



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: ITM 3411 Course Title: Northern Thailand Tours

Credits: 3(3-0-6)

Program: Tourism Management, International College

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 2, Academic Year: 2017

Section 1 General Information

1. Code and Course Title:

Course Code: ITM 3411

Course Title (English): Northern Thailand Tours

Course Title (Thai): เส้นทางภาคเหนือ

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

3. Curriculum and Course Category:

3.1 Curriculum: Tourism Management

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: A. Sakul Jariyachamsit

4.2 Instructional Course Lecturer (s): A. Sakul Jariyachamsit

5. Contact/Get in Touch

Room Number: 305 Tel.: 034 964 935

E-mail: a.sakul@yahoo.com

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study: 2017

6.2 Number of the students enrolled: 23

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

International College, Suan Sunandha Rajabhat University,
Nakhon Pathom Education Center

| Group | Teaching Schedule | Time | Room No. | Lectures |
|-------|-------------------|-------------|----------|------------|
| TM | Monday | 09:00-12:00 | 408 | A.Sakul J. |

10. Last Date for Preparing and Revising this Course:

Date: 15 Month: December 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) To perceive importance of morality, ethics, and integrity
- (2) To respect and follow rules and regulations of institution and society

1.2 Knowledge

- (1) To demonstrate the relationship of tourist and tourist guide to further courses.
- (2) To explain the relationship between geography and tourism in Northern of Thailand

1.3 Interpersonal Skills and Responsibility

- (1) To improve the analytical skills and systematic thinking applicable for everyday decision-making process
- (2) To demonstrate the relationship of tourist and tourist guide to further courses.

1.4 Numerical Analysis, Communication and Information Technology Skills

- (1) To improve the skills to use legal theory to interpret to the real situation.

2. Objectives for Developing/ Revising Course (content/ learning process/ assessment and etc.)

By the end of the semester, students are expected to learn the followings,

2.1 Learn to understand basic legal terminology and concepts.

2.2 Learn how to evaluate issues of legal significance in tourism industry.

2.3 Apply legal reasoning to situations and form legal conclusions.

2.4 Compare and apply various legal theories/interpretations to factual situations.

2.5 Learn how to issue spot, weigh, and analyze risks, and gain a sense of comfort and familiarity with the legal system.

2.6 Enhanced English written skills

Section 3 Characteristics and Operation

1. Course Outline

(English)

Trip for training skill of organizing and guiding tour, featuring historical and cultural background and main tourist attractions of the Northern of Thailand. At least one site in Chiang Mai, Chiang Rai, Lamphun, Lampang, Phitsanulok, Sukhothai and Kamphaengphet provinces.

(Thai)

ทัศนศึกษาเพื่อฝึกทักษะการจ้ดนำเที่ยวและการเป็นมัคคุเทศก์ เป็นเส้นทางแหล่งท่องเที่ยวเชิงประวัติศาสตร์ และวัฒนธรรมในจังหวัดทางภาคเหนือ จังหวัดเชียงใหม่ เชียงราย ลำพูน ลำปาง พิชณโลก สุโขทัย และกำแพงเพชร

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) |
|-----------------|------------------------|------------------------------------------------|---------------------|
| 30 hours | 30 hour | 75 hours | Upon Request |

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

3 hours / 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: -

3.3 Consulting via E-Mail: a.sakul@yahoo.com

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

Facebook: -

3.5 Consulting via Computer Network (Internet/Web board): -

Lecturer's website: http://www.teacher.ssruc.ac.th/sakul_ja/

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

•1.1Morals and Ethics to be developed

(1) Be able to deliver or to complete a required task within the appointed time, including presenting at the appointed time when conducting a tour.

(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, 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 and field trips.

2. Knowledge

●2.1 Knowledge to be acquired

- (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.

○ **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) Quizzes
- (2) Midterm and final examination
- (3) Assignments

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 strategies
- (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 Responsibility to be developed**

- (1) Be able to adjust to work in team both as leader and as 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 Skills 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

None

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 | <ul style="list-style-type: none"> Overview the course The improvement activity Training skill of tourist Guide | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 2 | <ul style="list-style-type: none"> Organize program tour | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 3 | <ul style="list-style-type: none"> Organize program tour (1) Presentation 1 | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 4 | <ul style="list-style-type: none"> General knowledge of tourist attraction in Phisanulok province Presentation 2 | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 5 | <ul style="list-style-type: none"> General knowledge of tourist attraction in Kamphaengphet province Guiding tour 1 | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 6 | <ul style="list-style-type: none"> General knowledge of tourist attraction in Sukhothai province Guiding tour 2 | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |

| Week | Topic/ Outline | Periods | Learning Activities and Medias | Lecturer(s) |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------------------------------------------------------------------------------------------------------|--------------------|
| 7 | <ul style="list-style-type: none"> • General knowledge of tourist attraction in Lampang province • Guiding tour 3 | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 8 | Midterm Examination | | | |
| 9 | Field Trip | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 10 | <ul style="list-style-type: none"> • General knowledge of tourist attraction in Lamphun province • Guiding tour 4 | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 11 | Field Trip | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 12 | <ul style="list-style-type: none"> • General knowledge of tourist attraction in Chiang mai province • Guiding tour 5 | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 13 | <ul style="list-style-type: none"> • General knowledge of tourist attraction in Chiang mai province • Guiding tour 6 | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 14 | Field Trip | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |

| Week | Topic/ Outline | Periods | Learning Activities and Medias | Lecturer(s) |
|------|----------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------------------------------------------------------------------------------|-------------|
| 15 | <ul style="list-style-type: none"> • General knowledge of tourist attraction in Chiang rai province • Guiding tour 7 | 4 | Lecture, In-Class Discussion and Exercises Teaching Media PowerPoint Slides Whiteboard | A. Sakul J. |
| 16 | Final Examination Deadline Week for Final Assignment | | | |

2. Learning Assessment Plan

| | Learning Outcome | Assessment Activities | Time Schedule (Week) | Proportion for Assessment (%) |
|---|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------------|
| 1 | Morals and Ethics | 1.1 Monitor students' attendance 1.2 Evaluate from how much students' level of satisfaction and change of attitudes. 1.3 Evaluate from how much students' papers and presentations are accurate. 1.4 Evaluate from students' responsibility on their contribution on group projects. | Throughout the semester | 10% |

| | Learning Outcome | Assessment Activities | Time Schedule (Week) | Proportion for Assessment (%) |
|---|----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-----------------------------------------------------------------------------------------|
| 2 | Knowledge | 2.1 Evaluate from test, midterm, and final examination. 2.2 Evaluate from group project and individual reports. 2.3 Evaluate from class presentation and trip. | Throughout the semester | 40% for assignments 20% for midterm examination 30% for final examination |
| 3 | Cognitive Skills | 3.1 Evaluate from test, midterm, and final examination. 3.2 Use Rubric Assessment Criteria in evaluating students' performance in participating in class assignments. | Throughout the semester | (Referred to number 2) |
| 4 | Interpersonal Skills and Responsibilities | 4.1 Evaluate from group project. 4.2 Evaluate from class presentation and participation. | Throughout the semester | (Referred to number 2) |
| 5 | Numerical Analysis, Communication and Information Technology Skills | 5.1 Evaluate from group presentation and group discussion. 5.2 Evaluate from performance of students in presenting searched information in presentation and paper writing forms. | Throughout the semester | (Referred to number 2) |

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

China Williams, Mark. 2010, Discover Thailand Travel Guide, Lonely Planet

2. Important Documents for Extra Study

Joe Commings. Thailand, Lonely Planet.

Leiper N. 2004 Tourism Management Pearson Education Australia Pty Ltd. Third Edition: Australia

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

<http://www.tourism.go.th>
<http://thai.tourismthailand.org>
<http://www.tat.or.th/tat>
<http://www.pgathaiguide.com>
<http://www.geography.about.com>
<http://www.google.com>

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of question:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) The content was sufficiently integrated.
- (4) The content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials were used effectively.
- (6) The learning methods appropriately assess the students' understanding of the content.
- (7) Overall, students are satisfied with the quality of this course.

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

- (1) Revise and develop course structure and process every three years.
- (2) Assign different lecturers teach this course to enhance students' performance.

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

● Major Responsibility

○ Minor Responsibility

| Course | 1. Morals and Ethics | | | 2. Knowledge | | | 3. Cognitive Skills | | | 4. Interpersonal Skills and Responsibility | | | 5. Numerical Analysis, Communication and Information Technology Skills | | |
|--------------------------------|----------------------|---|---|--------------|---|---|---------------------|---|---|--------------------------------------------|---|---|------------------------------------------------------------------------|---|---|
| | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 | 1 | 2 | 3 |
| ITM3411 Northern Thailand Tour | ● | ○ | ○ | ● | ○ | ● | ○ | ● | ○ | ● | ○ | ○ | ○ | ● | ○ |