



TQF 3 Course Specifications

Section 1 General Information

1. Course code and course

title

Thai	ICGS124 การพัฒนาการท่องเที่ยวและผลเสียของการท่องเที่ยว
	ICSS139 Tourism Geography
English	ICGS124 Global Tourism Development and Consequences
	ICSS139 Tourism Geography

2. Number of credits 4 (4-0-8) (Lecture hours – Laboratory hours - Self study hours/ week)

3. Curriculum and Course Type

3.1 Program of Study International Bachelor's Degree

3.2 Course Type General Education

3.3 Please Specify Course's Literacy

- ☒ MU Literacy (Core Values, SEP, GE for Human Development)
- ☐ Health Literacy (Health, Sport)
- ☐ Digital Literacy (ICT, Applied Mathematics)
- ☒ Social and Humanity Literacy (Social, Humanity, Law, Ethics, Arts)
- ☒ Communication Literacy (language, Academic Communication)
- ☒ Science and Environmental Literacy (Applied Science for Life, Environmental Responsibility)
- ☐ Finance and Management Literacy (Finance, Management, Entrepreneur)

3.4 Please Specify Relationship between course and corporate culture

- ☐ M - Mastery รู้แจ้ง รู้จริง สมเหตุ สมผล
- ☒ A - Altruism มุ่งผลเพื่อผู้อื่น
- ☒ H - Harmony กลมกลืนกับสรรพสิ่ง



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<input type="checkbox"/> I - Integrity	มั่นคงยิ่งในคุณธรรม
x D - Determination	แน่วแน่ทำ ก้าวตัดสินใจ
x O - Originality	สร้างสรรค์สิ่งใหม่
x L - Leadership	ใส่ใจเป็นผู้นำ

4. Course Coordinator and Course Lecturer

4.1 Course Coordinator

Ms. Pattaka Sa-ngimnet

4.2 Course Lecturer

Ms. Pattaka Sa-ngimnet, Social Science Division, Mahidol University International College, 02-441-5090 ext 1317, pattaka.sag@mahidol.ac.th

5. Trimester/ Year of Study

5.1 Trimester All trimesters / for all students in all International College Undergraduate Programs

5.2 Course Capacity Approximately...25 x 4 sections = 100 .students

6. Pre-requisite N/A7. Co-requisites N/A

8. Venue of Study



Section 2 Goals and Objectives

1. Course Goals

For student to understand how tourism has developed in different physical geographical areas around the world and what factors are influencing the growth and activities of tourism; such factors are politics, economics, culture and global trends. For students to understand and be able to evaluate the significance of tourism development and how it can result in tremendous negative impacts on global societies and the environment.

2. Objectives of Course Development/Revision

2.1 Course Objectives

The students will be able to practice their critical thinking skills from analyzing and evaluating issues and apply those skills to case studies in the development and practice of tourism. Students will apply an analytical approach which will enable them to logically evaluate the course contents and relate them to the problems discussed in case studies to their everyday life. The students will be able to utilize tourism concepts and theories to learn to utilize a dialectical approach to problem solving in the future. Students will develop their critical thinking and intellectual skills in order to systematize their knowledge and introduce new concepts and ideas for enhancing tourism sectors for economic development. Students will work in group to practice social and corroboration skills with wither students. Students will use their creativities to create new tourism destination model that helps reduce negative consequences in societies and environment. After successful completion of this course, students should be able to identify factors making regions attractive to tourism and delineate the variables of physical characteristics important for tourism.

2.2 Course-level Learning Outcomes: CLOs

By the end of the course, students will be able to (CLOs)



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1. CLO1 Interrelate basic numerical data and the technology in the study of tourism development
 2. CLO2 Explain current such global issues that impact the development of tourism as global climate change and environmental issues, terrorism, economic exploitation, physical characteristics of the destinations, society and politics.
 3. CLO3 Use background knowledge of cultures and environments to create new tourism model.
 4. CLO 4 Synthesize factors that damage Tourism systems and types of tourism such as mass tourism and alternative tourism.
 5. CLO5 To interrelate varieties of national and cultural assets to create ideal destination regions.
 6. CLO6 Express and defend ideas and critically comment on other people's opinion constructively.



Section 3 Course Management

1. Course Description

ภูมิศาสตร์และความสำคัญของพื้นที่ ศึกษาลักษณะด้านกายภาพ การเมือง เศรษฐกิจ และวัฒนธรรมของภูมิภาคต่างๆ ในโลก การพัฒนาการท่องเที่ยวนานาชาติ รูปแบบทางภูมิศาสตร์ของการท่องเที่ยวและลักษณะการท่องเที่ยวของภูมิภาคในโลกที่เลือกสรรมา การศึกษาถึงผลกระทบเชิงลบของการพัฒนาการท่องเที่ยวที่มีต่อสิ่งแวดล้อม การเมือง เศรษฐกิจ วัฒนธรรม และชีวิตความเป็นอยู่ของประชากร

Geography and the importance of areas; world regions: physical, political, economical, and cultural characteristics; the development of international tourism; geographical patterns of tourism and the tourism features of selected world regions. The study also focuses on the negative consequences created by tourism development on the environment, politics, economics, cultures and people's way of life.

2. Credit hours per trimester

Lecture (Hour(s))	Laboratory/field trip/internship (Hour(s))	Self-study (Hour(s))
48	-	96

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

- 4 hours/week
- Students could make requests for appointments whenever necessary.



Section 4 Development of Students' Learning Outcome

1. Short summary on the knowledge or skills that the course intends to develop in students (CLOs)

By the end of the course, students will be able to

1. CLO1 Interrelate basic numerical data and the technology in the study of tourism development
2. CLO2 Explain current such global issues that impact the development of tourism as global climate change and environmental issues, terrorism, economic exploitation, physical characteristics of the destinations, society and politics.
3. CLO3 Use background knowledge of cultures and environments to create new tourism model.
4. CLO 4 Synthesize factors that damage Tourism systems and types of tourism such as mass tourism and alternative tourism.
5. CLO5 Interrelate varieties of national and cultural assets to create ideal destination regions.
6. CLO6 Express and defend ideas and critically comment on other people's opinion constructively.

2. Teaching methods for developing the knowledge or skills specified in item 1 and evaluation methods of the course learning outcomes

Course Code	Teaching methods	Evaluation Methods
CLO1	Lecturers, Class Discussion, Case Studies	Essay assignment, Mid-term, Final Examination
CLO2	Lecturers, Class Discussion, Case Studies	Essay assignment, Mid-term, Final Examination, Quiz
CLO3	Lecturers, Class Discussion, Case Studies	Essay assignment, Mid-term, Final Examination, Group Project

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CLO4	Lecturers, Class Discussion, Case Studies	Quiz, Mid-term, Final Examination
CLO5	Lecturers, Class Discussion, Case Studies	Mid-term, Final Examination, Presentation, Group Project
CLO6	Class Discussion, participation	Presentation, Role-Play, Comments



Section 5 Lesson Plan and Evaluation

1. Lesson Plan

Class	Topic/Details	Number of hours		Online Sessions	On-Campus	Instructors	Note
		In-Class sessions	Lab sessions				
1	Tuesday-Thursday 8:00-9:50 (Section 1) The Phenomenon of Tourism: definition of tourism, and history of tourism	4		x		Pattaka Sangimnet	Google Classroom and Line Application
2	Tuesday-Thursday 8:00-9:50 (Section 1) A Systems approach to tourism and the components of tourism: social organizations and their roles in tourism, good characteristics of origin and destination regions.	4		x		Pattaka Sangimnet	Google Classroom and Line Application
3	Tuesday-Thursday 8:00-9:50 (Section 1)	4		x		Pattaka Sangimnet	Google Classroom and Line Application



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Class	Topic/Details	Number of hours		Online Sessions	On-Campus	Instructors	Note
		In-Class sessions	Lab sessions				
	Global destination patterns: more developed and less developed countries.						
4	Tuesday-Thursday 8:00-9:50 (Section 1) Push and Pull factors influencing both origin and destination regions	4		x		Pattaka Sangimnet	Google Classroom and Line Application
5	Tuesday-Thursday 8:00-9:50 (Section 1) Motivational theories and models of tourism	4		x		Pattaka Sangimnet	Google Classroom and Line Application
6	Tuesday-Thursday 8:00-9:50 (Section 1) Defining tourist attractions: natural attractions and cultural attractions.	4		x		Pattaka Sangimnet	Google Classroom and Line Application
7	Tuesday-Thursday 8:00-9:50 (Section 1)	4		x		Pattaka Sangimnet	Google Classroom



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Class	Topic/Details	Number of hours		Online Sessions	On-Campus	Instructors	Note
		In-Class sessions	Lab sessions				
	Global issues influencing tourism development; terrorism, political conflicts, global climate change and new exploitation strategies by global market demand						and Line Application
8	Tuesday-Thursday 8:00-9:50 (Section 1) Types of Tourism and their consequences on destinations: mass tourism, health tourism, geotourism, sustainable tourism and ecotourism	4		x		Pattaka Sangimnet	Google Classroom and Line Application
9	Tuesday-Thursday 8:00-9:50 (Section 1) Economic impacts of tourism; Economic Benefits and Economic Disadvantages	4			x	Pattaka Sangimnet	Google Classroom and Line Application
10	Tuesday-Thursday 8:00-9:50 (Section 1)	4			x	Pattaka Sangimnet	Google Classroom



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Class	Topic/Details	Number of hours		Online Sessions	On-Campus	Instructors	Note
		In-Class sessions	Lab sessions				
	Sociocultural consequences of tourism on both origin and destination regions						and Line Application
11	Tuesday-Thursday 8:00-9:50 (Section 1) Environmental Benefits and Costs: Permanent environmental restructuring, Generation of waste residuals, ecological foot printing and management implications of environmental impacts	4			x	Pattaka Sangimnet	Google Classroom and Line Application
12	Tuesday-Thursday 8:00-9:50 (Section 1) Project Planning	4			x	Pattaka Sangimnet	Google Classroom and Line Application
	Total	48					

2. Plan for Assessing Course Learning Outcomes



2.1 Assessing and Evaluating Learning Achievement

a. Formative Assessment

Individual project 10%

Quiz 10

Mid-term examination 30%

Final examination 20%

Group presentation 30%

b. Summative Assessment

(1) Tools and Percentage Weight in Assessment and Evaluation

Learning Outcomes	Assessment Methods	Assessment Ratio (Percentage)	
CLO1 Interrelate basic numerical data and the technology in the study of tourism development	Writing Examination - MCQ	15	15
	Essay Assignment	5	
CLO2 Explain current such global issues that impact the development of tourism as global climate change and environmental issues, terrorism, economic exploitation, physical characteristics of the destinations, society and politics.	Writing Examination -MCQ	5	20
	Essay Assignment	5	
	Quiz	5	
	Writing Examination -MCQ	10	20



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CLO3 Use background knowledge of cultures and environments to create new tourism model.			
	Essay Assignment	5	
	Group Project	5	
CLO 4 Synthesize factors that damage Tourism systems and types of tourism such as mass tourism and alternative tourism.	Writing Examination -MCQ	10	15
	Quiz	5	
CLO5 Interrelate varieties of national and cultural assets to create ideal destination regions.	Writing Examination -MCQ	10	15
	Group Project	5	
CLO6 Express and defend ideas and critically comment on other people's opinion constructively.	Presentation	10	15
	Role-Play	5	
Total			100

(2) Grading System

Grade	Achievement	Final score (% range)
A	Excellent	90-100
B+	Very Good	85-89



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B	Good	80-84
C+	Fairly Good	75-79
C	Fair	70-74
D+	Poor	65-69
D	Very Poor	60-64
F	Fail	Less than 60

(3) Re-examination (If course lecturer allows to have re-examination)

N/A - (Not applicable with MUIC)

3. Student Appeals

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Section 6 Teaching Materials and Resources

1. Textbooks and/or other documents/materials

1.1 Boniface, B. & Cooper, C. (2008). *Worldwide Destinations Casebook. The Geography of Travel and Tourism*. London: Elsevier Butterworth Heinemann.

1.2 Boniface, B.G. and Cooper, C. (1994) 'Geography of Travel and Tourism', Butterworth Heinemann: UK, PB, ISBN 0750616709 stlg17.99

1.3 Boniface, P. (1995) 'Managing Quality Cultural Tourism', Routledge: UK, HB, ISBN 0415099854 stlg35.00

1.4 Hall, C.M. and Jenkins, J.M. (1995) 'Tourism and Public Policy', ITBP: UK, PB, ISBN 0415113547 stlg14.99

1.5 Hall, C.M. (1994) 'Tourism and Politics: Policy, Power and Place', Wiley: UK, PB, ISBN 0471965472 stlg14.99

1.6 Neale, G. (1998) The Green Travel Guide, Earthscan, London: chapter 2: 'Making a difference: responses to the green challenge.'

1.7 Ryan, C., 2003, *Recreational Tourism – impacts and demand*, Clevedon: Channel View Press.

2. Recommended textbooks and/or other documents/materials

3. Other Resources (If any)

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Section 7 Evaluation and Improvement of Course Management

1. Strategies for evaluating course effectiveness by students
 - Mid-trimester feedback that are anonymous from students
 - Formal student evaluations
2. Strategies for evaluating teaching methods
 - Peer observation
 - Student feedback and Course evaluation
3. Improvement of teaching methods
 - Student feedback and Course evaluation
4. Verification process for evaluating students' standard achievement outcomes in the course
 - Written examinations, individual presentations, and group presentation
5. Review and plan for improving the effectiveness of the course
 - Student feedback and Course evaluation



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Appendix

Alignment between Courses and General Education courses

Table 1 The relationship between CLOs and MU-GE Module LOs (Number in table = Sub LOs)

(Course Code)	Learning Outcomes in General Education (MU-GE LOs)								
	MLO1	MLO2	MLO3	MLO4	MLO5	MLO6	MLO7	MLO8	MLO9
CLO1 Interrelate basic numerical data and the technology in the study of tourism development	1.1 1.4	2.1							
CLO2 Explain current such global issues that impact the development of tourism as global climate change and	1.1					6.1 6.2			



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environmental issues, terrorism, economic exploitation, physical characteristics of the destinations, society and politics.									
CLO3 Use background knowledge of cultures and environments to create new tourism model.			3.1	4.1 4.2	5.1				
CLO 4 Synthesize factors that damage Tourism					5.2		7.1		



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systems and types of tourism such as mass tourism and alternative tourism.									
CLO5 Interrelate varieties of national and cultural assets to create ideal destination regions.							7.1 7.3	9.2	
CLO6 Express and defend ideas and critically comment on other people's								8.1 8.2	



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opinion constructively.									
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Table 2 The description of MU-GE LOs and Sub LOs of the course

MU-GE LOs	Sub LOs
MLO1 create & construct an argument effectively as well as identify, critique and evaluate the logic & validity of arguments	1.1 identify concepts related to the context of learned issues/topics
	1.4 synthesize information to arrive at logical reasoning
MLO2 select & use techniques and methods to solve open-ended, ill-defined and multistep problems	2.1 apply simple mathematical methods to the solution of 'real-world' problems
MLO3 acquire specific strategies & skills within a particular discipline and adapt them to a new problem or situation	3.1 connect, synthesize and/or transform ideas or solutions within a particular framework
MLO4 create a novel or unique ideas, question, format, or product within a particular framework	4.1 Create an original explanation or solution to the issues/problems
	4.2 articulate the rationale for & consequences of his/her solution- identify opportunities & risk



MLO5 explore and situate oneself in a new physical environment and intellectual perspectives	5.1 demonstrate cultural competencies and adaptabilities in different working environments 5.2 resort to multi-dimensional settings and tools to acquire knowledge and skills relevant to the problem or situation at hand
MLO6 act autonomously within context of relationships to others, law, rules, codes, and values	6.1 demonstrate an understanding of the principles upon which sustainable ecosystems and societies are built 6.2 identify the national & global challenges associated with current economic, political, and social systems
MLO7 apply ethical frameworks or principles and consider their implications in his/her decision-making and interacting with others	7.1 identify ethical issues and recognize different viewpoint and ideologies 7.3 apply principle of ethical leadership, collaborative engagement, and respect diversity
MLO8 use a variety of means/ technologies to communicate effectively and purposefully- e.g., share information/ knowledge,	8.1 communicate/present ideas effectively both oral & written forms, proper to a range of audience groups, such as verbal discussion with peers, project report.



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express ideas, demonstrate or create individual & group product, etc.	8.2 prepare a purposeful oral presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.
MLO9 collaborate and work effectively as part of a student group/team member to arrive at	9.2 interact with others respectfully, whether as a team member or leader, to create a productive teamwork

MU-GE Module LOs: At the end of studying MU-GE Module, successful students will be able to

Competences	LOs:	Sub LOs:
1. Critical thinking & Analysis: Use various sources and methods to collect and manage data & information and make a logical judgment and decision to arrive at solution or problem solving relevant to real-world issues/problems	1. create & construct an argument effectively as well as identify, critique and evaluate the logic & validity of arguments	1. identify concepts related to the context of learned issues/topics 2. demonstrate ICT literacy: use appropriate technology to find, evaluate, and ethically use information 3. collect, analyse, synthesize data, & evaluate information and ideas from multiple sources relevant to issues/problems 4. synthesize information to arrive at logical reasoning
	2. select & use techniques and methods to solve open-ended, ill-defined and multistep problems	1. apply simple mathematical methods to the solution of 'real-world' problems 2. make judgment & decision through correct analysis, inferences, and evaluations on quantitative basis and multiple perspectives 3. apply concept of process management to solve problems



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Competences	LOs:	Sub LOs:
2. Creativity & Innovation: Shows capability to initiate alternative/ new ways of thinking, doing things or solving problems to improve his/her or team solutions/results by applying the evidence-based process management concepts	3. acquire specific strategies & skills within a particular discipline and adapt them to a new problem or situation	1. connect, synthesize and/or transform ideas or solutions within a particular framework 2. integrate alternative, divergent, or contradictory perspectives or ideas in the solution of a problem or question
	4. create a novel or unique ideas, question, format, or product within a particular framework	1. Create an original explanation or solution to the issues/problems 2. articulate the rationale for & consequences of his/her solution- identify opportunities & risk 3. implement innovation through process management approach
	5. explore and situate oneself in a new physical environment and intellectual perspectives	1. demonstrate cultural competencies and adaptabilities in different working environments 2. resort to multi-dimensional settings and tools to acquire knowledge and skills relevant to the problem or situation at hand
3. Global perspectives & Ethics: Express one's own ideas, interact with others, guide or lead team, as proper, as an ethically- engaged and responsible	6. act autonomously within context of relationships to others, law, rules, codes, and values	1. demonstrate an understanding of the principles upon which sustainable ecosystems and societies are built 2. identify the national & global challenges associated with current economic, political, and social systems 3. exhibit characteristics of responsible citizenship 4. work effectively in diverse team (and multi-cultural settings)
	7. apply ethical frameworks or principles and consider their implications in	1. identify ethical issues and recognize different viewpoint and ideologies 2. guide & lead others



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Competences	LOs:	Sub LOs:
member of the society	his/her decision-making and interacting with others	3. apply principle of ethical leadership, collaborative engagement, and respect diversity
4. Communication: communicate effectively and confidently using oral, visual, and written language	8. use a variety of means/ technologies to communicate effectively and purposefully- e.g., share information/ knowledge, express ideas, demonstrate or create individual & group product, etc.	1. communicate/present ideas effectively both oral & written forms, proper to a range of audience groups, such as verbal discussion with peers, project report. 2. prepare a purposeful oral presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors. 3. prepare written documents to express ideas/solutions using different writing technologies, and mixing texts, data, and images. 4. demonstrate competence in a second or additional language
5. Collaboration and Working with team: collaborate and work	9. collaborate and work effectively as part of a student group/team member to arrive at	1. collaborate effectively with others as a responsible team member to achieve team goals in time 2. interact with others respectfully, whether as a team member or leader, to create a productive teamwork
**When applying MU-GE module, please identify only LOs and Sub LOs. No need to mention the 5 competences. **		
team goals		