



TQF.3

Bachelor's Degree

Master's Degree

## **Course Specification**

**Course Code :** ITM3406

**Course Title :** Sport and Recreation Management

**Credits :** 3 (2-2-5)

**Program :** Tourism Management International College  
Suan Sunandha Rajabhat University  
(SSRUIC)

**Semester :** 1 **Academic Year :** 2017

## Section 1 General Information

### 1. Code and Course Title :

Course Code: ITM 3406  
Course Title (English): Sport and Recreation Management  
Course Title (Thai): การจัดการการท่องเที่ยวเชิงกีฬาและนันทนาการ

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

### 3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Arts, Program in Tourism Management, International College.

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: Ms.Yanika Chuentako

4.2 Instructional Course Lecturer(s): None

### 5. Contact/Get in Touch

Room Number .... Tel. 092-745-5979 E-mail yanika.ch@ssru.ac.th

### 6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2017

6.2 Number of the students enrolled 1 class (22 students)

### 7. Pre-requisite Course (If any)

Course Code: None Course Title None

### 8. Co-requisite Course (If any)

Course Code: None Course Title None

## **9. Learning Location**

Building: International College, Nakhon Pathom Education Center

Room Number: 408

Date: Friday, 13.00-16.00

## **10. Last Date for Preparing and Revising this Course:**

Date 6<sup>th</sup> Month August Year 2017

## **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 able to deliver or to complete a required task within the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold.
- (3) Be able to make decisions in business according to moral concepts and judgments.

#### **1.2 Knowledge**

- (1) Have understanding of theories and concepts in tourism management.
- (2) Have understanding of case studies relevant to tourism management.
- (3) Be able to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries.

### 1.3 Cognitive Skills

- (1) Be able to apply theories and concepts in tourism management in case studies and real situations.
- (2) Be able to solve problems that may occur during managing tours.
- (3) Be able to solve problems that may occur during cooperative education.

### 1.4 Interpersonal Skills and Responsibility

- (1) Be able to adjust to work in team both as leader and follower.
- (2) Have responsibility for individual and group assignments.
- (3) Have ability in adjusting themselves in multi-cultural environment.

### 1.5 Numerical Analysis, Communication and Information

#### Technology Skills

- (1) Have basic skill of computer to use in daily life as well as in workplace.
- (2) Have ability in both oral and written communication in English.
- (3) Be able to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.

## **2. Objectives 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 sport marketing and merchandising, sport venue and event management, sport and recreation management as it relates to the sport industry, sport ethics, leadership, facility management, event planning, sport communication, psychological, and sociological aspects of sport and recreation as the concepts and principles of sport and recreation management as well as having an ability to apply the lessons with case studies and in actual work.

### **Section 3 Characteristics and Operation**

#### **1. Course Outline**

(English) Evolution, development and impacts of sport tourism and recreation industry, sport event and recreation planning, management, structure and operation of sports organizations, managing sports and recreation facilities, sponsorship, understanding consumers, outstanding national sport games and events in ASEAN countries and of international level, and trends.

(Thai) วิวัฒนาการ การพัฒนาและผลกระทบของการท่องเที่ยวเชิงกีฬาและนันทนาการ การวางแผน การจัดการเทศกาลงานกีฬาและนันทนาการ โครงสร้างและการปฏิบัติงานขององค์กร การกีฬา การจัดการสาธารณสุขและสิ่งอำนวยความสะดวกด้านกีฬาและนันทนาการ การหาเงินสนับสนุน การทำความเข้าใจผู้บริโภคใน การท่องเที่ยวประเภทนี้ เทศกาล งานกีฬาระดับอาเซียนและสากล

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

| Lecture (hours) | Remedial Class (hours) | Practice/<br>Field Work/<br>Internship (hours) | Self- Study (hours) |
|-----------------|------------------------|--|---------------------|
| 45 hours        | 0 hour                 | 90 hours                                       | Upon Request        |

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

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer's office: Room Number 305 Building International College, International College (Nakhonpathom Education Centre/SSRU)

3.2 Consulting via office telephone/mobile phone: 092-745-5979

3.3 Consulting via E-Mail yanika.ch@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line)

Line: yanika.cee

3.5 Consulting via Computer Network (Internet/Web board)

Teacher website: [www.teacher.ssru.ac.th/yanika\\_ch](http://www.teacher.ssru.ac.th/yanika_ch)

## **Section 4 Developing Student's Learning Outcomes**

### **1. Morals and Ethics**

#### **1.1 Morals and Ethics to be developed**

- (1) Be able to deliver or to complete a required task within the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold.
- (3) Be able to make decisions in business according to moral concepts and judgments.

#### **1.2 Teaching Strategies**

(1) The team of students will help to remind other team members to be on time. Running field trips is another strategy used in building student's punctuality characteristic.

(2) Bring students on field trips to cultural and historical attractions as well as local communities in order to nurture students' respect for places and persons.

(3) Provide examples of truthfulness and accuracy in classroom such as no plagiarism, in doing assignments, in doing assignments, and during extra activities and field trips.

(4) Provide case studies that explain ethics in careers in tourism.



### **1.3 Assessment Strategies**

- (1) Monitor students' attendance.
- (2) Evaluate from how much students' level of satisfaction and change of attitudes.
- (3) Evaluate from how much students' papers and presentations are accurate.
- (4) Evaluate from students' responsibility on their contribution on group projects.

## **2. Knowledge**

### **2.1 Knowledge to be developed**

- (1) Have understanding of theories and concepts in cross-cultural communication in ASEAN tourism.
- (2) Have understanding of case studies relevant to tourism management.
- (3) Be able to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries.

### **2.2 Teaching Strategies**

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.
- (3) Invite guest speaker who is an expert in real world of tourism business management.

### **2.3 Assessment Strategies**

- (1) Evaluate from test, midterm, and final examination.
- (2) Evaluate from group project report, operating tour, conducting research and organizing seminar.
- (3) Evaluate from class presentation.
- (4) Evaluate from oral test and conducting tour.

## **3. Cognitive Skills**

### **3.1 Cognitive Skills to be developed**

- (1) Be able to apply theories and concepts in tourism management in case studies and real situations.
- (2) Be able to solve problems that may occur during managing tours.
- (3) Be able to solve problems that may occur during cooperative education.

### **3.2 Teaching Strategies**

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques.
- (3) Apply Tour Business Training Project.
- (4) Use research and seminar teaching style.

### **3.3 Assessment Strategies**

- (1) Evaluate from test, midterm, and final examination.
- (2) Use Rubric Assessment Criteria in evaluating students' performance in participating in Tour Business Training Project.
- (3) Use Rubric Assessment Criteria in evaluating students' performance in participating in research project and seminar.

## **4. Interpersonal Skills and Responsibilities**

### **4.1 Interpersonal Skills and Responsibilities to be developed**

- (1) Be able to adjust to work in team both as leader and follower.
- (2) Have responsibility for individual and group assignments.
- (3) Have ability in adjusting themselves in multi-cultural environment.

### **4.2 Teaching Strategies**

- (1) Have group participation in class, class works, and university's projects.
- (2) Use cooperative learning techniques.
- (3) Have field trips and research.

### **4.3 Assessment Strategies**

- (1) Evaluate from group project, operating tour and conducting research.
- (2) Evaluate from class presentation and participation.

## **5. Numerical Analysis, Communication and Information Technology Skills**

### **5.1 Numerical Analysis, Communication and Information**

#### **Technology to be developed**

- (1) Have basic skill of computer to use in daily life as well as in workplace.
- (2) Have ability in both oral and written communication in English.
- (3) Be able to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.

### **5.2 Teaching Strategies**

- (1) Have courses that train students about how to apply ICT in different functions of tourism management
- (2) Have group presentation, group discussion for case studies.
- (3) Use e-learning.
- (4) Use cooperative education to provide students with on- the job training in online tour operators or tourism organizations with ready and strong IT systems in business management, operation and administrative functions.

### **5.3 Assessment Strategies**

- (1) Evaluate from group presentation and group discussion.
- (2) Evaluate from performance of students in presenting searched information in presentation and paper writing forms.

**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>Topic 1: Introduction to Sport and Recreation Management</b> <ul style="list-style-type: none"> <li>• The definition of Sport and Recreation Management</li> <li>• Principles of Sport and Recreation Management</li> </ul>  | 3 hrs   | <ul style="list-style-type: none"> <li>• Pre-test</li> <li>• Direct instruction</li> </ul>   | Ms. Yanika  |
| 2    | <b>Topic 2: Law and Ethics in Sport and Recreation Management</b> <ul style="list-style-type: none"> <li>• Recognize the principles of law and ethical practices</li> <li>• Current trends in Sport and Recreation Management</li> </ul>  | 3 hrs   | <ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Exercise</li> <li>• E-learning</li> </ul> | Ms. Yanika  |
| 3    | <b>Topic 3: Legal issues in Sport and Recreation</b> <ul style="list-style-type: none"> <li>• Legal issues affecting sport and recreation management stakeholders, operations, and organizations</li> <li>• Describe legal concepts in a sport and recreation context involving the laws</li> </ul> | 3 hrs   | <ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Exercise</li> <li>• E-learning</li> </ul> | Ms. Yanika  |
| 4    | <b>Topic 4: Outdoor Recreation Planning and Management</b> <ul style="list-style-type: none"> <li>• Planning and managing an event and facility</li> <li>• The similarities and differences between sport &amp; recreational event and facility management</li> </ul>                               | 3 hrs   | <ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Exercise</li> <li>• E-learning</li> </ul>                                  | Ms. Yanika  |
| 5    | <b>Topic 5: Sport Venue Planning and Management</b> <ul style="list-style-type: none"> <li>• The location setting and planning for Sport event</li> </ul>   | 3 hrs   | <ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> </ul>   | Ms. Yanika  |

|   |   |       |   |            |
|---|---|-------|---|------------|
|   | <ul style="list-style-type: none"> <li>• Sport media industry Sporting goods and merchandising</li> <li>• Sport organizing committees</li> </ul>  |       | <ul style="list-style-type: none"> <li>• Exercise</li> <li>• E- learning</li> </ul>   |            |
| 6 | <p><b>Topic 6: Sport and Recreation Finance</b></p> <ul style="list-style-type: none"> <li>• Principles and related theories of economics that apply to the sport and recreational management</li> <li>• The concept of economic impact analysis and its relationship to sport events</li> <li>• Identify the basic principles and tools of financial management</li> <li>• Recognize the basic elements of balance sheets and income statements for sport organizations</li> </ul> | 3 hrs | <ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Exercise</li> <li>• E- learning</li> </ul> | Ms. Yanika |
| 7 | <p><b>Topic 7: Sport and Recreation Marketing</b></p> <ul style="list-style-type: none"> <li>• Recognize how a marketing plan is linked to a sport and recreation organization's mission statement</li> <li>• Core values, and evaluate the effectiveness of sport and recreational marketing plan</li> </ul>   | 3 hrs | <ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• E- learning</li> <li>• Midterm review</li> </ul>                            | Ms. Yanika |
| 8 | <b>Midterm Examination</b>  |       |   | Ms. Yanika |
| 9 | <p><b>Topic 8: Leadership in Sport and Recreational organization, Programming and Assessment in Sport and Recreation Management</b></p> <ul style="list-style-type: none"> <li>• Leadership styles appropriate to Sport and Recreation Management</li> <li>• Transformational leadership and organizational effectiveness in sport and recreational management</li> </ul>   | 3 hrs | <ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Exercise</li> <li>• E- learning</li> </ul> | Ms. Yanika |

|    |  |       |   |            |
|----|--|-------|---|------------|
| 10 | <b>Self-Study: Programming in Sport and Recreation Management</b>  | 3 hrs | <ul style="list-style-type: none"> <li>• Self-Study</li> </ul>  | Ms. Yanika |
| 11 | <b>Topic 10: Facilities and Events in Sport and Recreation Management</b> <ul style="list-style-type: none"> <li>• Sport Facility and Recreation Management Current Challenges in Sport Management</li> <li>• Event Planning and Production</li> </ul>                             | 3 hrs | <ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• Exercise</li> <li>• E- learning</li> </ul> | Ms. Yanika |
| 12 | <b>Topic 11: Sociology and Psychology of Sport and Recreation Management</b> <ul style="list-style-type: none"> <li>• The social and cultural significance of sport in our society</li> <li>• Identify positive and negative social ad psychology effects of sport</li> </ul>      | 3 hrs | <ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Exercise</li> <li>• E- learning</li> </ul>                                  | Ms. Yanika |
| 13 | <b>Topic 12: Sport and Recreation Communication</b> <ul style="list-style-type: none"> <li>• The definition and theoretical elements of sport and recreation communication</li> <li>• Identify the components of the strategic sport and recreation communication model</li> </ul> | 3 hrs | <ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Exercise</li> <li>• E- learning</li> </ul>                                  | Ms. Yanika |
| 14 | <b>Topic 13: Sustainability and Eco-Sport and Recreation</b> <ul style="list-style-type: none"> <li>• Green design and sustainability in Sport and Recreation Management</li> </ul>  | 3 hrs | <ul style="list-style-type: none"> <li>• PBL</li> <li>• Direct instruction</li> <li>• Case study discussion</li> <li>• E- learning</li> </ul>                     | Ms. Yanika |
| 15 | <b>Field Trip at Bangkachao, Samut Prakarn</b>   | 3 hrs | <ul style="list-style-type: none"> <li>• Field Trip</li> <li>• Integrate with Tour Planning and Operation subject 1/2016</li> </ul>                               | Ms. Yanika |
| 16 | <b>Final Examination</b>   |       |   | Ms. Yanika |



## 2. Learning Assessment Plan

|   | <b>Learning Outcome</b>   | <b>Assessment Activities</b> | <b>Time Schedule (Week)</b> | <b>Proportion for Assessment (%)</b> |
|---|---|------------------------------|-----------------------------|--------------------------------------|
| 1 | <p><b>Morals and Ethics</b></p> <p>(1) The ability to deliver or to complete a required task within the appointed time when conducting tour.</p> <p>(2) The ability to do the right thing according to the values, beliefs and principles they claim to hold.</p> <p>(3) The ability to make decisions in tourism business according to moral concepts and judgments.</p> | Attendance criteria          | Throughout the semester     | 10%                                  |
| 2 | <p><b>Knowledge</b></p> <p>(1) The ability to understand of theories and concepts in tourism</p> <p>(2) The ability to understand of case studies relevant to tourism management.</p> <p>(3) The ability to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries.</p>   | Midterm & Final Examination  | 1) Week 8<br>2) Week 16     | 20 %<br>30 %                         |
| 3 | <p><b>Cognitive Skills</b></p> <p>(1) The ability to apply theories and concepts in tourism management in case studies and real situations.</p> <p>(2) The ability to solve problems that may occur during managing tours.</p>  | Assignments/ Reports         | Throughout the semester     | 20%                                  |

|   |  |            |                         |      |
|---|--|------------|-------------------------|------|
|   | (3) The ability to solve problems that may occur during cooperative education.   |            |                         |      |
| 4 | <p><b>Interpersonal Skills and Responsibilities</b></p> <p>(1) The ability to adjust to work in team both as leader and follower.</p> <p>(2) The ability to response for individual and group assignments.</p> <p>(3) The ability to adjust themselves in multi-cultural environment.</p>  | Group work | Throughout the semester | 20 % |
| 5 | <p><b>Numerical Analysis, Communication and Information Technology Skills</b></p> <p>(1) The ability to have basic skill of computer to use in daily life as well as in workplace.</p> <p>(2) The ability to do both oral and written communication in English.</p> <p>(3) The ability to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.</p> | E-Learning | Throughout the semester | 5%   |

## **Section 6 Learning and Teaching Resources**

### **1. Textbook and Main Documents**

Long, J. (2007) *Researching Leisure, Sport and Tourism: The Essential Guide*. London, Sage

Mallen, C., & Adams, L. J. (2012). *Sport, recreation and tourism event management: theoretical and practical dimensions*. London: Routledge / Taylor & Francis.

### **2. Important Documents for Extra Study**

-

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

-

## **Section 7 Course Evaluation and Revising**

### **1. Strategies for Course Evaluation by Students**

1.1 Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. The topics include:

- (1) Content objectives
- (2) The instructional materials
- (3) The learning methods and assessment

1.2 Observing students' behavior in classroom.

1.3 Using students' suggestion during classroom.

### **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**

5.1 Revise and develop course structure and process every three years.

5.2 Assign different lecturers teach this course to enhance students' performance.

**Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level**

| Courses  | 1. Morals and Ethics   |   |   | 2. Knowledge |   |   | 3. Cognitive Skills |   |   | 4. Interpersonal Skills and Responsibility |   |   | 5. Numerical Analysis, Communication and Information Technology Skills |   |   | 6. Other Domain<br>ie. Learning Management Skills |   |   |
|--|------------------------|---|---|--------------|---|---|---------------------|---|---|--|---|---|--|---|---|---|---|---|
|  | ● Major Responsibility |   |   |              |   |   |                     |   |   | ○ Minor Responsibility                     |   |   |  |   |   |   |   |   |
| Course Category:<br><i>Required Course</i>                     | 1                      | 2 | 3 | 1            | 2 | 3 | 1                   | 2 | 3 | 1  | 2 | 3 | 1  | 2 | 3 | 1   | 2 | 3 |
| Course Code: ITM 3306<br>Course Title: Community-Based Tourism |                        | ● | ○ | ●            | ○ | ○ | ●                   | ○ | ○ | ○  | ● | ○ | ○  | ● | ○ | ○   | ○ | ○ |