

Course Syllabus

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| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 431 |
| Course Title | Rural Tourism |
| 3. Number of Credits | 4 (4-0-8) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Elective Course |
| 6. Session | Trimester 2 / Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

Factors that determine successful rural tourism development and management of sites in an environmentally and culturally sensitive area.

9. Course Objectives

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

- 9.1 Understand the principles of rural tourism, including the scope of rural tourism and the cultural significance of the countryside.
- 9.2 Understand and have the knowledge about the tourism resources of rural area.
- 9.3 Understand the benefits and costs of rural tourism development.
- 9.4 Understand demand and supply for rural tourism.
- 9.5 Understand ways to apply the marketing concept to rural tourism.
- 9.6 Understand the planning and the management process for rural tourism.
- 9.7 Understand the way to apply the concept of sustainable tourism to develop the rural tourism.

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Introduction to the course outline & Understanding rural tourism	4	-	8	TBA
2	The countryside: a resource for tourism - Introduction - The countryside: a multi-purpose resource - Tourism, agriculture and rural development policy (Case Study) - Rural tourism development (Benefits) - Rural tourism development (Costs) <i>Case Study: Rural tourism: The impact on rural communities</i>	4	-	8	
3	The demand for rural tourism - Introduction - Rural tourism: measurement criteria - The historical development of rural tourism (Case Study: Rural tourism in Utah) - Rural tourism: demand factors - Rural tourism: motivation factors <i>Case Study: Tourism in the Lake District</i> <i>Case Study: Understanding the Motivations of Ecotourists: the Case of Trekkers in Annapurna, Nepal</i>	4	-	8	
4	The supply of rural tourism - Introduction - The total rural tourism product - Who supplies rural tourism? - Rural tourism: public sector supply (Case Study: The development of national parks in Australia) - Rural tourism: private sector supply	4	-	8	
5	Marketing the countryside for tourism - The definition of marketing - Applying the marketing concept to rural tourism - Rural tourism marketing: public sector roles - Problems of marketing rural tourism: marketing the place - Problems of marketing rural tourism: the private sector - Marketing rural tourism: a structured approach <i>Case Study: Trends of Tourism Market for Agro-Tourism</i>	4	-	8	

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
6	Planning and managing rural tourism - Introduction - The need for planning and management - Rural tourism: the planning and management process	4	-	8	TBA
7	Issues in rural tourism - Introduction - Access issues - What price the countryside? - Sustainable transport in the countryside - Housing issues in the countryside <i>Case Study: Factors for success in rural tourism development</i>	4	-	8	
8	The concept of sustainable tourism - Sustainable rural tourism development - Community involvement in rural tourism - Partnerships in rural tourism development - Visitor management <i>Case Study: Rural tourism development: shifting basis of community solidarity.</i>	4	-	8	
9	Report paper and presentation	4	-	8	
10	The Rural Tourism Development in Asia Region	4	-	8	
11	The Rural Tourism in the Future	4	-	8	
	Total	44	0	88	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Discussions
- 11.3 Field trip
- 11.4 Presentations (students and guest speakers)

12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1 the ability in understanding the principles of rural tourism, including the scope of rural tourism and the cultural significance of the countryside.
- 13.2 the ability in understanding and having the knowledge about the tourism resources of rural area.
- 13.3 the ability in understanding the benefits and costs of rural tourism development.
- 13.4 the ability in understanding demand and supply for rural tourism.
- 13.5 the ability in understanding ways to apply the marketing concept to rural tourism.
- 13.6 the ability in understanding the planning and the management process for rural tourism.
- 13.7 the ability in understanding the way to apply the concept of sustainable tourism to develop the rural tourism.

Ratio of mark

1. Assignments	40%
2. Mid-term Examination	30%
3. Final Examination	30%
Total	100 %

14. Course evaluation

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference (s)

Sharpley, R., and Sharpley, J., (1998) *Rural Tourism: An Introduction*. Singapore: International Thomson Business Press.

Roberts, Lesley. (2001) *Rural Tourism and Recreation: Principles and Practice*. Massachusetts: CABI Publishing.

Bramwell, B. (1993) *Tourism Strategies and Rural Development*, Paris: :OECD.

Clark, J. (1999), Marketing Structures for Farm Tourism; Beyond the Individual Provider of Rural Tourism, *Journal of Sustainable Tourism*, 7,(1), 26-45., 1999.

Gannon, A.. (1994) Rural Tourism as a Factor in Rural Community Economic Development For Economies in Transition, *Journal of Sustainable Tourism*, 2 (1-2), 51-60.

Swarbrooke, J. (1998) *Sustainable Tourism Management*, London: Biddles Ltd.

Hitchcock, M. (1994) *Tourism in South-East Asia: Tourism and rural handicrafts*,
New York: Routledge.

16. Instructor (s)

TBA

17. Course Coordinator

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