TQF.3

☑ Bachelor's Degree

☐ Master's Degree

Course Specification

Course Code: ITM 3306 Course Title: Community-Based Tourism
Credits : 3 (3-0-6)

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

Semester : 1 Academic Year : 2018

Section 1 General Information

1. Code and Course Title :

Course Code: ITM 3306

Course Title (English):   Community-Based Tourism

Course Title (Thai):   การท่องเที่ยวชุมชน

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

6. Semester/ Year of Study

6.1 Semester: 1   Year of Study 2018

6.2 Number of the students enrolled: 5 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: SSRUIC   Room Number

10. Last Date for Preparing and Revising this Course:

Date 9th Month August 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 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 the concepts and principles of community-based tourism as well as having an ability to apply the lessons with case studies and in actual work. This course should

encourage students to understand the procedure of community-based tourism, explain, analyze the concepts of community-based tourism.

Section 3 Characteristics and Operation

1. Course Outline

(English) Definitions of community-based tourism, roles and importance of local community as a tourist destination, management principles of community- based tourism, participation of local people, public and private sectors in managing community- based tourism, building awareness, host community awareness programs developing, and tourism opportunities for local communities' assessment and planning.

(Thai)   ความหมายของการท่องเที่ยวชุมชน การวิเคราะห์บทบาทและความสำคัญของชุมชนในแหล่งท่องเที่ยว หลักการจัดการการท่องเที่ยวโดยชุมชน บทบาทการมีส่วนร่วมของคนในชุมชน ภาครัฐบาล และภาคเอกชนในการจัดการท่องเที่ยวชุมชน การสร้างจิตสำนึก

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)
3	3	0	6

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 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

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	Topic 1: Introduction • Concept and definitions • Meaning and relationship between the various types of tourism • Meaning and history of Community-Based Tourism	3 hrs	• Pre-test • Direct instruction	Miss Yanika
2	Topic 2: Principles and Meaning • Elements of community-based tourism management • Name and meanings regarding the community tour • Community-based tourism and community development	3 hrs	• PBL • Direct instruction • Case study discussion • Exercise • E-learning	Miss Yanika
3	Topic 3: Choosing a Destination • Sustainable community resource management • Cultural resources, wisdom and way of life	3 hrs	• PBL • Direct instruction • Case study discussion • Exercise • E-learning	Miss Yanika
4	Topic 4: Ecotourism by community • Elements of ecotourism management	3 hrs	• PBL • Direct instruction • Case study discussion • Exercise	Miss Yanika

	• Ecotourism development			
5	**Topic 5:** Forms and limitations of community-based tourism • Advantage and disadvantage of community-based tourism • Community-based tourism limitations	3 hrs	• PBL • Direct instruction • Case study discussion • E‑ learning	Miss Yanika
6	**Topic 6:** Work process to promote tourism by community • Marketing for CBT • Marketing mechanism • Preparing tourists • Past tour evolution	3 hrs	• PBL • Direct instruction • Case study discussion • Exercise	Miss Yanika
7	**Topic 7:** Planning, vision and purpose of community-based tourism • Community based tourism planning strategy • Community based tourism development plan	3 hrs	• PBL • Direct instruction • Midterm Exam review	Miss Yanika
8	Midterm Examination			
9	**Topic 8:** Completing a feasibility Study with the community • Community goals and motivation for developing CBT • Understanding CBT • The positive and negative impacts of tourism • The strength and weakness of the community • Participatory analysis	3 hrs	• PBL • Direct instruction • Exercise • E‑ learning	Miss Yanika
10	**Topic 9:** Choosing a Destination • Community Potential	3 hrs	• PBL • Direct instruction • Exercise	Miss Yanika

	• Market Potential of CBT • Government Policy and The Role of Local Government in Supporting CBT • Project Personnel and Funding		• E‑learning	
11	Topic 10**:** Tourism Vision and Objectives • The meaning and importance of determining vision • Determining a vision for CBT • Tourism objectives	3 hrs	• PBL • Direct instruction • Case study discussion • E‑learning	Miss Yanika
12	Topic 11**:** Program Design • Principles • Important elements in Program design • Activities of CBT	3 hrs	• PBL • Direct instruction • Exercise • E‑learning	Miss Yanika
13	Topic 11**:** Program Design (continued) • Carrying capacity Analysis • Quotation of tour and service fee	3 hrs	• PBL • Direct instruction • Case study discussion • E‑learning	Miss Yanika
14	Topic 12**:** Interpretive Guiding and Marketing • Meaning and type of interpretive guiding • Human based interpretive guiding • Non human based interpretive guiding	3 hrs	• PBL • Direct instruction • Case study discussion • E‑learning	Miss Yanika
15	Topic 13**:** Monitoring and Evaluation and Networks • The meaning of monitoring and evaluation • Benefit of monitoring	3 hrs	• PBL • Direct instruction • Case study discussion • Exercise • E‑learning	Ms. Yanika

	• Monitoring schedule • Framework for monitoring • Tools • Indicators • The process of evaluation			
16	Student Project Presentation	3 hrs	• Student Project Presentation • E- learning • Final Exam review	Ms. Yanika
17	Final Examination			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	**Morals and Ethics** (1) The ability to deliver or to complete a required task within the appointed time when conducting tour. (2) The ability to do the right thing according to the values, beliefs and principles they claim to hold. (3) The ability to make decisions in tourism business according to moral concepts and judgments.	Attendance/ Discipline	Throughout the semester	10 %
2	**Knowledge** (1) The ability to understand of theories and concepts in tourism (2) The ability to understand of case studies relevant to tourism management. (3) The ability to give general information and knowledge of Thailand and tourist	Midterm & Final Examination	1) Week 8 2) Week 17	20 % 30 %

	attractions in Thailand and ASEAN countries.			
3	**Cognitive Skills** (1) The ability to apply theories and concepts in tourism management in case studies and real situations. (2) The ability to solve problems that may occur during managing tours. (3) The ability to solve problems that may occur during cooperative education.	Assignments / Reports	Throughout the semester	20%
4	**Interpersonal Skills and Responsibilities** (1) The ability to adjust to work in team both as leader and follower. (2) The ability to response for individual and group assignments. (3) The ability to adjust themselves in multi- cultural environment.	Group/Pair work	Throughout the semester	15%
5	**Numerical Analysis, Communication and Information Technology Skills** (1) The ability to have basic skill of computer to use in daily life as well as in workplace. (2) The ability to do both oral and written communication in English. (3) The ability to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.	E-Learning	Throughout the semester	5%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

Leksakundilok, A. 2006. *Community Participation in Ecotourism Development in Thailand.* Ph.D. Dissertation University of Sydney.

Sharpley R. and J. 1997. *Rural Tourism an Introduction.* London: International Thomson Business Press.

2. Important Documents for Extra Study

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

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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

a.   Observing students' behavior in classroom.

b.   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 ie.Learning Management Skills		
Course Category: Required Course	● **Major Responsibility**									○ **Minor Responsibility**								
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code ITM 3306 Course Title Community-Based Tourism	○	●	○	●	○	○	●	○	○	○	●	○	○	●	○	-	-	-