Course Specification

Name of University	Rambhai Barni Rajabhat University
Faculty/Department Bilingual	Faculty of Communication Arts/Department of Communication Arts

Section 1 : General Information

.1**Course code and Title**   Course code 8213003 eltiT Communication Research for Tourism
2. Credits   3(2-2-5)

3. Academic program, Type of course
    Academic program: Program in Communication Arts
    Type of course : A Major course

4. Responsible instructor and Teachers
    4.1 **Responsible instructor** : Miss Sariyapa Kantawan
    4.2 **Teachers** :
    Group 1 : Miss Pornpimol Songkasan
    Group 2 : Miss Sariyapa Kantawan and Mr. Mwangati Whenda-Bhose NG oli
    4.3 **Students** :
    Group 1 20 students
    Group 2 12 students

5. Course semester/academic year and student Level   First semester/ 2018 and 3rd year student level
6. Pre-requisite *(if any)* **8002411**   Research in Communication Arts
7. Co-requisite *(if any)*   N/A

8. Place of study
     rebmun moorssalc **1 puorG**   38305
     rebmun moorssalc **2 puorG**38306

9. Last updated   18 July 2018

Section 2 : Aims and Objectives

1. Course Aims

1. To provide students with knowledge and understanding about the theories, process and system of social science research
2. To provide students with knowledge and understanding about the public opinion survey, content analysis, observation, data analysis and appraise the research
3. To provide students to able to apply the research result and conclude the results for guiding for development and promotion of tourism effectively

2. Course Improvement Objectives

Study about theories, methods, and process of social science research for applied in Communication in Tourism, public opinion surveys, content analysis, observation, data analysis and research evaluation and required to conclude the results for guiding for development and promotion of tourism effectively.

Section 3 : Operation

1. Course Description: Communication Research for Tourism

This course provides students with the opportunity to study theories, methods, and process of social science research for applied in Communication in Tourism, public opinion surveys, content analysis, observation, data analysis and research evaluation and required to conclude the results for guiding for development and promotion of tourism effectively by using foreign language.

2. Number of hours per semester

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llarevO		Extra Teaching	Field Experience	Self-Study
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30	30	If any	Practice the communication research for tourism process	5 hours per week

3. Number of hours per week of teacher-provided individual counselling and academic advice.

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Faculty of Communication Arts, Building number 11

Section 4 : Learning Outcome Developments

(●**Primary** responsibilities((O **Secondary** responsibilities(

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.1**Morals and Ethics**

1.1 Morals and Ethics to Be Developed

(1) Know and understand the communication arts ethics. (O(

(2) Practice on the communication arts ethics. (O(

(3) Responsible for the discipline punctuality honesty and responsibility on public relations self-practitioner moral and social ethics.

(4) Respect on human rights and accept the public opinions in the communication arts' colleague involvement. (O(

(5) Abide by moral-based in the term of privacy and social public mind.

(6) Respect on the rule and regulation of organization and society. (O(

1.2 Teaching Methods

(1) Explains about the public relations moral and ethics in the class i.e. request the students involve in university's moral and ethics activities as a partial fulfillment of learning activity.

(2 (Discipline punctuality is important according to the deadline and the honesty's activity and assignment.

(3)Assigns to participated in public relations working

(4)Acts as a good moral model for the students.

1.3 Evaluation Methods

(1) Discipline and readiness class participation, and join the university's activities as a partial fulfillment of learning activity.

(2) Punctuality in the class, the assignment presenting, the participation in giving, which following the class schedule.

(3) Behavior on morals and ethics.

2 Knowledge

2.1 Knowledge to Gain

)1) Know and understand the English communication in the content of communication arts. (●(

)2) Able to integrate the communication arts knowledge and the related interdisciplinary knowledge field. (O(

)3) Able to use the knowledge and communication arts skills to apply in job resolution. (O(

)4) Know and have skills on communication arts research. (●(

)5) Have experience in communication practitioners.

2.2 Teaching Methods

)1) Set the learning by following the course description, which focused on the knowledge and work skill integration.

2)) Set the learning by synchronizing the reality situation applied to the theory .

3)) Set the special lecture by the keynote speakers who specialized in public relations.

4)) Set the project for organization practicing.

2.3 Evaluation Methods The teacher will evaluate the learning effectiveness and the practice of the students in each assignment as:

)1) Sub-testing of each unit

2)) Midterm tests and final examination

3)) Report papers/ working plans/ project assignments

4)) Presentation

5)) Organization practice result's evaluation

3 Cognitive Skills

3.1 Cognitive Skills to be developed

)1) Able to systematically analyze in the body of knowledge of communication arts and related fields, which based on the communication arts effectiveness. (●(

)2) Use the creative wisdom of body of knowledge of communication, which benefits to self-development society and public. (O(

)3) Able to create and present on the problem's resolution by thinking of the frame of related theory and the reality experience field. (O(

3.2 Teaching Methods

)1) Set the learning activity and give the students' skills of thought and new technology.

2)) Set the learning activity by focusing on the reality experience.

3)) Set the learning procedure which practices the thought of individual and team skill i.e. project work assignments.

3.3Evaluation Methods

As above assignments and observe the students' practice, thought, new technological

skills, and the creatively systematically problem resolution.

4 Interpersonal Relationship Skills and Responsibility

    4.1 Interpersonal Relationship Skills and Responsibility to Be Developed

)1) Able to effectively communicate in the interpersonal and group communication.

)2) Responsible for the individual and group report and assignments. (**O**(

)3) Responsible for the learning development both continue on individual and job workplace. (**O**(

)4) Able to adjust and teamwork with the colleague both the leader roles and group members in effectively. (**O**(

)5) Able to use the knowledge in communication science to suitably lead the social issue. (**O**(

)6) Behave and opinion acts on suitably role duty and responsibility mind.

    4.2 Teaching Methods

)1) Set the learning activities by focusing on the teamwork communication and interaction interpersonal communication.

        2)) Teach the topics of responsibility, human relations and the organization culture.

    4.3Evaluation Methods

)1) Observing the students' behavior and act during group working.

        2)) Group presentations.

        3)) Group participation.

        4)) Responsibility of the assignments.

        5)) Classroom's atmosphere

5 Numerical analysis skills, communication skills and using IT

    5.1 Numerical analysis skills, communication skills and using IT to be developed

)1) Able to effectively communicate both speaking and writing and select the suitable media for presentation. (**O**(

)2) Able to use the suitable information technology in communication arts job. (**O**(

)3) Select the basically statistic to analyze and make decision on the systematical planning in communication arts research. (**O**(

)4) Recommend the resolution's issue by using the information technology in communication arts field onto the related problem creatively.

    5.2 Teaching Methods

)1) Set the learning by focusing on technique skills of statistic, mathematic and

information technology.

         2)) Set the experience of students by using t- Power Point Presentation slide

- Lecture

he information technology, mathematic and statistic presentation.

    5.3 Evaluation Methods

    Evaluate on the students' ability by using mathematic and statistic to describe and discuss the suitable report.

Section 5 : Lesson and Evaluation Plan

1. **Lesson Plan**

Week	Topics/Details	Hours	Learning and teaching activities, teaching media *(if any)*	Lecturer
1	Introduction - Course outline - Teaching activities - Evaluation	4	- Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan and Mr. Mwangati Whenda-Bhose NG oli
2	Unit I Introduction to research - How to seek knowledge of the truth - Definition, type and benefit of research	4	- Textbook in Unit I Introduction to communication Presentation slide - Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan and Mr. Mwangati Whenda-Bhose NG oli
3-4	Unit II Determining problems for communication research - Research problems in communication arts - Determining research problems - Research Variables - Research Resources -	8	- Textbook in Unit II Determining problems for communication research - Power Point Presentation slide - Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan and Mr. Mwangati Whenda-Bhose NG oli

Week	Topics/Details	Hours	Learning and teaching activities, teaching media *(if any)*	Lecturer
5-6	Unit III Research Proposal - Components of the research framework - The meaning of the elements in the research framework - Techniques and principles of research proposal - Guidelines for writing a research proposal	8	- Textbook in Unit III Research Proposal - Power Point Presentation slide - Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan and Mr. Mwangati Whenda-Bhose NG oli
7-8	Unit IV Methodology - defining research variables - Population and sample - Specification and sample frame - Design research tools - Creating research tools.	8	- Textbook in Unit IV Methodology - Power Point Presentation slide - Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan and Mr. Mwangati Whenda-Bhose NG oli
	Midterm exam			
9	Unit V Data Analysis and Evaluation - variable configuration - key information in the statistical analysis program.	4	- Textbook in V Data Analysis and Evaluation - Power Point Presentation slide - Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan and Mr. Mwangati Whenda-Bhose NG oli
10-11	Unit VI Writing research reports and evaluating research - Writing research report. - Read the research report.	8	- Textbook in Unit VI Writing research reports and evaluating research - Power Point Presentation slide - Lecture	Miss Sariyapa Kantawan and Mr. Mwangati Whenda-

Week	Topics/Details	Hours	Learning and teaching activities, teaching media *(if any)*	Lecturer
			- Group discussion - Q&A	Bhose NG oli
12	Unit VII Tourism Communication and Research in Tourism Communication - Meaning of Tourism Communication - Travel communication process. - Problems and obstacles in tourism. - Principles of solving tourism problems. - Characteristics and types of research in tourism communication. - The benefits of tourism communication research.	4	- Textbook in unit VII Tourism Communication and Research in Tourism Communication - Power Point Presentation slide - Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan and Mr. Mwangati Whenda-Bhose NG oli
13	Unit VIII Guidelines for writing a research proposal on tourism - The importance of the problem, research objectives - Match sponsorship policy.	4	- Textbook and CD audio in Unit VIII Guidelines for writing a research proposal on tourism - Power Point Presentation slide - Lecture - Group discussion - Q&A	Miss Sariyapa Kantawan and Mr. Mwangati Whenda-Bhose NG oli
14	Unit IX Statistics and Research - Criteria for selecting statistics and research. - Level of measurement of data. - Presentation of research report.	4	- Textbook and CD audio in Unit IX Statistics and Research - Power Point Presentation slide - Group discussion - Q&A	Miss Sariyapa Kantawan and Mr. Mwangati Whenda-Bhose NG oli
15	Unit X Development of Research on Tourism Communication	4	- Textbook and CD audio in Unit X Development	Miss Sariyapa

Week	Topics/Details	Hours	Learning and teaching activities, teaching media *(if any)*	Lecturer
	- Problems and obstacles in research on tourism communication. - Guidelines for research development in tourism communication.		of Research on Tourism Communication - Power Point Presentation slide - Group discussion - Q&A	Kantawan and Mr. Mwangati Whenda-Bhose NG oli
16	**Final exam**			
	Total	45		

2. **Learning Outcome Evaluation Plan**

Learning Outcomes	Evaluation Activity	Week	Weight
1.1 (1)	Midterm exam	8	30%
2.1 (1),(2)	Final exam	16	30%
1.1(3),(6)	Attendance and participation in class	all semester	10%
1.1 (1),(2),(3),(4),(5),(6) 2.1 (1),(2) 3.1 (2)	Projects/campaigns Team work assignments Presentations		10%
4.1 (1) 5.1 (1)	Individual project Project proposals		10%
	Exercise in class		10%

Evaluation criteria   ☑Standard Level   ☐Group Interval Level

Interval Criteria	Grade
80 - 100	A
75 - 79	B^+
70–74	B
65–69	C^+

60 - 64	C
55–59	D⁺
50–54	D
00–49	F

Section 6 : Teaching/Learning Resources

1. Core textbook

    Sariyapa Kantawan. (2014). **Principle of Tourism Communication**. (document). Chanthaburi:
        Faculty of Communication Arts.

2. Documents and important information

    Scott McCabe. (2012). **Marketing Communications in Tourism & Hospitality**. New-York :
        Routledge.

.3Suggested readings and other resources

    Baran, Stanley J. (1995). **Mass communication theory** : Foundations ferment and future.
        California : Wadsworth.

    Berlo, D.K. (1960). **The Process of Communication**. New York: Holt, Rinehart and Winston
        Inc.

    Best, J.W. and *et.al* (1998). **Research in Education**. Boston: Allyn& Bacon.

    Defleur, Melvin L. (1988). **Understanding mass communication**. Boston : Houghton
        Mifflin.

Section 7 : Course Evaluation and Improvement

1. Strategy of the effectiveness of the course by students

    1.1Students evaluate the effectiveness of the course

        (1)The teaching methods of instructor

        (2)The activities in the classroom and outside the classroom

        (3)Teaching support effects on learning and 5 aspects of learning outcomes

        (4)The suggestion to improve the courses by the university network

    1.2Instructor evaluates students' learning behaviors

)1 (Observation of group discussion between instructor and students

        2)) Observation of students' behaviors

    1.3Evaluation of teaching and course

        (1)Assessment of teaching and assessment reports, documents

(2)Assessment course, document and report the results of the assessment

1.4Web suggestions that the instructor has established channels of communication with students

The evidence that will be used to evaluate based on TQF 5 such as line, Facebook, instructor room, E-mail, REG etc.

2. Teaching evaluation strategies

2.1 Student-centered teaching

-A description of the main content and encourage students to explore or understand the details by their self, and/or practice along with instructions

2.2Teaching about principles, theories and rules

-To experiment with actual practice and use the tools manually by teaching content/activity evident that promote virtue. We aim to make the learners the skills to learn, presentation and discussion on using information technology to communicate with other people

2.3A measurement and evaluation in teaching

- Determining how Grading. The standards-based, or based on criteria

-Observations by instructors from students who asking for advice

3. The improvement of teaching

3.1 After Teaching evaluation in no. 2, there is a teaching improvement by brainstorming and find more information to improve teaching as follows:

-Program Requiring instructor to review and improve strategies and methods taught by the results of evaluation in each subject, and prepare a report on the implementation of the course (TQF (5, according to the Office of the Higher Education Commission sets that it must conduct every semester (30days/semesters)

-Program Encourages lecturer to develop academic skills and/or professional skills at least once a year

-Program and faculties Meetings/seminars with instructor to discuss the learning difficulties of students and how to improve/modify or develop even further

.4 The verification standard of achievement of the students in the course

During the process of teaching has a verification of achievement in the subject. As expected, from learning in the course of 5aspects by asking students or random check student work, including the tests as follows

4.1 The Committee's verification. To check the results, "Learning Outcome By checking the learning and teaching process such as TQF 3, the content and teaching media, including documents and textbooks that are used in teaching (as noted in section 6no. (1

4.2Check test, check report (work by the black spot) and how to test scores, the behavior scores, and scoring. Measurement and evaluation of the course requirements as set. The results from the tests or the midterm examination, advising on academic classes

4.3Verification of the course. Has verified achievement Learning Course (random (%25as follows:

(1)**Verification score.** Random check work of students by the verification standard of achievement

(2)**The questionnaire/interview students** to consider the learning course by the standard verification Committee to examine outcomes assessments "5 aspects of learning outcomes" and student behaviors

5. Review and planning to improve the effectiveness of teaching

From the results of the assessment and verification of effectiveness outcomes by Program/branch is planned to update the strategy and integrate the content of the course (TQF 3). To achieve greater quality as follows:

5.1Improving the teaching strategies and the integration of the courses every semester/year, or according to the suggestion, and examined in detail the standard achievement of students learning according to topic 4

5.2The invited speakers / instructors other states, to join other teaching to acquire the knowledge, or with a view to increasing the application of knowledge or experience with issues of research/lecturer's experience

Lecturer

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(Miss Pornpimol Songkasan)

24 July 2018

Lecturer

....

(Miss Sariyapa Kantawan)

24 July 2018

Lecturer

....

(Mr. Mwangati Whenda-Bhose NG oli)

24 July 2018

Responsible Instructor

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(Miss Sariyapa Kantawan)

24 July 2018