



Course Specification

Course Title : Asia and Tourism

Course Code : 3571205

Semester 2 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 institution Suan Dusit University
Campus / faculty / department School of Tourism and Hospitality Management

Section1 General Information

1. Course code and course title

3571205 Asia and Tourism

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 Free Elective Courses

4. Responsible faculty members

4.1 Course coordinator : Dr.Rungnapa Lertpatcharapong

4.2 Instructors : Dr.Rungnapa Lertpatcharapong **Section** : A1

5. Semester / year of study

Semester 2nd academic year 2020 / Academic Year 3

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of the latest revision

November 16, 2020

Section 2 Aims and Objectives

1. Aims of the Course

1.1 Cognitive Theory (Knowledge from learning)

Students have an in depth understanding of tourism in Asia including both Asia as a destination and Asians as tourists and the conceptual aspects of tourism such as sustainable tourism development, application of destination life cycle models, and tourism impacts.

1.2 Skills (Abilities and skills acquired from learning)

1. Students can understand the concept aspects of tourism and the concept of Asia and tourism

2. Students can analyze and able to discuss the concept of Asia and tourism and provide discussions with critical evaluation

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

Students understand and present them to demonstrate Asia and tourism to apply to the various tourist's behavior in Asia.

2. Objectives of Course Development/Modification

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

1. Have an in depth understanding of tourism in Asia including both Asia as a destination and Asians as tourists
2. Have an in depth understanding of the conceptual aspects of tourism such as sustainable tourism development, application of destination life cycle models, and tourism impacts
3. Be able to discuss the concept of Asia and Tourism and provide discussion with critical evaluation

Section 3: Course Description and Implementation

1. Course Description

In depth analysis of tourism in Asia including both Asia as a destination and Asians as tourists, using case studies, conceptual aspects such as sustainable tourism development, application of destination life cycle models, and tourism impacts in multicultural society in Asia

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45 Hour (3 hour x 15 weeks)	None	None	90 hour (6 hour x 15 weeks)

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

The faculty member provides academic advice and guidance to students (individual/group) 3 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

- (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

Instructors should have a clear grasp of the intended morals and ethical issues in concrete terms, then the instructors will be far more effective in inserting those learning outcomes of morality and ethics stated in section 4.1.1 throughout the course. Moreover, this would assist the instructors to adjust or adapt those issues to what the students need to achieve. The teaching methods would be consisted of:

- The examples of moral and ethical issues in the tourism industry,
- Role play of the situation, involving of moral and ethical issues in tourism industry,
- Discussion of the possible issues of moral and ethical issues in tourism industry and in society.

1.3 Evaluation methods

Observation and deliberation are complying 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 behavioral 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 organization problems and to develop organization 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) Class participation

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 Business law.

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

A student's behaviour and expression are evaluated from group presentation, activity participation, and entirety, obviousness, and accuracy of information. Assess the behavior in the classroom.

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

5.2 Teaching methods

Instructors should arrange learning activities for students to analyse simulated situation, present problem solving, and learn the techniques of information technology application in many situations.

5.3 Evaluation methods

Evaluate the ability in applying theories and selecting the information technology application or related mathematics and statistics for presentation.

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	<p>Course introduction and Overview</p> <ul style="list-style-type: none"> -Course syllabus overview -Course objective and evaluation <p>Learning Outcome</p> <ul style="list-style-type: none"> - Students can understand the objectives of the course. 	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. Assign students to create a Mind Map <p>Instructional Media</p> <ol style="list-style-type: none"> 1. PowerPoint Presentation from the textbook and Course outline 2. Q&A 3. Summary 4. Exercise 	Dr.Rungnapa Lertpatcharapong
2	<p>Introduction to tourism Asia pacific tourism industry: Current trends and future outlook</p> <p>Learning Outcome</p> <p>Students are able to understand the concepts and Asia tourism</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. “Journal article on the topic “Asia Pacific Tourism Industry: Current Trends and Future Outlook” by Singh, (1997) 3. Instructor asks the question to start the topic discussion. <p>Instructional Media</p>	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			1. Lecture with Powerpoint and handout 2. Class participation by the student 3. Case study 4. Q&A 5. Summary 6. Exercise	
3	Tourist behavior and trends, particularly in Asia Learning Outcome Students are able to identify tourist behavior in Asia	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Open Clip Video which related to the content and start lecture such as “Typologies of tourist behavior” 4. Instructor asks the question to start the topic discussion. Instructional Media 1. Lecture with Powerpoint and handout 2. Class participation by the student 3. Clip Video 4. Q&A 5. Summary 6. Exercise	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
4	Component of Tourism Learning Outcome Students are able to understand the Component of Tourism	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Open Clip Video which related to the content and start lecture such as “Tourism Network and Supply Components” 4. Instructor asks the question to start the topic discussion. Instructional Media 1. Lecture with Powerpoint and handout 2. Class participation by the students 3. Clip Video 4. Q&A 5. Summary 6. Exercise	Dr.Rungnapa Lertpatcharapong
5	Asia as a Destination Learning Outcome Students are able to understand Asia as tourist destination	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give an example that relates to the topic. 3. Open Clip Video which related to the content and	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			start lecture such as “21 Best Places to Visit in Southeast Asia” 4. Brainstorming Method Instructional Media 1. Lecture with Powerpoint and handout 2. Class participation by the student 3. Clip Video 4. Q&A 5. Summary 6. Exercise	
6	Destination life cycle model Learning Outcome Students are able to explain the concept of destination life cycle model	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor gives an example that relates to the topic. 3. Open Clip Video which related to the content and start lecture such as “Butler Tourist Resort Life-Cycle Model - Geography Revision” 4. Allow them to share their ideas 5. Classroom discussions Instructional Media 1. The example of essential clauses for providing products and services to guests and franchise	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			contract 2. Class discussion 3. Clip Video 3. Q&A 4. Summary 6. Exercise	
7	Tourism in Southeast Asia Learning Outcome Students understand and classify Tourism in Southeast Asia	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice analysis from case studies. 3. Assign students to practice analysis from case studies. 4. Brainstorming Method Instructional Media 1. Lecture with Powerpoint and handout 2. A sample of research method 3. Class participation by the student 4. Q&A 5. Summary 6. Exercise	Dr.Rungnapa Lertpatcharapong
8	Food Tourism in Asia Learning Outcome Students are able to understand food tourism development	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Assign students to practice the situation that	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			<p>relates to the topic.</p> <p>3. . Open Clip Video which related to the content and start lecture such as “Food Trends: Food Tourism”</p> <p>4. Instructor asks the question to start the topic discussion.</p> <p>5. Brainstorming Method</p> <p>Instructional Media</p> <p>1.Lecture with Powerpoint and handout</p> <p>2. Class participation by the student</p> <p>3. Clip Video</p> <p>4. Q&A</p> <p>5. Summary</p> <p>6. Exercise</p>	
9	<p>Asian ecotourism</p> <p>Learning Outcome</p> <p>Students can indicate the patterns and themes of ecotourism</p>	3	<p>Teaching & Learning Activities</p> <p>1. Describe and discuss students' issues related to the subject.</p> <p>2. Assign students to do the exercise that relates to the topic.</p> <p>3. Instructor asks the question to start the topic discussion.</p> <p>4. Brainstorming Method</p> <p>Instructional Media</p> <p>1.Lecture with Powerpoint and handout</p> <p>2. Class participation by the</p>	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			student 3. The exercise that relates to the topic. 4. Q&A 5. Summary 6. Exercise	
10	Sustainable tourism Learning Outcome Students are able to understand the concept of sustainable tourism	3	Teaching & Learning Activities 1. Lecture with Powerpoint 2. Class participation by the student 3. Open Clip Video which related to the content and starts lecture such as “UNWTO and sustainable tourism” 4. Assign students’ group to Brainstorm from case study Instructional Media 1. Powerpoint 2. Clip Video 3. Case study 4. Q&A 5. Summary 6. Exercise	Dr.Rungnapa Lertpatcharapong
11	Sustainable Tourism Development in Asia countries Learning Outcome Students understand the difference between sustainable development and sustainable tourism development	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Pair and divide students group for 3-5 students per group 3. Instructor asks the question to start the topic	Dr.Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			discussion. Instructional Media 1. Powerpoint 2. Class participation by the student 3. Exercise	
12	Tourism Decision Making Learning Outcome Students are able to understand Consumer Decision-Making in the tourism sector	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor gives the journal that relates to the topic. 3. Assign students' group to Brainstorm from case study 4. Brainstorming Method Instructional Media 1. Lecture with Powerpoint and handout 2. Class participation by the student 3. The journal 4. Q&A 5. Summary 6. Exercise	Dr. Rungnapa Lertpatcharapong
13	Destination Branding Learning Outcome Students understand the Destination branding in the context	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give the situation that relates to the topic. 3. Open Clip Video which	Dr. Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			related to the content and starts lecture such as “Destination Branding” Instructional Media 1. Lecture with Powerpoint and handout 2. The situations 3. Clip Video 4. Q&A 5. Summary 6. Exercise	
14	Tourism Impact Learning Outcome Students can analyse the Tourism Impact	3	Teaching & Learning Activities 1. Describe and discuss students' issues related to the subject. 2. Instructor give the situation that relates to the topic. 3. Brainstorming Method Instructional Media 1. Lecture with Powerpoint and handout 2. Class participation by the student 3. The situations 4. Q&A 5. Summary 6. Exercise	Dr. Rungnapa Lertpatcharapong
15	The Impacts of tourism in Asia and Course summary Learning Outcome Students understand the impacts of tourism in Asia	3	Teaching & Learning Activities 1. Assign students to practice analysis from case studies. 2. Class participation by	Dr. Rungnapa Lertpatcharapong

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
			the student Instructional Media 1. case study 2. Q&A 3. Assign students to create a Mind Map 4. Exercise	
16	Final Examination	3	Final Examination	Dr.Rungnapa Lertpatcharapong

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.2,1.3,3.1,3.3,4.1,5.3	Observe behavior, Participation	1-15	20%
2	1.2,1.3,2.2,2.3,3.1,4.1,4.2,5.4	Presentation, Pair work, Group work, Knowledge, skill, integration, informational search skill and implementation	1-15	40%
3	1.2,1.3,4.1,5.1	English Discovery	1-15	10%
4	1.4,2.2,3,1,5.4	Final Examination	16	30%

Evaluation

Evaluate the learning outcome using the university benchmark score (70%) : Final examination (30%)

Section 6 Teaching Materials and Resources

1. Texts and main documents

Cochrane, J. (2008). *Asian Tourism and Change*. Elsevier Ltd. UK.

Winter, T., Teo, P. & Chang, T. C. (2009). *Asia on Tour Exploring the rise of Asian tourism*.
Routledge: USA.

2. Documents and important information

1	Sharma, A., Pulido-Fernández, J. I., & Hassan, A. (2020). <i>Sustainable Destination Branding and Marketing Strategies for Tourism Development</i> . CABI: UK.
2	Morgan, N. & Pritchard, A. (2002). <i>Destination Branding: Creating the Unique Destination Proposition</i> Elsevier Butterworth-Heinemann: USA.
3	Nuraenia, S., Arrub, A. P., & Novanic, S. (2015). Understanding Consumer Decision-Making in Tourism Sector: Conjoint Analysis. <i>Social and Behavioral Sciences</i> 169, 312 – 317.
4	Stanley, J. & Stanley, L. (2015). <i>Food Tourism A Practical Marketing Guide</i> . CABI: UK.

3. Documents and recommended information

1	Liburd, J. J. & Edwards, D. (2010). <i>Understanding the Sustainable Development of Tourism</i> . Goodfellow Publishers Ltd: UK.
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Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Assess the effectiveness of teaching and learning.
- Conversations between instructors and students.
- Self-assessment and critical reflection
- Students evaluate the instructors' teaching individually through the university

online system.

2. Evaluation strategies in teaching methods

The data will be collected from the evaluation of the teaching of student learning achievement and the review of learning outcomes

3. Improvement of teaching methods

Based on student achievement. As well as, Conversation with students and performance evaluation of teaching and learning.

4. Evaluation of students' learning outcome

- Verification of ratings from Randomly inspect student's work.
- There is a review by a panel of qualified reviewers who are not regular lecturers.

5. Review and improvement for better outcome

- Update the course every year by the recommendation and results of standard verification in accordance with Article 4.
- Invite lecturers or instructors in charge to give students a perspective on the applied knowledge
- Bring the results to design learning course (TQF. 3) for the next academic year