



TQF 3

Course Specification

Course Title: Policy, Planning and Development for Sustainable
Tourism

Course Code: 3572226

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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Section 2: Aims and Objectives

1. Aim of the Course

The main aim of this course is to provide student with in depth understanding about planning and implementing technique in hospitality industry. Student will know how to measure issue and the way to find solution.

2. Course Objectives

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

- 1) Have an in depth understanding of contemporary issues in tourism planning and development.
- 2) Have an in depth understanding of the conceptual aspects of tourism development such as sustainable tourism, tourism resource development, community-based tourism, tourism management, and involved tourism marketing activities.
- 3) Be able to discuss the concept of tourism planning and development as a role of decision-makers and planners and provide discussion with critical evaluation.
- 4) Be able to collect primary data and secondary data from variety source of knowledge to determine situation before planning.
- 5) Be able to draft tourism planning based on current situation.

Section 3: Course Description and Implementation

1 Course Description

The contexts of impacts of tourism development in national and international levels, understand concepts, theories, and components of sustainable tourism, study public and private policy and approaches of tourism planning and development for sustainability with the cooperation of all tourism stakeholders, analyse techniques and methods of the best practices in sustainable tourism planning and development both in national and international level

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

Expected Outcome of Morality and Ethics

- 1.1 Be aware of morals, ethics, and honesty,
- 1.2 Be punctual and responsible for oneself and the society,
- 1.3 Be a leader at the same time as a follower, be able to work in a team and be able to provide solutions to conflicts,
- 1.4 Be respectful towards other people's right, as well as follow rules and regulations of institution and society.

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 outcome 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 tourism industry,
- Case study- based learning
- 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.

Evaluation Methods

- Evaluate from students' disciplines such as punctuality,
- Evaluate from responsibilities on assigned tasks,
- Evaluate from attending the classes, participating class activities, group discussion.
- Evaluate from discussion manner and thinking during class participation.

2 Knowledge Development

Expected Learning Outcome of Knowledge

- 2.1 To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior and related skills systematically and globally.
- 2.2 To be able to integrate knowledge of hospitality with other related fields.
- 2.3 To understanding research designs and methodology in order to solve organization problems and to develop organization knowledge management.

Teaching Methods

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

Evaluation Methods

- Midterm exam, and final exam.
- Other written and verbal assessment throughout the semester.
- Learning

3 Intellectual Knowledge Innovation

Expected outcome on intellectual knowledge innovation

- 3.1 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.
- 3.2 To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations,
- 3.3 To be able to suitably apply knowledge and skills with hospitality problem solving skill. A problem solving test is evaluated by standardized test. A student should explain the concept of problem solving, apply the knowledge for each problem, and able to adapt innovation technology to the profession and related fields.

Teaching Methods

Teaching strategies that are employed for cognitive skills development are;

- Individual study
- Enquiring-based learning
- Group discussion

Evaluation Method

The results of evaluation are derived from the student's outcomes and practices such as presentation in class, examination by testing and interviewing, and class observation.

4 Interpersonal Communication Skills and Responsibility

Expected Learning Outcome on Interpersonal Skills and Responsibility

- 4.1 To be able to work with others and solve the problems both as a good leader and a good team member.
- 4.2 To be able to apply knowledge to improve oneself and future profession based on international criterion.

Teaching Methods

- Demonstrate the ability to work with others.
- Demonstrate the responsibility on delegated work.
- Be able to suitably adapt to situation and organizational culture of work places.
- Demonstrate the human relationship.
- Demonstrate the leadership.

Evaluation Methods

- In class presenting
- Teamwork
- Fieldwork Project

5 Numerical Analysis and Information Technology Skills

Expected Learning Outcome on Numerical Analysis, Communication, and Information Technology Skills

- 5.1 To be able to apply Thai and Foreign languages effectively when communicate both academically and professionally,
- 5.2 To be able to communicate effectively with foreigners from different culture in different situation,
- 5.3 To be able to use information technology suitably in different operations,
- 5.4 To be able to analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

Teaching Methods

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

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

5.1 Lecturing plan

Week	Topics	Hour /week	Teaching & Learning Activities,	Instructional Media
1	Course introduction Course syllabus overview Course objective and evaluation	3	Get to know each other	- Power Point - Card Game - Teaching Document
2	Tourism Planning Introduction The nature of planning	3	Lecture Classroom discussions and enquiry-based learning	- Power Point - Case Study of Countries Planning and Policy
3	Planning Approach, Implementation of Planning, Output of tourism planning	3	Lecture Case studies analysis Exercise	- Power Point - Case study of Countries Planning and Policy - Exercise paper
4	SWOT Analysis PESTLE Analysis	3	In class brainstorming Classroom discussions and enquiry-based learning	- Power point - Exercise Paper

Week	Topics	Hour /week	Teaching & Learning Activities,	Instructional Media
5	SWOT Analysis PESTLE Analysis	3	Surveying and doing assignment about Proposed Area Analysis	- Power point - Exercise Paper
6	Sustainable Tourism Development	3	Assignment Results Presenting, Lecture In class discussion enquiry-based learning	- Power point - Exercise Paper - Case studies
7	Sustainable Development Goals / and How to measuring Sustainability	3	Lecture Case studies Analysis Enquiry-based learning In class presentation	- Case studies - Power point
8	Impact of tourism development	3	Lecture Case studies Analysis Enquiry-based learning In class presentation	- Case studies - Power point
9	Field Trip to community destination to study the impact of tourism development	3	Community Study	Real Setting
10	Level of tourism planning	3	Lecture Case studies analysis enquiry-based learning	- Power point - VDO - Case studies
11	Policy plan	3	Lectures In class discussion Case studies analysis	- Power point - Case studies

Week	Topics	Hour /week	Teaching & Learning Activities,	Instructional Media
12	Strategic plan	3	Lectures In class discussion Case studies analysis	- Power point - VDO - Case studies
13	Tactical Plan	3	Lectures In class discussion Case studies analysis	- Power point - VDO - Case studies
14	Operational Plan	3	Lectures In class discussion Case studies analysis	- Power point - VDO - Case studies
15	Current Situation Analysis and Strategic Planning development	3	Lectures In class discussion Case studies analysis	- Power point - VDO - Case studies

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
2,3,4,5,6,7,8 10,11,12,13,14 (In class lecture and Enquiry-based learning)	2.1, 2.2	Exercise and test	3,4,5,6,16	20%
1-15 (Using Case Study and In class brainstorming and discussion)	1.1,1.2,1.3 2.1,2.2,2.3, 3.1,3.2,3.3	Discussion, class participation and satisfactory result	1-15	10%

Activities	Expected Outcome	Methods	Assessment Week	Percentage
5,9 (Field Trip, Group Project Fieldwork, In class discussion)	1.1,1.2,1.3, 2.1,2.2,2.3, 3.1,3.2,3.3 4.1,4.2,4.3, 5.1,5.2,5.3	Planning Skill, Self- Discipline, Responsibility, Participation, Team Work,	9	30%
6,14 In class presenting	2.1,2.2,2.3, 3.1,3.2,3.3 4.1,4.2,4.3, 5.1,5.2,5.3	Technological skill, communicating skill, Knowledge Understanding	6,14	10%
Final Test		Course Summary	16	30%

Evaluation Plan of Ratio of mark discovery

In class assignments	30 %
Attendance and participation	10 %
Field Trip Activities	30 %
Final Examination	20 %
Upskill English Discovery	10%
Total	100 %

Course evaluation

- Students' achievement as indicated above

Section 6: Teaching and Learning Resources

6.1 Main Texts and Teaching Materials

Hall, C.M. (2007). *Tourism Planning: Policies, Processes, and Relationship*. Pearson Publishing. ISBN 9780132046527

Sangchumnong, A. (2019). *Tourism Planning and Policy*. Teaching Material.

6.2 Essential Teaching Resources (Books, journals, websites and other documents essential for additional reading)

Sustainable Development and Planning VII by O. Ozcevik, Istanbul Technical University, Turkey, C.A. Brebbia, Wessex Institute of Technology, UK and S.M. Sener, Istanbul Technical University, Turkey

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

Tourism Planning & Development, Events on Taylor & Francis Online.
<http://explore.tandfonline.com/cfp/pgas/jma03647-rthp-cfp-overtourism-tourismphobia>

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.

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.