



TQF.3

Bachelor's Degree

Master's Degree

## **Course Specification**

Course Code: TRM 2205

Course Title: Tourist Behavior

Credits: 3 (3-0-6)

Program: Tourism Management

International College Suan Sunandha Rajabhat University (SSRUIC)

Semester: 3 Academic Year: 2019

## Section 1 General Information

### 1. Code and Course Title:

Course Code: TRM 2205  
Course Title (English): Tourist Behavior  
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 306              Tel. 092-745-5979

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

### 6. Semester/ Year of Study

6.1 Semester: 3 Year of Study 2018

6.2 Number of the students enrolled 8 students

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

None

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

None

## **9. Learning Location**

Building: SSRUIC      Room Number:

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

Date: June 20, 2020

### **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 developing of Information and Technology in 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 definitions and types tourists, differences between consumers in other business and tourists, concepts and theories of tourist behavior, significance of studying tourist behavior, determinants, purchase decision-making process, motivations and experiences of tourists.

## **Section 3 Characteristics and Operation**

### **1. Course Outline**

(English) Definitions and types tourists, differences between consumers in other business and tourists, concepts and theories of tourist behavior, significance of studying tourist behavior, determinants, purchase decision-making process, motivations and experiences of tourists, case studies applied.

## 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](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 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	<b>Unit 1</b> <b>Introduction to the module and the history of tourist behaviors   01</b> <ul style="list-style-type: none"> <li>• A Brief Overview</li> <li>• Tourist Behaviour: Approaches and Concepts</li> <li>• Distinguishing between mass and special interest tourism.</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Offline</li> <li>• Direct Instruction</li> <li>• Round robin</li> </ul>	Miss Yanika
	<b>Unit 1</b> <b>Introduction to the module and the history of tourist behaviors   02</b> <ul style="list-style-type: none"> <li>• Special Interest Tourism Operations: an entrepreneurial perspective</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Offline</li> <li>• Direct instruction</li> <li>• Brainstorming</li> </ul>	Miss Yanika
2	<b>Unit 2:</b> <b>Consumer behavior basics</b> <ul style="list-style-type: none"> <li>• Tourist Behavior; Sources of travel</li> <li>• behaviour data;</li> <li>• Types of sources / studies in tourism and leisure</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Offline</li> <li>• Direct instruction</li> <li>• Pair discussion</li> </ul>	Miss Yanika

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
2	<b>Unit 3</b> <b>Typologies of tourist behavior and the Successful Tourism Destinations</b> <ul style="list-style-type: none"> <li>• Tourist Typologies: Examples and Approaches</li> <li>• The 10As of Successful Tourism Destinations</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Online</li> <li>• Video lecture</li> <li>• Padlet</li> <li>• Six Thinking Hats</li> <li>• Quizizz</li> </ul>	Miss Yanika
3	<b>Unit 4</b> <b>Tourist behavior and Responsible Tourism</b> <ul style="list-style-type: none"> <li>• Ethical Tourism</li> <li>• Issues, trends and cases</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Offline</li> <li>• Direct instruction</li> <li>• Problem based Learning</li> </ul>	Miss Yanika
	<b>Topic 5</b> <b>Main Concepts in tourist behaviors and motivators</b> <ul style="list-style-type: none"> <li>• Psychological Concepts: Motivation, Attitudes, Awareness &amp; Images; Acceptance</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Offline</li> <li>• Direct instruction</li> <li>• Write pair share</li> </ul>	Miss Yanika
4	<b>Unit 6</b> <b>Determinants and Models of the purchase decision-making process</b> <ul style="list-style-type: none"> <li>• Information Behavior, Choice, and Decision</li> <li>• Marketing and Industry issues: Segmentation, Brands; Advertising</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Offline</li> <li>• Direct instruction</li> <li>• Problem based learning</li> <li>• Case study discussion</li> </ul>	Miss Yanika

<b>Week</b>	<b>Topic/Outline</b>	<b>Periods</b>	<b>Learning Activities and Medias</b>	<b>Lecturer(s)</b>
4	Midterm Examination			
5	Unit 7 Tourist Behaviour and Culture <ul style="list-style-type: none"> <li>• Cross Cultural Tourist Behavior</li> <li>• Cross Cultural Tourism Marketing</li> <li>• Trends and Future Directions</li> <li>• Promotional Competitions, Vacation Prizes, and Consumer Behavior</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Offline</li> <li>• Direct instruction</li> <li>• Padlet</li> <li>• Round Robin</li> </ul>	Miss Yanika
	Unit 8 The nature of demand in different segments of tourism market <ul style="list-style-type: none"> <li>• Tourist market segment</li> <li>• Tourist behavior and Gender</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Offline</li> <li>• Direct instruction</li> <li>• Six Thinking Hats</li> <li>• Think pair share</li> </ul>	Miss Yanika
6	Topic 9 The marketing mix and tourist behavior on the satisfaction   01 <ul style="list-style-type: none"> <li>• Product</li> <li>• Price</li> <li>• Place</li> <li>• Promotion</li> <li>• Physical Evidence</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Online</li> <li>• Video Lecture</li> <li>• Padlet</li> <li>• Six Thinking Hats</li> </ul>	Miss Yanika

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
6	<p>Topic 9 The marketing mix and tourist behavior on the satisfaction   02</p> <ul style="list-style-type: none"> <li>• People</li> <li>• Process</li> <li>• Programing</li> <li>• Packaging</li> <li>• Partnership</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Online</li> <li>• Video Lecture</li> <li>• Padlet</li> <li>• Project based Learning</li> </ul>	
7	<p>Topic 10 Researching tourist behavior-marketing research</p> <ul style="list-style-type: none"> <li>• Conceptual model of link between concepts, influences and research contexts</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Online</li> <li>• Video Lecture</li> <li>• Research based Method</li> <li>• Google Form</li> </ul>	Miss Yanika
	<p>Topic 11 The emergence of new markets and changes in tourist demand</p> <ul style="list-style-type: none"> <li>• Tourist Satisfaction</li> <li>• Economic</li> <li>• Environment</li> <li>• Service Delivery</li> <li>• Authenticity</li> <li>• Interpretation</li> </ul>	3 hours	<ul style="list-style-type: none"> <li>• Offline</li> <li>• Direct instruction</li> <li>• Think pair share</li> </ul>	Miss Yanika
8	<b>Final Project Presentation</b>	3 hours	<ul style="list-style-type: none"> <li>• Infographic Presentation</li> </ul>	Miss Yanika
	<b>Final Examination</b>			

## 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) 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><b>Knowledge</b></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 5: Midterm Exam,</p> <p>Week 8: Final Exam</p>	<p>20%</p> <p>30%</p>



	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
3	<p><b>Cognitive Skills</b></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><b>Interpersonal Skills and Responsibilities</b></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%

	<b>Learning Outcome</b>	<b>Assessment Activities</b>	<b>Time Schedule (Week)</b>	<b>Proportion for Assessment (%)</b>
5	<p><b>Numerical Analysis, Communication and Information Technology Skills</b></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 analyzing and interpreting the data.</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%

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

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

Decrop, A., & Kozak, M. (2012). *Handbook of tourist behavior: Theory & practice*. New York: Routledge.

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

Kozak, M., & Kozak, N. (2018). *Tourist behavior: An experiential perspective*. Cham, Switzerland: Springer.

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

Weiermair, K., & Mathies, C. (2004). *The tourism and leisure industry: Shaping the future*. New York: Haworth Hospitality 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

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 2205 Course Title Tourist Behavior	●	●	○	●	●	●	●	●	●	○	●	○	●	●	●	○	-	-	-	