



Course Specification

Course Title: Destination and Experience Management

Course Code: 3572227

Semester 2 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

Course Code: 3572227

Course title: Destination and Experience Management

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: Specific Requirement Course Major: None

4. Responsible faculty members

4.1 course coordinator: Assistant Professor Dr. Pimmada Wichasin

4.2 Instructors: Assistant Professor Dr. Pimmada Wichasin **Section:** A1

5. Semester / year of study

Semester 2 Academic Year 2020/ Year 2

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

1 December 2020

Section 2 Aims and Objectives

1. Aims of the Course

1.1 Cognitive Theory (Knowledge from learning)

To understand the approach for destination and experience management and planning as well as fundamental theories of service quality, tourist behavior theory in multicultural setting alongside the theoretical marketing approach.

1.2 Skills (Abilities and skills acquired from learning)

- Applying the Knowledge of destination and experience management. Having skill in destination and experience design and planning.

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

- Understanding the knowledge for destination management and planning of destination experiences with the wisdom of the good attitude perceptions as being a part of the Industry and the consideration towards the host at the destination as well.

2. Objectives of Course Development/Modification

This course aims to provide approach to a destination management, focuses on the planning of destination experiences, and fundamental theories of service quality together with the investigation on both the supply and demand sides within the destination, the understanding of the tourists' expectation and perception in multicultural setting, and the implementation of destination branding and positioning for enhancing global competitiveness of a destination

Section 3: Course Description and Implementation

1. Course Description

Approach to a destination management, focuses on the planning of destination experiences, and fundamental theories of service quality together with the investigation on both the supply and demand sides within the destination, the understanding of the tourists' expectation and perception in multicultural setting, and the implementation of destination branding and positioning for enhancing global competitiveness of a destination

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45 hours	-	45 hours	90 hours

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 in 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

- From assignment

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 (tour operated by students)

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

- Evaluate from assignment.
- Evaluate in answering question in classroom.
- Making and Creating the drinks
- Midterm.
- Final test

Section 5: Teaching and Evaluation Plans

1. Lesson Plan

Week	Topics	No. of Hours	Teaching & Learning Activities, Instructional Media (if any)	Faculty Member(s)
1	Course introduction, Course syllabus overview, Course objective and evaluation	3	<p>Teaching and learning activities</p> <ol style="list-style-type: none"> 1. General concept about the destination and experience management 2. Best practice <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Power point 2. Computer 3. Visualizer 4. VDO 	Assistant Professor Dr. Pimmada Wichasin
2	Sustainable development	3	<p>Teaching and learning activities</p> <p>Discussion and In class presentation about top visited destination and top sustainable destination</p> <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Personal mobile 2. Power point 3. Computer 4. Visualizer 5. VDO 	Assistant Professor Dr. Pimmada Wichasin

3	Value chain in the destination management	3	<p>Teaching and learning activities</p> <p>Value chain discussion and workshop about the key players in the destination management</p> <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Power point 2. Computer 3. Visualizer 4. VDO 	<p>Assistant Professor</p> <p>Dr. Pimmada Wichasin</p>
4	Management structure of the destination management	3	<p>Teaching and learning activities</p> <ol style="list-style-type: none"> 1. Management structure – planning process, pest and swot analysis 2. Personal action plan, PEST and SWOT analysis activity <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Personal mobile 2. Power point 3. Computer 4. Visualizer 4. VDO 	<p>Assistant Professor</p> <p>Dr. Pimmada Wichasin</p>
5	Destination planning	3	<p>Teaching and learning activities</p> <p>Lecture and workshop at the destination</p> <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Personal mobile 2. Power point 3. Computer 4. Visualizer 4. VDO 	<p>Assistant Professor</p> <p>Dr. Pimmada Wichasin</p>

6	Destination planning	3	<p>Teaching and learning activities</p> <p>Lecture and workshop at the destination</p> <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Personal mobile 2. Power point 3. Computer 4. Visualizer 4. VDO 	Assistant Professor Dr. Pimmada Wichasin
7	Destination planning	3	<p>Teaching and learning activities</p> <p>Lecture and workshop at the destination</p> <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Personal mobile 2. Power point 3. Computer 4. Visualizer 4. VDO 	Assistant Professor Dr. Pimmada Wichasin
8	Experience management	3	<p>Teaching and learning activities</p> <p>Lecture and workshop at the destination</p> <p>Instructional Media:</p> <ol style="list-style-type: none"> 1. Personal mobile 2. Power point 3. Computer 4. Visualizer 4. VDO 	Assistant Professor Dr. Pimmada Wichasin
9	Experience Management	3	<p>Industry visit</p>	Assistant Professor Dr. Pimmada Wichasin

10	Experience Management Case study	3	<p>Teaching and learning activities</p> <p>Discuss about the case study of the experience management</p> <p>Teaching Media :</p> <ol style="list-style-type: none"> 1.Power Point Slides 2.Workshop 	Assistant Professor Dr. Pimmada Wichasin
11	Field work	3	<p>Teaching and learning activities</p> <p>On site visiting at the destination and do the destination and experience management</p>	Assistant Professor Dr. Pimmada Wichasin
12	Destination Marketing	3	<p>Teaching and learning activities</p> <p>Lecture and workshop with the example and practice from fieldwork and group project destination</p> <p>Instructional Media:</p> <ol style="list-style-type: none"> 1.Personal mobile 2. Power point 3. Computer 4. Visualizer 4. VDO 	Assistant Professor Dr. Pimmada Wichasin
13	Destination Branding	3	<p>Teaching and learning activities</p> <p>Lecture and workshop with the example and practice from fieldwork and group project destination</p> <p>Instructional Media:</p> <ol style="list-style-type: none"> 1.Personal mobile 	Assistant Professor Dr. Pimmada Wichasin

			2. Power point 3. Computer 4. Visualizer 4. VDO	
14	Group project Wrap up	3	Teaching and learning activities Field work analysis presentation Group project wrap up Teaching Media : Power Point Slides	Assistant Professor Dr. Pimmada Wichasin
15	Group project presentation	3	Students present their final project Instructional Media: 1.Power point 2. Computer 3. VDO	Assistant Professor Dr. Pimmada Wichasin
16	Final Examination			

1. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1-16	1.1,1.2,1.3,1.4	1.Behavior, disciplines, responsibility, class participation	1-14	10%
1-16	1.1,1.2,1.3,1.4,2.1, 3.2, 4.2, 5.1	1. Behavior, disciplines, responsibility, class participation	1-15	70%

		2. Knowledge, skill, integration, informational search skill and implementation 3. Project presentation and effectiveness		
3	1.1,1.2,1.3,1.4,2.1, 3.2, 4.2, 5.1	1. Behavior, disciplines, responsibility, class participation 2. Knowledge and skills following subject aims	16	20%

2. Evaluation

Learning Outcomes	Evaluation Methods	Week	Proportion of Evaluation (%)
1	Participation and English Discovery	1-15	10
2	Case study/presentation/ discussion/ project Presentation	2-15	70
4	Final exam	16	20

Section 6 Teaching Materials and Resources

1. Texts and main documents

Stange, J. (et.al) (2019) **Tourism Destination Management : Achieving Sustainable and Competitive Results**. E book.

Tourism Australia (2019) **The Guide to Best Practice Destination Management**. E book.

Small Business Competitiveness by International Labour Organization (2019) **Destination Management Good Practice Guide**. E-book

2. Documents and important information

Northern Ireland Tourism Board. (2019) **Creating Experience Tool Kit**. E book

Richards, G and Wilson, J (2007) **Tourism, Creativity and Development**. E book.

3. Documents and recommended information

Article in library database and e book about Destination and Experience Management Design

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.