



Course Specification

Course Title: tourist behavior in digital age

Course Code 3572225

Semester 1 Academic Year 2020

Bachelor of Arts in Hospitality Management
(International Programme)
School of Tourism and Hospitality Management
Suan Dusit University

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Course Specification

| | |
|----------------------------------|--|
| Name of institution | Suan Dusit University |
| Campus/faculty/department | School of Tourism and Hospitality Management |

Section1 General Information

1. **Course code and course title**
3572225 *tourist behavior in digital age*
2. **Number of credits**
3 (3-0-6)
3. **Curriculum and type of subject**
 - 3.1 Bachelor of Arts Programme in Hospitality Management
 - 3.2 **Type of Subject** Core course
4. **Responsible faculty members**
 - 4.1 **Course Coordinator** A.Tipvimon Prasertsri
 - 4.2 **Instructors** A.Tipvimon Prasertsri **Section A1**
5. **Semester / year of study**
Semester 1 academic year 2020 / 2nd year student
6. **Pre-requisite (if any)**
None
7. **Co-requisites (if any)**
None
8. **Venue of study**
Suan Dusit University
9. **Date of latest revision**
June 4th, 2020

Section 2 Aims and Objectives

1. Aims of the Course

1.1 Cognitive Theory (Knowledge from learning)

- Have an understanding of Hospitality Information Communication Technology.

1.2 Skills (Abilities and skills acquired from learning)

- Be able to collect and disseminate information using technology.

- Student can use current computing techniques, skills, and/or technologies

1.3 Moral (Attitudes, Moral and Ethical derived from learning)

- Students will be realized how to use the information technology with the ethically.

2. Objectives of Course Development/Modification

Student will understand the Hospitality Information Communication Technology. And be able to use current computer techniques for communicate in workplace to collect and disseminate information using technology with the ethically.

Section 3: Course Description and Implementation

1. Course Description

Concepts and principles of computer networking and the importance of choosing Information technology resource, learning how to seek, gathering information and managing database of tourism and hotel management for apply information technology in the service industry in order to improve the efficiency of services

2. Number of Hours per Semester

| Lecture (Hour) | Additional class (Hour) | Laboratory/field trip/internship (Hour) | Self-study (Hour) |
|-------------------|----------------------------|---|----------------------|
| 30 | - | 30 | 75 |

3. Number of hours that the lecturer provides individual counseling and guidance

The faculty member provides academic advice and guidance to students (individual/group) 12 hours/week. Time and date will be informed at the first section.

Section 4 Development of Students' Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

Enable the students to be responsible, disciplined, honest and able to morally and ethically apply specific skills learnt throughout this course as follows:

- (1) To realize good values, moral conscience and ethics
 - (2) To be self and social responsible with good attitude and behavior
 - (3) To responsible of duties, good membership and develop leadership skills and act as a role model to others
- (4) To be disciplined and follow the organizational and social rules and regulations

1.2 Teaching methods

- lecturing alongside with examples of moral and ethical issues such in referencing and matters related to intellectual property law
- organising a focus group to find relevant examples

1.3 Evaluation methods

- frequency of attendance and punctuality of assessment submission
- correct referencing

2. Knowledge Development

2.1 Expected outcome on Knowledge and skills development

(1) To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior and related skills systematically and globally.

● (2) **To be able to integrate knowledge of hospitality with other related fields.**

(3) To understand research designs and methodology in order to solve organization problems and to develop organization knowledge management.

2.2 Teaching methods

Lecture, focus group, group work, academic presentation, analytical studies, academic assessments throughout the semester

2.3 Evaluation methods

- mid-term exam, and final exam
- other written and verbal assessments throughout the semester
- learning by doing (interview tourist)

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

(1 To be able to evaluate and analyze data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth

● (2 To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations

(3 To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields

3.2 Teaching methods

- Group work and presentation
- Group discussion

3.3 Evaluation methods

- Exams and assessments that focus on students' critical thinking analysis

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

(1 To be able to work with others and solve the problems both as a good leader and a good team member.

● (2 To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

- Delegate group work for group discussions
- Require oral presentations

4.3 Evaluation methods

- Self-evaluation
- Peer evaluation

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

(1 To be able to apply foreign languages effectively when communicate both academically and professionally.

(2 To be able to communicate effectively with foreigners from different culture in different situation.

● (3 To be able to use information technology suitably in different operations.

(4 To be able to analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

- Lecture and discussion.
- Practice to making the drinks
- Internship at Dusit Bistro

- Discuss after internship.

5.3 Evaluation methods

- reports and presentations using technology
- participation in discussions

Section 5 Teaching and Evaluation Plans

1. Teaching plan

| Week | Topic | Hour | Teaching & Learning Activities, Instructional Media (if any) | Instructor |
|------|---|------|---|--------------------------|
| 1 | <p>-Course introduction Course syllabus overview</p> <p>Course objective and evaluation</p> <p>-Pretest</p> | 3 | <p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Introduction Purpose of Teaching and Evaluation 2. Describe and discuss students' issues related to the subject. 3. Pretest <p>Instructional Media</p> <ol style="list-style-type: none"> 1.Course outline 2.Pretest Examination paper 3.WBSC | A.Tipvimon Prasertsri |
| 2 | <p>- An Introduction to tourist Behavior.</p> <p>- The history of tourist behavior</p> | 3 | <p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. <p>Instructional Media</p> <ol style="list-style-type: none"> 1.Lecture with Power point and handout 2. WBSC | A.Tipvimon Prasertsri |

| Week | Topic | Hour | Teaching & Learning Activities, Instructional Media (if any) | Instructor |
|------|---|------|--|-----------------------|
| 3 | Tourist Motivators and determinant | 3 | <p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. WBSC | A.Tipvimon Prasertsri |
| 4 | Tourist purchase decision-making process | 3 | <p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. WBSC | A.Tipvimon Prasertsri |
| 5 | <p>Factors effecting tourist behavior</p> <p>Impact of culture on hospitality customers' decision- making process</p> | 3 | <p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. WBSC | A.Tipvimon Prasertsri |

| Week | Topic | Hour | Teaching & Learning Activities, Instructional Media (if any) | Instructor |
|------|---|------|--|--------------------------|
| 6 | Typologies of tourist and segmentation | 3 | <p>Teaching & Learning Activities</p> <p>Describe and discuss students' issues related to the subject.</p> <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Group activities 2. WBSC | A.Tipvimon Prasertsri |
| 7 | <p>Study tourist behavior base on nationalities</p> <ul style="list-style-type: none"> - Thai tourist behavior - Asian countries tourist behavior | 3 | <p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. WBSC | A.Tipvimon Prasertsri |
| 8 | <p>Study tourist behavior base on nationalities</p> <ul style="list-style-type: none"> - Western countries tourist behavior - Eastern countries tourist behavior <p>Midterm Examination</p> | 3 | <p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Midterm examination <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. Youtube 3. WBSC | A.Tipvimon Prasertsri |

| Week | Topic | Hour | Teaching & Learning Activities, Instructional Media (if any) | Instructor |
|------|---|------|--|--------------------------|
| 9 | Special tourist behavior <ul style="list-style-type: none"> - Millennials tourist - Baby boomer tourist | 3 | Teaching & Learning Activities <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. WBSC | A.Tipvimon Prasertsri |
| 10 | Special tourist behavior <ul style="list-style-type: none"> - Centennials tourist - LGBT tourist | 3 | Teaching & Learning Activities <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. WBSC | |
| 11 | Tourist in the digital age society <ul style="list-style-type: none"> - the impact of social media on the tourist experience -The impact of smartphones on hospitality consumer behavior | 3 | Teaching & Learning Activities <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. Instructional Media <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. WBSC | A.Tipvimon Prasertsri |

| Week | Topic | Hour | Teaching & Learning Activities, Instructional Media (if any) | Instructor |
|------|---|------|---|--------------------------|
| 12 | Tourist Behavior and Customer satisfaction | 3 | <p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. WBSC | A.Tipvimon Prasertsri |
| 13 | <p>Researching tourist behavior</p> <ul style="list-style-type: none"> - Basic knowledge of research - questionnaire | 3 | <p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to the subject. 2. Assign students to design questionnaire base on their research topic <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Lecture with Power point and handout 2. WBSC | A.Tipvimon Prasertsri |
| 14 | <p>Researching tourist behavior(3)</p> <ul style="list-style-type: none"> - presenting | 3 | <p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Students will present their research to the classroom <p>Instructional Media</p> <ol style="list-style-type: none"> 1. Class participation by the student | A.Tipvimon Prasertsri |
| 15 | Future trend of tourist behavior | 3 | <p>Teaching & Learning Activities</p> <ol style="list-style-type: none"> 1. Describe and discuss students' issues related to | A.Tipvimon Prasertsri |

| Week | Topic | Hour | Teaching & Learning Activities, Instructional Media (if any) | Instructor |
|------|-------|------|--|------------|
| | | | <p>the subject.</p> <p>2. Assign students to practice analysis from case studies.</p> <p>Instructional Media</p> <p>1.Lecture with Power point and handout</p> <p>2. WBSC</p> | |

2. Evaluation plan

| Activities | Expected outcomes | Methods | Week | Percentage |
|------------|--|--|---------------|------------|
| 1 | 1.1.1, 1.1.2, 1.1.3, 1.1.4, 2.1.1, 2.1.2, 2.1.3, 3.1.3, 3.1.5, 4.1.1, 4.1.2, 4.1.3, 4.1.4, 5.1.1, 5.1.3, 5.1.4 | <p>1. Discipline behavior Expression, responsibility and participation</p> <p>2. Issues of knowledge, knowledge, integration of information search And application</p> <p>3. Presentation of work Work and achievement</p> | 1-15 | 20 |
| 2 | Individual task assigned / Sub-test Group assignment | <p>- Evaluate on time delivery.</p> <p>- Evaluation of the quality of work / score obtained from the test.</p> <p>- Evaluation of quality of work</p> <p>- Presentation</p> | 3,5,7,9,11,14 | 20 |
| 3 | Mid-term examination | Score from the Mid-term examination | 8 | 30 |
| 4 | Final examination | Score from the final examination | 16 | 30 |

Section 6 Teaching Materials and Resources

1. Texts and main documents

Swarbrooke, J. & Hornor, S. (2016). **Consumer Behavior in Tourism** (3rd ed). Elsevier Ltd.

2. Documents and important information

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|---|--|
| 1 | Lin, I.Y. and Mattila, A.S. (2010). <i>Restaurant Servicescape, Service Encounter, and Perceived Congruency on Customers Emotions and Satisfaction</i> , Journal of Hospitality Marketing & Management, Research, 19:8, 819-841. |
| 2 | Rewtrakulpaiboon, Walaiporn. (2014). Tourist Behavior . Pathum Thani: Bangkok University. |
| 3 | Stutts, A. and Wortman, J. (2006) <i>Hotel and Lodging Management: an introduction</i> . 2nd edition: John Wiley & Sons, New Jersey |

Section 7 Evaluation and Improvement of Course Management

1. Strategies for Course Effectiveness Evaluation by Students

Effectiveness evaluation for this course is as follows:

- Self-assessment and critical reflection
- Observations of students' responses during class
- Students' online evaluation and feedback

2. Evaluation strategies in teaching methods

The strategies for collection data for teaching evaluation are as follows:

- Exam results
- Revision of learning outcomes

3. Improvement of Teaching

- Interview students about teaching methods
- Get the online evaluation finding to improve teaching methods
- Increase general knowledge, skills, and teaching competency
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education

4. Evaluation of students' learning outcome

Student achievement is measured and evaluated by

- Individual improvement (In-class observation)
- Overall results

5. Review and improvement for better outcome

- Classroom activities, quizzes, observation, class participation and midterm and final examinations
- Students will be able to evaluate instructor qualification on teaching strategic skills
- The overall curriculum evaluation will be completed by last-year students, graduates, experts and scholars, and graduate users.