



TQF 5. Course Report

Course Code:	TRM 3306
Course Title:	Tourism Resource Planning and Development
Credits:	3(3-0-6)
Semester /Academic Year:	1/2021
Students:	Bachelor of Arts Program in Tourism Management
Lecturer (s):	Dr. Siripen Yiamjanya

College of Hospitality Industry Management
Suan Sunandha Rajabhat University

Course Report

Name of Institution: Suan Sunandha Rajabhat University

Campus/Faculty/Department: College of Hospitality Industry Management

Section 1: General Information

- Course title and code:** TRM 3306 - Tourism Resource Planning and Development
- Pre-requisite:** None
- Faculty Member(s) Teaching the Course and Sections:** Dr. Siripen Yiamjanya / Section: TM 62
- Course semester/academic year:** Semester 1/ 2021
- Venue:** Online via Google Meet

Section 2: Actual Teaching Hours Compared with Teaching Hours Specified in the Teaching Plan

1. Number of actual teaching hours compared with the teaching plan

Specify teaching topics, teaching hours according to the plan, and actual teaching hours. If the actual teaching hours are different from the plan by more than 25%, specify the reasons.

Teaching Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Unit 1: Introduction to Tourism Resource Planning and Development	3	3	-
Unit 2: Tourism Policy	3	3	-
Unit 3: National Plans	3	3	-

Teaching Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Self- study on tourism development plan	3	3	-
Unit 4: Tourism Development Strategic Planning Process	3	3	-
Unit 5: Understanding Situations and Analyzing the SWOT	3	3	-
Unit 6: Landscape of Actors or Stakeholders in Tourism Planning and Development	3	3	-
Case study discussion on stakeholders' relevant issues/problems	3	3	-
Group presentation on an example of tourism development plan	3	3	-
Unit 7: Toolkit for Sustainable Tourism Planning and Development	3	3	-
Unit 7: Toolkit for Sustainable Tourism Planning and Development (Continued)	3	3	-
Self- study on Toolkit for Sustainable Tourism Planning and Development	3	3	-

Teaching Topics	No. of teaching hours in the plan	No. of actual teaching hours	Reason(s) (in case the discrepancy is more than 25%)
Group presentation on Toolkit for Sustainable Tourism Planning and Development and specific cases given in the Toolkit	3	3	-
Unit 8: Tourism Strategy Development and Consultation	3	3	-
Developing a tourism development plan	3	3	-

2. Topics that couldn't be taught as planned

Topics that couldn't be taught (if any)	Significance of the topics that couldn't be taught	Compensation
-	-	-

3. Effectiveness of the teaching methods specified in the Course Specification

Learning outcomes	Teaching methods specified in the course specification	Effectiveness		Problems of the teaching method (s) (if any) and suggestions
		Yes	No	
<p>1. Ethics and Morals (1) Have positive attitudes towards service careers.</p>	(1) Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments; (2) Provide case studies that explain ethics in careers in the tourism industry; and (3) Be strict with classroom attendance and participation, classroom rules, students' uniform that have to be complied with the university rules and regulations.	√		-
<p>2. Knowledge (1) Have up-to-date knowledge in tourism resource planning and development both theories and practices widely, systematically and internationally.</p>	(1) Use problem-based learning; (2) Use cooperative learning techniques; (3) Invite guest speakers who are experts in the field of tourism management to give special lectures.	√		As the students had opportunity to explore international cases from the internet and studied about them, they could be envisioned in different aspects of tourism resource planning and development.

Learning outcomes	Teaching methods specified in the course specification	Effectiveness		Problems of the teaching method (s) (if any) and suggestions
		Yes	No	
3. Cognitive Skills (1) Be able to analyze the causes of problems and conflicts as well as be able to solve problems systematically and find out proper solutions to the problems.	(1) Problem-based learning; (2) Cooperative learning techniques; (3) Case studies; (4) Invite guest speakers who are experts in the field of tourism management to give special lectures.	√		Case studies helped a lot in improving their cognitive skills as they read and discussed to find out solutions or answers to the questions given in the cases, and by lecturer.
4. Interpersonal Skills and Responsibilities (1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems	(1) Group assignments; (2) Use cooperative learning techniques; (3) Field trips	√		In this semester, there were individual, pair and group works, so the students could develop this skill.
5. Numerical Analysis, Communication and Information Technology Skills (1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively.	(1) Provide assignments that require students to use numerical analysis skills and knowledge; (2) Provide assignments that require students to use information technology skills and knowledge; (3) Use e-learning; (4) Use group discussions; (5) Use presentation	√		-

4. Suggestions for Improving Teaching Methods

- None

Section 3: Course Outcomes

1. **Number of students registered for the course:** 10 students
2. **Number of students at the end of the semester:** 10 students
3. **Number of students who withdrew from the course:** - student
4. **Distribution of scores level (grade)**

Student's score as percentage	Grade	Total	Percentage
86 – 100	A	2	20.00
82 – 85	A-	5	50.00
78 – 81	B+	1	10.00
74 - 77	B	2	20.00
70 – 73	B-	-	-
66 – 69	C+	-	-
62 – 65	C	-	-
58 – 61	C-	-	-
54 – 57	D+	-	-
50 - 53	D	-	-
46 - 49	D-	-	-
0 - 45	F	-	-
	I	-	-
	W	-	-

5. **Factors causing unusual distribution of grades (If any):** None

6. **Discrepancies in the evaluation plan specified in the Course Specification**

6.1 Discrepancy in evaluation time frame

Details of Discrepancy	Reasons
-	-

6.2 Discrepancy in evaluation methods

Details of Discrepancy	Reasons
-	-

7. Verification of students' achievements

Verification Method(s)	Verification Result(s)
<ul style="list-style-type: none"> - The verification uses assessment the concordance between TQF3 and TQF 5 - The verification uses evaluation completed by students to evaluate their learning achievement. 	<ul style="list-style-type: none"> - The verification was completed.

Section 4: Problems and Impacts

1. Teaching and learning resources

Teaching Problems: -	Impacts on students' learning: -
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2. Administration and organization

Problems from administration -	Impacts on students' learning -
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Section 5: Course Evaluation

1. Results of course evaluation by students

1.1 Important comments from evaluation by students

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1.2 Faculty members' opinions on the comments in 1.1

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2. Results of course evaluation by other evaluation methods

2.1 Important comments from evaluation by other evaluation methods

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2.2 Faculty members' opinions on the comments in 2.1

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Section 6: Improvement Plan

1. Progress of teaching and learning improvement recommended in the previous Course Report

Improvement plan proposed in Semester 1 Academic year 2018 (the latest semester in which the lecturer taught this class)	Results of the plan implementation (In case no action was taken nor completed, reasons must be provided.)
Emphasis more on international practices and criteria	In this semester, the lecturer brought into the class the UN Sustainable Development Goals and the sustainable heritage management tool of the UNESCO for the students to study some important and relevant criteria for resource development for the tourism industry.
Integration of this course with research course	In this semester, the lecturer integrated this course with the research course. The students worked on the same topic for the tourism development plan and the research work, so that they could apply the research methodology with tourism development plan formulation project.

2. Other improvements

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3. Suggestion and improvement of the plan for the next semester/academic year

Suggestions	Time Frame	Responsible Person
<ul style="list-style-type: none"> - Integrated with research course - Emphasis on international practices and criteria - More discussions on global trends 	Throughout the semester	Dr. Siripen Yiamjanya

4. Suggestions of faculty member(s) responsible for the course

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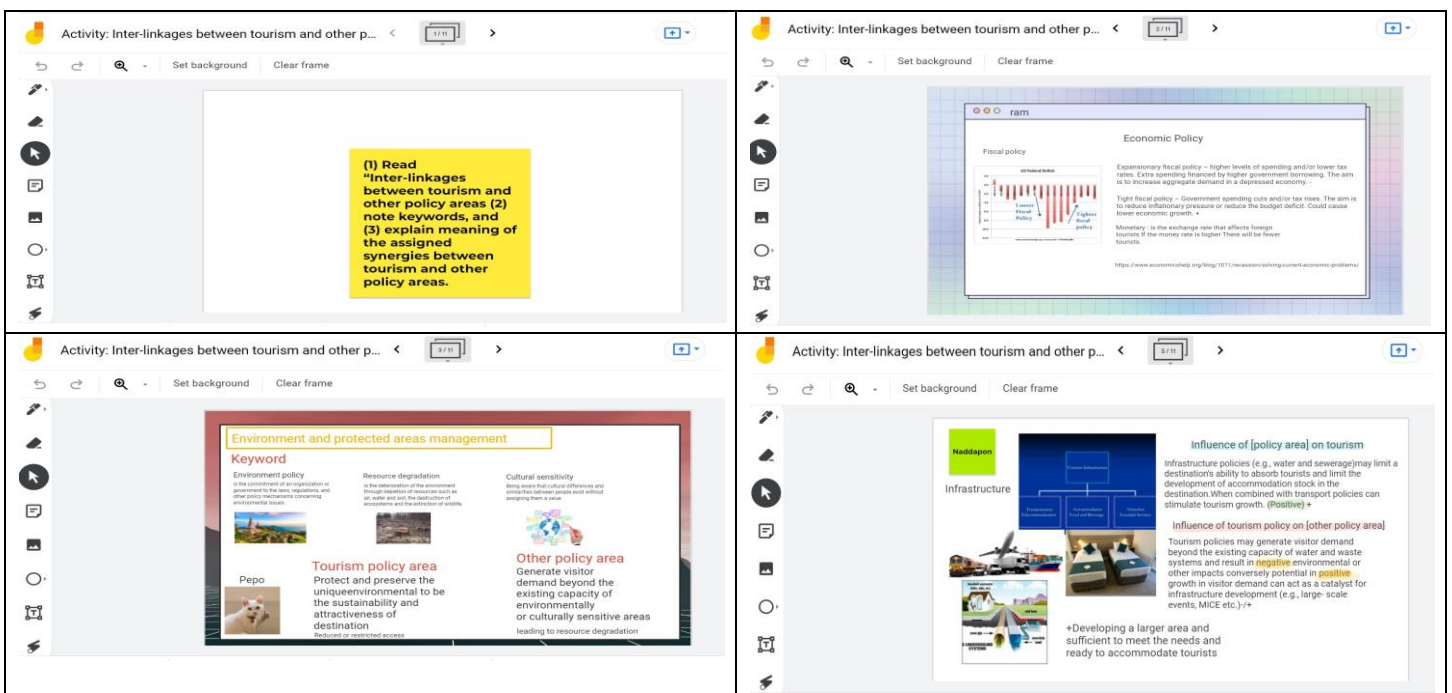
Additional Report Online Teaching Report

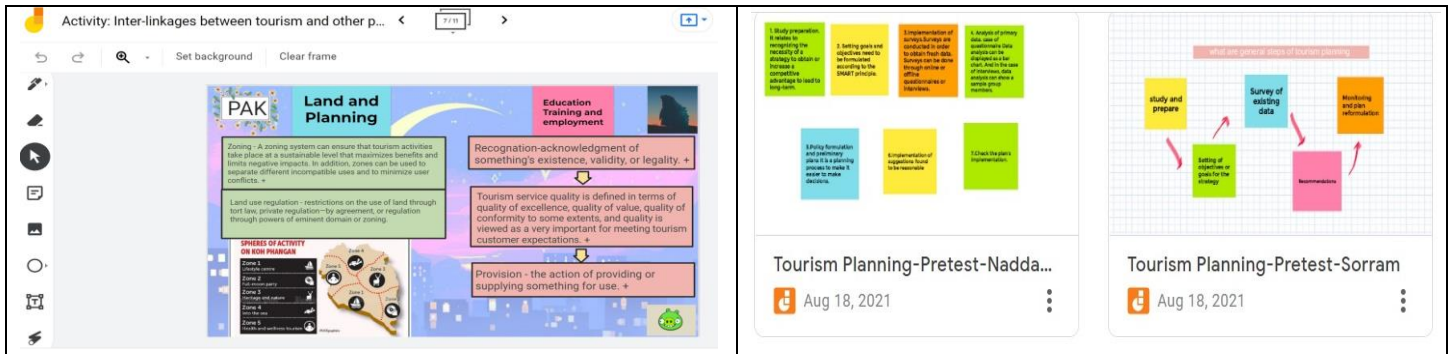
(1) Channel for teaching and sharing online lesson, assignment and quiz

Personal website	link: https://elchm.sru.ac.th/siripen_yi/course/view.php?id=3
Moodle	link/code: _____ - _____
Google Meet	link/code: https://meet.google.com/vny-hbci-oaj
Google classroom	link/code: https://classroom.google.com/c/Mzc4Mzc0NTI1MzMx?cjc=tolzzav
ZOOM	link/code: _____
Other (Please specify)	_____
	link/code: _____

(2) Innovative Teaching Methods and Strategies

Kahoot!	link/screen capture _____ - _____
Padlet	link/screen capture _____ - _____
Mentimeter	link/screen capture _____ - _____
Plickers	link/screen capture _____ - _____
Flinga	link/screen capture _____ - _____
Wheel of names	link/screen capture _____ - _____
Other (Please specify)	_____ Google Jamboard _____
	https://jamboard.google.com/d/1BnueyfnTFsUnBVhxBvrEQfh7LGYrWUC_Dk1bV3o5MYg/viewer?f=0
	link/screen capture _____





(3) Problems and Suggestions

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(4) Please provide additional comments/ suggestions for future online teaching

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Responsible Faculty Member/Coordinator: Miss Siripen Yiamjanya

Signature *Siripen*

Submission Date: December 24, 2021

Chairperson/Program Director:

Signature..... Date Received