

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: 2 Academic Year: 2017

Section 1 General Information

1. Code and Course Title :

Course Code: TRM 2205

Course Title (English): Tourist Behavior

Course Title (Thai): พฤติกรรมนักท่องเที่ยว

2. Credits: 3

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: Ms Supaksiri Prakancharoen

4.2 Instructional Course Lecturer(s):

(1) -

(2) -

5. Contact/Get in Touch

Room Number: 305 **Tel.** 063 498 9982

E-mail: supaksiri.pr@ssruic.ac.th

6. Semester/ Year of Study

6.1 Semester: 2017 Year of Study: 2

6.2 Number of the students enrolled: 34

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

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

Teaching Schedule: Friday 9.00-12.00

Room No. 301

10. Last Date for Preparing and Revising this Course:

April 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:

2.1 Morals and Ethics

2.1.1 Morals 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.

2.2 Knowledge

2.2.1 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.

2.3 Cognitive Skills

2.3.1 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.

2.3.2 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.

2.3.3. Evaluation 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.

2.4 Interpersonal Skills and Responsibility

2.4.1 Interpersonal Skills and Responsibility 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.

2.4.2 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.

2.4.3 Evaluation Strategies

- (1) Evaluate from group project, operating tour and conducting research.
- (2) Evaluate from class presentation and participation.

2.5 Numerical Analysis, Communication and Information Technology Skills

2.5.2 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.

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 tourist behavior study, 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 tourist behavior study for tourism management.

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.

(Thai)

คำจำกัดความ ทฤษฎีทั่วไปเกี่ยวกับพฤติกรรมผู้บริโภค ความต้องการของนักท่องเที่ยว แรงจูงใจ การตัดสินใจ การรับรู้ ภาพลักษณ์ ประสบการณ์ พฤติกรรมในการท่องเที่ยว ความคาดหวังและความพึงพอใจ ประเภทนักท่องเที่ยว ลักษณะทางประชากรศาสตร์ ปัจจัยภายนอกที่มีอิทธิพลต่อพฤติกรรมนักท่องเที่ยว รูปแบบพฤติกรรมกรรมการท่องเที่ยวที่เปลี่ยนแปลงไป กรณีศึกษาและการสำรวจพฤติกรรมนักท่องเที่ยว

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 hours	0 hour	90 hours	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 305

Building: International College (Nakhonpathom Education Center)

3.2 Consulting via office telephone/mobile phone: 081 899 2970

3.3 Consulting via E-Mail: supaksiri.pr@ssruic.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line): None

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

http://www.teacher.ssru.ac.th/supaksiri_pr/

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, 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 Evaluation 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 Evaluation 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 Evaluation 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 Responsibility

4.1 Interpersonal Skills and Responsibility 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 Evaluation 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 Evaluation 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.

Remark: Symbol ● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

Section 5 Lesson Plan and Assessment

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Unit 1: Introduction to Human behavior theory and concept (1) Factor and determinant influencing human behavior (2) Concept of tourist behavior and its significance of studying (3) Tourist behavior in cross-cultural context	3 hr	-Lecture -Group discussion -Story sharing -Videos	Ms Supaksiri Prakancharoen
2	Unit 2: International impact and change in tourist behavior (1) Globalization and its criticism in tourism (2) Typology of tourist and context in cross-cultural and social interaction	3 hr	-Lecture -Case studies -Student presentation -Discussion -Dictation for English vocabulary review	Ms Supaksiri Prakancharoen
3	Unit 3: Difference and significance in tourist behavior (1) Thai tourist behavior (2) ASEAN tourist behavior (3) Pacific and Oceania tourist behavior (4) European and American behavior (5) Middle East and African tourist behavior	3 hr	- Lecture -Video, pecha kucha method - Case studies and discussion	Ms Supaksiri Prakancharoen
4	Unit 4: World major religions and civilizations and its significance in human behavior patterns	3 hr	- Lecture - Video - Story sharing - Case studies	Ms Supaksiri Prakancharoen

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
5	Unit 5: Service and cultural influences on service (1) Nature of service (2) People-based service (3) Cultural differences in expectation from service (4) Service quality, value, and satisfaction	3 hr	-Student research and presentation -Role play -Case studies and discussion -PBL	Ms Supaksiri Prakancharoen
6	Unit 6: Cross cultural communication framework (1) Meaning and typology of cross cultural communication (2) Importance of cross cultural communication in tourism context (3) Cross cultural communication and tourist behavior	3 hr	-Lecture -Case studies -Group discussion -Dictation for English vocabulary review	Ms Supaksiri Prakancharoen
7	Unit 7: Current tourism trends (1) Trend for individual traveler (2) Trend for group traveler (3) Trend for dweller (4) Trend for another types of tourism (5) Online technology trend	3 hr	-Lecture -Case studies -Group discussion -PBL	Ms Supaksiri Prakancharoen
8	Midterm	3 hr	Midterm	Ms Supaksiri Prakancharoen
9	Unit 8: Ethics concept (1) Conflicting ethical behavior and practice in tourism	3 hr	-Lecture and discussion	Ms Supaksiri Prakancharoen

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
	(2) Dilemma in tourism, cultural, and social aspect (bribery, gender discrimination, racism, child labor, ecological concerns, and false information)	3 hr	-Discussion -Student research and presentation -Role play -Case studies -PBL	Ms Supaksiri Prakancharoen
10	Unit 9: Consumer's decision making and buying behavior (1) Stimuli in demographic, cultural, technological, and social aspect (2) Buyer's factor (nationality, ethnicity, lifestyle, stage of life, economic status, etc.) (3) Cultural trait and influence on buying (4) Value of buyer from all over the world	3 hr	-Lecture and discussion - Role play - Dictation for English vocabulary review	Ms Supaksiri Prakancharoen
11	Unit 10: Tourist consumer behavior and tourist products (1) Tourist products and its developing (2) Tourist products and its promoting (3) General concept of tourism marketing	3 hr	-Lecture and discussion -PBL	Ms Supaksiri Prakancharoen
12	Unit 11: Discussion for tourist behavior and its mechanism for: (1) Understanding and respect (2) Individual and collective fulfillment	3 hr	-Individual assignment -Group study and discussion -Lecture and discussion	Ms Supaksiri Prakancharoen

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer (s)
13	Unit 11: Discussion for tourist behavior and its mechanism for: (continued) (3) Enhancement in cultural Heritage (1) Competence in tourism	3 hr	-Individual assignment -Group study and discussion	Ms Supaksiri Prakancharoen
14	Review for final examination	3 hr	-Presentation	Ms Supaksiri Prakancharoen
15	Final-Test	3 hr	-Final-test	Ms Supaksiri Prakancharoen

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	Morals and Ethics	-Class and presentation participation -Classmate assistance -Teamwork contribution -Individual and collective fulfillment -Non-plagiarism or cheating in report and exams -Attend class and submit assignment on time	1-15	15%
2	Knowledge	-Exercise, test, presentation and dictation	2,4,7,8, 13,14,15	Assignment 40% Midterm Test 20% Final Exam
3	Cognitive Skills	-Case studies discussion -Role play	2,3,5,10,12	
4	Interpersonal Skills and Responsibilities	-Group discussion - Teamwork practice in presentation and role play	1-7 and 9-15	
5	Numerical Analysis, Communication and Information Technology Skills	-Technology in data finding and computer literacy	12	30%

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

- Reisinger, Y. (2009). International Tourism: Cultures and Behavior. First Edition. ELSEVIER

2. Important Documents for Extra Study

- Kozak, M., Decrop, A. (2009). Handbook of Tourist Behavior: Theory & Practice. Retrieved from https://books.google.co.th/books?id=LAyRAgAAQBAJ&dq=tourist+behavior+pdf&hl=th&source=gbs_navlinks_s

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

- T. Choibamroong. (2006). Knowledge of Tourists' Behavior: A Key Success Factor for Managers in Tourism Business. Retrieved from http://www.bu.ac.th/knowledgecenter/epaper/jan_june2006/Teardc hai.pdf
- www.culturaldetective.com.
- www.diversityhotwire.com/learning/diversity_dilemma.html.
- www.intercultural.org.

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

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
ITM2205 Tourist Behavior	○	●	○	●	○	○	●	○	○	○	●	○	○	●	○