-type: none"> • Definition of tourism product distribution • Roles of intermediaries • Consideration for selection of distribution channel strategies for tourism product • IMC 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Exercise • E- learning
13	Unit 10: Promotion of Tourism Product <ul style="list-style-type: none"> • Definition of tourism product promotion • Tourism promotion mix • Tourism promotion strategies • Place marketing and branding 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Exercise • E- learning
14	Unit 11: Ethical Tourism Marketing <ul style="list-style-type: none"> • Definition of ethical marketing • Sustainable marketing • Corporate social responsibility 	3	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning
15	Practice time	3	<ul style="list-style-type: none"> • Exercise • Self- Study

Learning Week	Topic/ Outline	Hours	Learning Activities and Medias
16	Make-up Class	3	• Make-up Class
17Final Examination.....Deadline Week for Final Assignment		
Total Hours		45	

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion of Assessment (%)
1	1. Ethics and Morals 1.1 Be able to deliver or complete a required task within the appointed time, including presenting at the appointed time. 1.2 Be able to do the right thing according to the values, beliefs and principles they claim to hold in tourism marketing. 1.3 Be able to make decisions in tourism marketing according to moral concepts and judgments.	<ul style="list-style-type: none"> Monitoring students' attendance Evaluating from how much students' papers and presentations are accurate. Evaluating from students' responsibility on their contribution on group projects 	Throughout semester	10%
2	2. Knowledge 2.1 Be able to explain theories and concepts of tourism marketing. 2.2 Be able to give details of case studies relevant to tourism marketing. 2.3 Be able to recall important details of tourism marketing.	<ul style="list-style-type: none"> Evaluating from tests, midterm and final examinations Evaluating from group project report Evaluating from class presentation Evaluating from individual papers 	Throughout semester	20% 30% 30% 10% for Enrichment Assignment

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion of Assessment (%)
3	3. Cognitive Skills 3.1 Be able to apply theories and concepts in tourism marketing in case studies and real situations. 3.2 Be able to discuss in order to solve problems of case studies in tourism marketing analysis.	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers 	Week 2, 3, 4, 9, 14	(Referred to number 2)
4	4. Interpersonal Skills and Responsibilities 4.1 Be able to adjust to work in team both as leader and follower. 4.2 Be able to perform responsibility by submitting individual and group assignments on time with satisfactory content and format. 4.3 Be able to adjust in multi-cultural environment.	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers 	Week 5, 10, 15	(Referred to number 2)
5	5. Numerical Analysis, Communication and Information Technology Skills 5.1 Be able to use computer and information technology in completing assignments in tourism marketing class. 5.2 Be able to use English to explain about tourism marketing both by oral and written communication. 5.3 Be able to give power point presentation and present by formal English language for specific purposes in tourism marketing.	<ul style="list-style-type: none"> • Evaluating from tests, midterm and final examinations • Evaluating from group project report • Evaluating from class presentation • Evaluating from individual papers 	Throughout semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbooks and Main Documents

- Beech, J. & Chadwick, S. (2006). *The Business of Tourism Management*. Essex: Pearson Education Limited.
- Kotler, P., Bowen, J. & Makens, J. (2003). *Marketing for Hospitality and Tourism*. New Jersey: Prentice Hall.
- Kozak, M. & Andreu, L. (2006). *Progress in Tourism Marketing*. Oxford: Elsevier.
- Mancini, M. (2010). *Selling Destinations: Geography for Travel Professional*. Delmar: Cengage Learning.
- Morrison, A.M. (2013). *Marketing and Managing Tourism Destinations*. Oxon: Routledge.
- บุญเลิศ จิตตั้งวัฒนา (2555). การจัดการด้านการตลาดอุตสาหกรรมท่องเที่ยว. พิมพ์ครั้งที่ 1. นนทบุรี: หจก. เฟิร์นข้าหลวง ปรีณติงแอนด์พับลิชซิ่ง

2. Important Documents for Extra Study

None

3. Suggestion Information (Printing Materials/ Website/ CD/ Others)

None

Section 7 Course Evaluation and Improvement

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.