



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: TRM 3402

Course Title: Cultural Tourism Management

Credits: 3 (3-0-6)

Program: Tourism Management

International College Suan Sunandha Rajabhat University
(SSRUIC)

Semester: 2 Academic Year: 2018

Section 1 General Information

1. Code and Course Title:

Course Code: TRM 3402
Course Title (English): Cultural Tourism Management
Course Title (Thai): -

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: Miss.Yanika Chuentako
4.2 Instructional Course Lecturer(s): Miss.Yanika Chuentako

5. Contact/Get in Touch

Room Number 305 Tel. 092-745-5979
E-mail: yanika.ch@ssru.ac.th

6. Semester/Year of Study

6.1 Semester: 2 Year of Study 2018
6.2 Number of the students enrolled: 31

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building Number: SSRUIC Room Number 409

Teaching Schedule: Tuesday/ Time 13.00-16.00

Wednesday / Time 09.00- 12.00

10. Last Date for Preparing and Revising this Course:

Date 25 Month December Year 2018

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 the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.

1.3 Cognitive Skills

- (1) Be able to analyze the causes of problems and conflicts as well as 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 / 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 concepts and principles of cultural tourism management 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 cultural tourism management.

Section 3 Characteristics and Operation

1. Course Outline

(English)Current situation, definitions and main aspects of cultural tourism, the relation of creative economy concept and cultural tourism, benefits and impacts of the promotion of cultural tourism, main types of cultural tourism, culture-based tourist attractions, cultural tourists, conservation of cultural resources, management and marketing of cultural resources, the UNESCO World Heritage Inscription, and the cultural interpretation.

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	Up on request	-	90

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 (Nakhonpathom Education Center/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 (Line): yanika.cee

3.5 Consulting via Computer Network (Internet/Web board)

Teacher website: 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 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;
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 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 the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.
- (2) Have integrated knowledge in other related disciplines.
- (3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the 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 as well as 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) Use problem-based learning.
- (2) Use cooperative learning strategies
- (3) Use 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 strategies
- (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 oral presentation for practicing communication skill.

5.3 Assessment Strategies

- (1) Assignments
- (2) Project report and presentation
- (3) Observation technique for students' uses of English and/or other language (s) during students' discussions among each other and with lecturers as well as during presentations in front of the class.
- (4) Midterm and final examinations

6. Other Domain

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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	Unit 1: Introduction <ul style="list-style-type: none"> • Defining cultural tourism • Key issues: linking cultural heritage management and tourism management 	3 hrs	<ul style="list-style-type: none"> • Pre-test • Direct Instruction • E-learning 	Miss. Yanika
2	Unit 2: Challenges in achieving sustainable cultural tourism <ul style="list-style-type: none"> • Culture and tourism: collaborators or competitors • Relationships between tourism and cultural heritage management • The consequences • The solutions 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss. Yanika
3	Unit 3: How tourism works <ul style="list-style-type: none"> • Nature of tourism • Attractions drive tourism • Factors influencing visitation levels • Tourist behavior • Cultural tourism 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss. Yanika
4	Unit 4: Cultural heritage management <ul style="list-style-type: none"> • Core concepts • Cultural heritage management and tourism • Negative and positive 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss. Yanika

	impacts of tourism			
5	Unit 5: Tangible heritage <ul style="list-style-type: none"> • Process- driven conservation of tangible cultural heritage • The scope of tangible heritage assets • Cultural significance of heritage assets • Authenticity • Tourism authenticity, and commodification • Visitors accessibility to tangible heritage assets 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss. Yanika
6	Unit 6: Intangible heritage and its management <ul style="list-style-type: none"> • Recognition of intangible cultural heritage management • Intangible heritage assets- management and tourism issues • Authenticity and cultural space • Tourism and changes of intangible heritage • Culturally appropriate and sustainable use of assets 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss. Yanika
7	Unit 7: Cultural tourism products-a regional perspective <ul style="list-style-type: none"> • Product • Benefits of adopting a marketing approach to product development • Hierarchy of attractions • Developing cultural 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Ms. Yanika

	tourism attractions			
8	Midterm Examination			
9	Unit 8: Commodification and cultural tourism products <ul style="list-style-type: none"> • Creating cultural tourism products or attractions • Tactics 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss. Yanika
10	Unit 9: The cultural tourism market: a cultural tourism typology <ul style="list-style-type: none"> • Who are cultural tourists? • A typology of cultural tourists: recognizing different cultural tourists • Five types of cultural tourists 	3 hrs	<ul style="list-style-type: none"> • Exercise • Self- Study • Case study discussion 	Miss. Yanika
11	Unit 10: Promoting and messaging the cultural tourism products <ul style="list-style-type: none"> • Using cultural and heritage assets to brand a destination • The role of involved groups in conveying messages • Effects of many involved groups on the message passed to the tourist 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise 	Miss. Yanika
12	Unit 11: Assessment <ul style="list-style-type: none"> • Assessing the tourism potential of assets • Considering the wider context • Understanding the 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss. Yanika

	<p>assets in its setting</p> <ul style="list-style-type: none"> • Asset specific issues: 'place' and cultural spaces • Stakeholder and consultation issues • People, skills and financial resources 			
13	<p>Unit 12: Asset auditing and planning</p> <ul style="list-style-type: none"> • An audit model • An audit procedure • Testing the procedure • Planning 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • Visit Baan Bu 	Ms. Yanika
14	<p>Unit 13: Cultural tourism marketing</p> <ul style="list-style-type: none"> • Marketing as a management tool • Unique features of marketing in cultural tourism • Strategic thinking • Sustainable competitive advantages • Role of research • The marketing plan • The four Ps.- the marketing mix 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • E- learning 	Miss. Yanika
15	<p>Unit 14: The case of creative economy in cultural tourism</p> <ul style="list-style-type: none"> • Defining creative economy • Role of creative economy • Implication in cultural tourism 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise 	Miss. Yanika
16	Student Project Presentation		<ul style="list-style-type: none"> • Final Exam review 	Miss. Yanika
17	Final Examination			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</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>(3) Be able to lead and follow group members, work in team and be a role model for others; and</p> <p>(4) Have self-discipline, be punctual, responsibility to self, profession and society.</p>	<p>(1) Class attendance, class participation, and behavior in class;</p> <p>(2) On-time submission of report and assignments and their quality; and</p> <p>(3) Students' contribution on group assignments.</p>	Throughout the semester	10%
2	<p>Knowledge</p> <p>(1) Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally.</p> <p>(2) Have integrated</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Assignments</p>	<p>Week 8: Midterm Exam,</p> <p>Week 17: Final Exam</p>	<p>20%</p> <p>30%</p>

	<p>knowledge in other related disciplines.</p> <p>(3) Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career.</p>			
3	<p>Cognitive Skills</p> <p>(1) Be able to analyze the causes of problems and conflicts as well as 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; and</p> <p>(3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Assignments</p>	Throughout the semester	20%
4	<p>Interpersonal Skills and Responsibilities</p>	<p>(1) Students' contribution</p>	Throughout the semester	15%

	<p>(1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and</p> <p>(2) Be responsible for the improvement of self-academic learning and the profession continuously.</p>	<p>and behavior in group assignments</p> <p>(2) Class presentation</p>		
5	<p>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; and</p> <p>(4) Be able to apply statistical or mathematical knowledge in</p>	<p>(1) Assignments</p> <p>(2) Project report and presentation</p> <p>(3) Observation technique for students' uses of English and/or other language (s) during students' discussions among each other and with lectures as well as during presentations in front of class.</p> <p>(4) Midterm and final examinations</p>	Throughout the semester	5%

	analyzing and interpreting the data.			
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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

McKercher, B. and du Cros, H. (2002). *Cultural tourism: the partnership between tourism and cultural heritage management*. New York: The Haworth Hospitality Press.

2. Important Documents for Extra Study

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

<http://whc.unesco.org>

<http://www.unescobkk.org>

<http://cbtnetwork.org>

Section 7 Course Evaluations 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 i.e. Learning Management Skills
	● Major Responsibility												○ Minor Responsibility				
Course Category <i>Required Course</i>	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4	
Course Code <i>TRM 3402</i> Course Title <i>Cultural Tourism Management</i>	●	●	○	○	●	●	○	●	●	○	●	○	●	●	●	○	-