



TQF3

Course Specification

Course Title:

“Creativity and Innovation in Tourism and Hospitality Management”

Course Code: 3572603

Semester: 1 Academic Year 2020

Bachelor of Arts Programme in Hospitality Management

(International Programme)

School of Tourism and Hospitality Management

Suan Dusit University

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Course Specification

Name of Institute	Suan Dusit University
Campus/ Faculty/ Department	School of Tourism and Hospitality Management

Section 1: General Information

1. Course Code and Course Title

3572603 Creativity and Innovation in Tourism and Hospitality

2. Number of Credits

3 (3-0-6) (Lecture-Lab-Self-Study)

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: Asst. Prof. Dr.Aunkrisa Sangchumnong

4.2 Instructor: Asst. Prof. Dr.Aunkrisa Sangchumnong / Section A1

5. Semester

Semester 1 Academic Year 2020 / Student Year 2

6. Prerequisite(s)

None

7. Co-requisite(s)

None

8. Venue of study

Room 3201/ Main campus, Suan Dusit Rajabhat University

9. Date of Latest Revision

26th June 2020

Section 2: Aims and Objectives

1. Aim of the Course

Creativity and innovation in the tourism and hospitality management course acknowledges the vague and inconsistent conceptualisations of what innovation is and how it is operationalised in the services sector. Best practice summaries have typically been anecdotal.

2. Course Objectives

After successful completion of this course, students will be able to

- Being cultivated the skill of being creator which is the basis for creating great innovation
- Understand the principles of innovation and the importance of innovation to society and the future
- Create innovation to promote tourism and hospitality industry

Section 3: Course Description and Implementation

1. Course Description

Acknowledge the existence of a shifting view of the world from production-based to creativity-based society and analyze how it affects hospitality industry, define creativity and innovation key concepts, process and potential implication involved in managing creativity and innovation effectively in tourism and hospitality industry

2 Number of Hours per Semester

Lecture	Tutorial	Practice/Field Experience/Internship	Self-directed Learning
45 hours	-	-	90 hours

3. Number of hours provided for academic advice and guidance to students

- The faculty member provides academic advice and guidance to students (individual/group) 3 hours/week. Time and date will be informed in the first section.

Section 4: Development of Student Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

- (1) To realize good values, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.
- (2) To be self and social responsible with good attitude and behaviour.
- (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 organisational and social rules and regulations.

1.2 Teaching methods

Apply moral conscience and ethics during class discussion. Given individual and group assignments for Honest, Responsibility for assigned tasks. As well as, Punctuality in delivery and attendance.

1.3 Evaluation methods

Observation and deliberation are comply during class discussion. Punctuality in delivery and attendance.

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

- (1) To understand the important principles and theories of hospitality organisational behavioural and interpersonal skills, international marketing, tourist behaviour 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 organisation problems and to develop organisation knowledge management.

2.2 Teaching methods

- (1) Teaching by lecture and use of teaching materials such as textbooks, PowerPoint, etc.
- (2) Discussion of key issues related to the subject matter;
- (3) Assigning to students, both individual and group work.

2.3 Evaluation methods

- (1) Analyze of individual performance / assigned tasks.
- (2) Mid-term and Final exam test

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

- (1) To be able to evaluate and analyse 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

- (1) Case study analysis
- (2) Delegate tasks related to the use of acquired knowledge to solve problems of hospitality business.

3.3 Evaluation methods

- (1) Analysis of case study and assignments
- (2) Final examination by focusing on the exam with the analysis and application of the knowledge and the content of the lessons learned.

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

Assigned to work together as a group. The emphasis is on the knowledge learned in the subject and the application of knowledge. As well as, the discussion and presentation of group work are applied.

4.3 Evaluation methods

Assess the behavior in the classroom. Group activities in discussions and presentations are applied.

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 analyse and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

- (1) Assign students to self-study from E-Learning websites and giving class activities by using the knowledge gained from the study in the subject matter.
- (2) Required students to perform their work by using the appropriate format and technology.

5.3 Evaluation methods

Evaluate the assignment and presentation in the class are required.

Section 5: Teaching and Evaluation Plans

5.1 Course Outline

Week	Topics	Hours	Teaching & Learning Activities,	Instructional Media
1	Course Introduction <ul style="list-style-type: none"> - Aims and Outline - Course Expected Outcome - Teaching Plan - Introduction to Innovation and Creativity' World 	3	Lecture – Showing / Telling (In classroom)	PowerPoint, Learning Material, VDO
2	Innovation <ul style="list-style-type: none"> - Definition, - Background - Types of Innovation - Innovation in Tourism Industry 	3	Lecture – Showing / Telling (In classroom)	PowerPoint, Learning Material, VDO
3	Models of Innovation	3	Flip classroom, Lecture – Showing / Telling (Online)	PowerPoint, Learning Material, VDO
4	Innovation Development <ul style="list-style-type: none"> - The nature of design and innovation - Process Design - Process Design and Innovation - Innovation in the management - Design off the organization and its suppliers - Lean Innovation 	3	Lecture – Showing / Telling (In classroom)	PowerPoint, Learning Material, VDO

5	Design Innovation <ul style="list-style-type: none"> - Sense Intent - Know Context - Know People - Frame Insights - Frame Solution - Realize Offering 	3	Interactive Lecture: Using questions and finding answer (Online)	PowerPoint, Learning Material, VDO
6	Idea Search : Local Visiting	3	Site Visiting	Observation Paper
7	Students Design Innovation Presenting	3	Students Project Presenting (In classroom)	Presenting Material
8	Creativity <ul style="list-style-type: none"> - Definition and Scope - Creative Thinking 	3	Lecture – Showing / Telling (Online)	PowerPoint, Learning Material, VDO
9	Creator Cultivation <ul style="list-style-type: none"> - Creative mind - The creative process - The 4 steps solution finder - The starting phase: Problems and opportunities - The diverging and converging the phase 	3	Lecture – Showing / Telling Discussion Based Learning (Online)	PowerPoint, Learning Material, VDO
10	Creative Tourism : Essential Elements Core Concept of Creative Tourism	3	Lecture – Showing / Telling, Discussion Based Learning (In classroom)	PowerPoint, Learning Material, VDO
11	Getting Start : Be Creative Gather Insight for Content	3	Lecture – Showing / Telling, Discussion Based Learning (Site Visiting)	PowerPoint, Learning Material, VDO
12	The 3s <ul style="list-style-type: none"> - Story Telling - Senses - Sophistication 	3	Lecture – Showing / Telling, Discussion Based Learning (Online)	PowerPoint, Learning Material, VDO

13	Creative Tourism Design: Story Telling Practice	3	Lecture – Showing / Telling, Discussion Based Learning (In classroom)	PowerPoint, Learning Material, VDO Diary Report
14	Creative Tourism Design: Sophistication, Be eventful and Build the Brand	3	Lecture – Showing / Telling, Discussion Based Learning (Online)	PowerPoint, Learning Material, VDO Diary Report
15	Project Presenting	3	Students Project Presenting	Presenting Material
16	Qualification Exam:	3	Final Exam	Exam Paper

NB. The course is subject to change without prior notice to fit the changing tourism and hospitality circumstances.

5.2 Knowledge Gain Evaluation Plan

Activities	Expected Outcome	Methods	Assessment Week	Percentage
Group Assignment to develop innovation idea on a community basis	<ul style="list-style-type: none"> - Responsible, Moral and Ethic, - Being able to apply and integrate knowledge to proposed area - Being able to use information technology suitably in different operations - Solid Results 	Students Present their Project	5,6,7	20%
Group Assignment to develop a creative tourism to destination	<ul style="list-style-type: none"> - Being able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to 	Project Development	13,14,15	30%

	the profession and related fields - Solid Result			
Examination	- Being able to develop self - improvement continuously on professional learning improvement based on international criterion	Final Exam	16	30%
Week 6, 11	- Being self and social responsible with good attitude and behaviour	Site Visiting	6,11	10%
Week 1-15	- Self-responsible	Participation	1-15	10%

Ratio of mark

In class attention and participation	10%
Site Visiting	10 %
Project Presenting	50 %
Final Examination	30 %
Total	100 %

Course evaluation

- Students' achievement as indicated above

Section 6: Teaching and Learning Resources

6.1 Main Texts and Teaching Materials

Learning Material produce by lecturer: Asst. Prof. Dr. Aunkrisa Sangchumnong

6.2 Essential Teaching Resources (Books, journals, websites and other documents)

Byttebier, I. and Vullings, R. (2015). Creativity in Business: The Basic Guide for Generating and Selecting Ideas. BIS Publishing.

Kuma, V. (2015). 101 Design Methods: A structured Approach for Driving Innovation in Your Organization. John Wiley & Sons, INC.

Richards, G., Wisansing, J.J., and Paschinger, E. (2018). Creating Creative Tourism Toolkit. DASTA: Thailand

Trott, P. (2017). Innovation Management and New Product Development. Pearson: UK

6.3 Recommended Teaching Resources (Books, journals, websites and other documents recommended for additional reading)

<https://www.mindtools.com/pages/article/creativity-quiz.htm>

<https://www.bensound.com/royalty-free-music/track/creative-minds>

Section 7: Evaluation and Improvement of Course Management

7.1 Strategies for Course Effectiveness Evaluation by Students

Grade	Percentage	GPA
A	85-100	4.00
⁺ B	80-84	3.50
B	75-84	3.00
⁺ C	70-74	2.50
C	60-69	2.00
⁺ D	55-59	1.50
D	50-54	1.00
F	0-49	0.00

7.2 Strategies for Teaching Evaluation

- Students' satisfaction towards teaching and learning of the course using questionnaires.
- The learning outcome through out the class
- The student feedback to the class activities

7.3 Teaching Improvement

- Increase individual instructor general knowledge, skills, researches, and teaching competency; introduce new instructor models or methodologies.
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education.

7.4 Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- The comprehensive of understanding Tourism Planning and Development
- The result of the final project

7.5 Course Review and Improvement Plan for Course Effectiveness

- To assess each and every subject in school curriculum correspondingly to course objectives together with course syllabus and TQF3.
- To follow up and examine academic result of both overall student and individuals, especially, the student with GPA less than standard specified by university criteria.