



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: TRM 3404

Course Title: Health and Spa Tourism Management

Credits: 3 (3-0-6)

Program: Tourism Management

International College Suan Sunandha Rajabhat University (SSRUIC)

Semester: 1 Academic Year: 2019

Section 1 General Information

1. Code and Course Title:

Course Code: TRM 3204
Course Title (English): Health and Spa 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:

- | | |
|--|---|
| <input type="checkbox"/> General Education | <input checked="" type="checkbox"/> Required Course |
| <input type="checkbox"/> Elective Course | <input type="checkbox"/> 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 306 Tel. 092-745-5979

E-mail yanika.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2019

6.2 Number of the students enrolled 38 students

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building: SSRUIC Room Number: 411

10. Last Date for Preparing and Revising this Course:

Date 20 Month December Year 2019

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

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 General Education Courses, undergraduate students program in Tourism Management Program should have essence of knowledge in the background of health and spa tourism 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 Health and Spa Tourism Management.

Section 3 Characteristics and Operation

1. Course Outline

(English) Meaning, fundamental concept and background of health and spa tourism, demand and supply, service standard, growth factors, health and spa tourism in Thailand and public health policy, health-promotion tourism management, and competitiveness and challenges.

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)
48	-	90	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 306
Building SSRUIC 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;
- (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 strategies
- (3) Use case studies
- (4) 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

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.
- (2) Use e-learning.
- (3) Use group discussions.
- (4) Use oral presentation for practicing communication skill.

5.2 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 classes.
- (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	Topic 1 Introduction to Wellness, Health Tourism <ul style="list-style-type: none"> • Definitions • Current situation for Wellness/ Health Tourism • Future situation for Wellness/ Health Tourism 	3 hours	<ul style="list-style-type: none"> • Direct Instruction • E-learning • Pre-Class quiz • Group Discussion 	Miss Yanika
2	Topic 2 Overview of the Spa Industry <ul style="list-style-type: none"> • Origins and Development • Types of Spa • Governing Bodies and Associations • The Spa Experience 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study • Exercise • E- learning 	Miss Yanika
3	Topic 3 Developing Spa Concept <ul style="list-style-type: none"> • How to Create an Unique Concept that Matches Your Needs and Resources • Business Planning 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	Topic 4 How to Prepare a Spa Business Plan with Emphasis on: 01 <ul style="list-style-type: none"> • Marketing Plan • Management Plan • Financial Plan 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
5	Topic 4 How to Prepare a Spa Business Plan with Emphasis on: 02 <ul style="list-style-type: none"> • Spa Treatment and Products • Spa Design 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
6	Topic 4 How to Prepare a Spa Business Plan with Emphasis on: 03 <ul style="list-style-type: none"> • Inventory Requirements • Spa Ethnics 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
7	Topic 6 Cloud computing and applications <ul style="list-style-type: none"> • Concepts of cloud • Cloud and business applications • Cloud and the vision of future • Cloud and social impacts 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
8	Midterm Examination			
9	Topic 7	3 hours	<ul style="list-style-type: none"> • PBL 	Miss Yanika

	Facial Treatment <ul style="list-style-type: none"> • Anatomy and Physiology • Manual Face Lifting & Firming • Skin Treatments 		<ul style="list-style-type: none"> • Direct instruction • Case study discussion • Exercise • E- learning 	
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Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
10	Topic 7 Facial Treatment <ul style="list-style-type: none"> • Anatomy and Physiology • Manual Face Lifting & Firming • Skin Treatments 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
11	Topic 8 Health and Wellness <ul style="list-style-type: none"> • Thai Traditional Massage • Deep Tissue Massage • Stretch and Press 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Mis Yanika
12	Topic 9 Holistic Therapy <ul style="list-style-type: none"> • Basic Manual Lymphatic Drainage Massage • Maya massage • Basic Reflexology 	3 hours	<ul style="list-style-type: none"> • Direct instruction • Group discussion • E- learning 	Miss Yanika
Week	Topic/Outline	Periods	Learning Activities	Lecturer(s)

			and Medias	
13	Topic 10 Massage Therapy Fundamental <ul style="list-style-type: none"> • The function of organs and structures in the body • Basic knowledge to training in treatments 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
14	Topic 11 Massage Therapy <ul style="list-style-type: none"> • Thai Traditional Massage • Hot Stone Massage • Indian Head Massage 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
15	Topic 12 Physiotherapy and Fitness <ul style="list-style-type: none"> • Slimming Massage • Spa Treatments • Facial Treatment • Hand, Foot, Nail and Waxing Treatments 	3 hours	<ul style="list-style-type: none"> • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
16	Topic 14 Presentation by Use of Graphic Design Tools	3 hours	<ul style="list-style-type: none"> • Presentation • E-learning 	Miss Yanika
17	Final Examination			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Morals and Ethics (1) Be aware of values and	(1) Class attendance,	Throughout the semester	10%

	<p>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>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>		
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 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>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Assignments</p>	<p>Week 8: Midterm Exam,</p> <p>Week 18: Final Exam</p>	<p>20%</p> <p>30%</p>

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3	<p>Cognitive Skills</p> <p>(1) Be able to analyze the causes of problems and conflicts as well as be</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p>	<p>Throughout the semester</p>	<p>20%</p>

	<p>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>	(3) Assignments		
4	<p>Interpersonal Skills and Responsibilities</p> <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>(1) Students' contribution and behavior in group assignments</p> <p>(2) Class presentation</p>	Throughout the semester	15%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be competent in using</p>	<p>(1) Assignments</p> <p>(2) Project report and presentation</p> <p>(3) Observation</p>	Throughout the semester	5%

	<p>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 analyzing and interpreting the data.</p>	<p>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>		
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Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

eTourism : Information Technology for Strategic Tourism Management,

by Dimitrios Buhalis – FT Prentice Hall – 2003

Information Technology Management : *Transforming Organizations in the Digital Economy 7Ed*, John Wiley, by Efraim Turban and Linda Volonino, 2010 ISBN: 978-0-470-40032-6, paperback 648 pages

Principles of Information Systems by Ralph Stair and George Reynolds
11Edition – Cengage Learning – 2014

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

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 ie. Learning Management Skills			
	● Major Responsibility												○ Minor Responsibility							
Course Category Required Course	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4	1	2	3	
Course Code TRM 3404 Course Title Health and Spa Tourism Management	●	●	○	○	●	●	○	●	●	○	●	○	●	●	●	○	-	-	-	