

GENERAL EDUCATION, KMITL

COURSE SYLLABUS

Course Code	96642129	Course Title	Alternative Tourism				
Credit	3 (3-0-6)	Semester	1/2026	Section	201	Day - Time	Thursday 9.00-12.00 hrs.
Course Description	Study the definitions, concepts and forms of alternative tourism such as community-based tourism, agro-tourism, cultural tourism and health tourism, and study current trends in tourism, roles of public and private sectors in promoting tourism market, stakeholder engagements and impacts on economy, society and environment.						
Instructor	A.Natwara Khotchasit						
Consulting Channel	Line Group & Email			Language	☒ English		
Day - Time	Monday - Saturday: 8.30 - 18.00 hrs.						
Course Platform	MS Teams						
Course Learning Outcome							
CLO-1: Explain and classify the definitions, principles, and various types of alternative tourism with accuracy and clarity.							
CLO-2: Analyze current tourism trends, including the roles and strategies of the public and private sectors in promoting alternative tourism.							
CLO-3: Evaluate the economic, social, and environmental impacts of alternative tourism using stakeholder participation concepts.							
CLO-4: Propose sustainable management approaches or activities for alternative tourism, considering local contexts and community participation.							

General Education Learning Outcome (GE-LO)	
GE-LO	Weight
☒ GE-LO-1 Analytical and Critical Thinking	3
☒ GE-LO-3 Creativity	4
☒ GE-LO-4 Interpersonal Skills	2
☒ GE-LO-5 Integrity and Perseverance	2
☒ GE-LO-9 Communication	4
Total Weight	<u>15</u>

Study Plan

Week	Topic	Type/Activity	Remark
1	Introduction	Lecture	
2	Chapter 1: Tourism Fundamentals	Lecture and Discussion	
3	Chapter 2: Tourism Trends and Circumstances	Lecture and Discussion	
4	Chapter 3: Tourism Resources	Lecture and Discussion	
5	Chapter 4: Tourism Planning	Lecture and Discussion	
6	Chapter 5: Alternative Tourism: Eco-tourism, Agro-tourism, Health and Wellness Tourism, Cultural Tourism, Gastronomy Tourism	Lecture and Discussion	
7	Chapter 5: Alternative Tourism: Sport Tourism, Adventure Tourism, Creative Tourism, Dark Tourism, Slow Tourism, Responsible Tourism	Lecture and Discussion	
8	Presentation: Activity 1 (Tour Planning)	In-class Presentation	
Mid-term Examination Period			
9	Chapter 6: Sustainable Development Goals & Sustainable Development	Lecture and Discussion	
10	Chapter 7: Sustainable Tourism Development	Lecture and Discussion	
11	Presentation: Activity 2 (Alternative Tourism)	In-class Presentation	
12	Chapter 8: Community-Based Tourism	Lecture and Discussion	
13	Chapter 9: Tourism Marketing	Lecture and Discussion	
14	Presentation: Activity 3 (Sustainable Tourism)	In-class Presentation	
15	Knowledge Test	Multiple-choice Examination	
Final Examination Period			

Assessment Plan

Activity	Weight	Score	Period	Remark
1. Class Attendance and Punctuality (GE-LO 5)	1	4	Whole Semester	- Students must attend class on time (before 9:00 a.m.). - Arriving more than 1 hour late will be considered an absence. - Students with more than 3 absences will receive a grade of F. Exceptions: - In cases of illness, a medical certificate is required. - Students participating in approved institutional activities must provide an official approval document from the institution. - Other types of leave will follow the regulations of the institution.
2. Activity 1: "The Master Trip Planner" (Pair Work) (GE-LO 3,4,9)	5	20	Week 8	- In-class presentation and social media application. - Presentation duration: 5-7 minutes - Q&A session with the instructor: 5-7 minutes - Submit all presentation files and supporting documents before the deadline via the MS Teams. - Late submissions may result in a grade of deduction unless prior approval has been granted. - Criteria, requirements and other more information will be announced in class.
3. Activity 2: Alternative Tourism Report Presentation (Group Work) (GE-LO 3,5,9)	3	12	Week 11	- Group work: 6-7 students per group - Presentation duration: 5-7 minutes - Q&A session with the instructor: 5-7 minutes

				- Students whose names are not included in the group list will receive 0 points for participation - Students who do not evaluate their group members will receive 0 points for peer evaluation.
4. Activity 3: Sustainable Tourism Development Project (Group Project) (GE-LO 1,3,4,9)	4	16	Week 14	-Group work: 6-7 students per group - Presentation duration: 5-7 minutes - Q&A session with the instructor: 5-7 minutes - Students whose names are not included in the group list will receive 0 points for participation - Students who do not evaluate their group members will receive 0 points for peer evaluation.
5. Knowledge Test (GE-LO 1)	2	8	Week 15	- Conducted in class - Scheduled start time: 9:00 a.m. - Students arriving more than 30 minutes late will <u>not be allowed to take the test</u> - Students who <u>miss the knowledge test or copy</u> others' work will receive <u>0 points</u>.
Total: Weight	15	60		

Evaluation Criteria

☒ Criterion-referenced								
Grade (Criterion-reference)	A	B+	B	C+	C	D+	D	F
Score Range (out of 60)	57-60	49-56.9	41-48.9	34-40.9	27-33.9	21-26.9	15-20.9	0-14.9

Learning Outcome-Based Assessment Criteria

Activity	Skill	Weight	Score Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Needs Improvement)
1. Class Attendance and Punctuality	GE-LO-5	1	On-time attendance at least 10 times.	On-time attendance 8-9 times.	On-time attendance 6-7 times.	On-time attendance 4-5 times.
2. Activity 1: “The Master Trip Planner” (Pair Work)	GE-LO-3	2	Activity Design: Highly innovative and creative. Perfectly matches the target group's needs. Feasibility & Structure: The itinerary is realistic, practical, and includes all necessary elements. Planning & Narrative: Time and route planning are well-organized, creating a strong and clear story connection.	Activity Design: Interesting activities with all elements of alternative tourism, though slightly like existing tours. Feasibility & Structure: Successfully meets the target group's needs with appropriate time allocation. Planning & Narrative: Features a clear theme and a well-planned itinerary.	Activity Design: Quite standard and lacks a clear selling point, making it difficult to differ from mass tourism. Feasibility & Structure: Meets the target group's needs only in some parts. Planning & Narrative: Route planning lacks detail, shows some limitations, or lacks clarity.	Activity Design: Copies existing models without any adaptation. Lacks creativity and appeal. Feasibility & Structure: Fails to align with the target group. Planning & Narrative: Lacks a clear theme or story, and the proposed route is impossible to travel in real life.
	GE-LO-4	1	Works exceptionally well with their partner, communicates effectively, shares responsibilities equally, and exceeds expectations.	Works well with their partner, communicates respectfully, and fulfills assigned responsibilities.	Participates in pair work but needs occasional reminders to communicate or complete responsibilities..	Shows limited participation and cooperation, negatively affecting the pair's work. Students who do not evaluate their partner will receive a score of 0.
	GE-LO-9	2	Time Management: Manages presentation time exceptionally well. Communication Methods: Uses highly appropriate communication methods. Communication Tools: Utilizes suitable and effective communication tools.	Time Management: Manages presentation time well. Communication Methods: Uses appropriate communication methods. Communication Tools: (Lacks specific communication tools or uses standard ones)	Time Management: Manages presentation time well. Communication Methods: Lacks appropriate communication methods.	Time Management: Manages presentation time poorly. Communication Methods: Lacks appropriate communication methods and tools.

Activity	Skill	Weight	Score Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Needs Improvement)
3. Activity 2: Alternative Tourism Report Presentation (Group Work)	GE-LO-3	1	Activity Design: Highly innovative and creative. Perfectly matches the target group's needs. Feasibility & Structure: The itinerary is realistic, practical, and includes all necessary elements. Planning & Narrative: Time and route planning are well-organized, creating a strong and clear story connection.	Activity Design: Interesting activities with all elements of alternative tourism, though slightly like existing tours. Feasibility & Structure: Successfully meets the target group's needs with appropriate time allocation. Planning & Narrative: Features a clear theme and a well-planned itinerary.	Activity Design: Quite standard and lacks a clear selling point, making it difficult to differ from mass tourism. Feasibility & Structure: Meets the target group's needs only in some parts. Planning & Narrative: Route planning lacks detail, shows some limitations, or lacks clarity.	Activity Design: Copies existing models without any adaptation. Lacks creativity and appeal. Feasibility & Structure: Fails to align with the target group. Planning & Narrative: Lacks a clear theme or story, and the proposed route is impossible to travel in real life.
	GE-LO-5	1	Demonstrates honesty, responsibility, and perseverance consistently, exceeding expectations.	Demonstrates honesty, responsibility, and perseverance in completing assigned tasks.	Usually demonstrates honesty and perseverance but requires occasional reminders to stay on task.	Shows limited honesty, responsibility, or perseverance, resulting in incomplete or poor-quality work. Students who do not evaluate their group members will receive a score of 0.
	GE-LO-9	1	Time Management: Manages presentation time exceptionally well. Communication Methods: Uses highly appropriate communication methods. Communication Tools: Utilizes suitable and effective communication tools.	Time Management: Manages presentation time well. Communication Methods: Uses appropriate communication methods. Communication Tools: (Lacks specific communication tools or uses standard ones)	Time Management: Manages presentation time well. Communication Methods: Lacks appropriate communication methods.	Time Management: Manages presentation time poorly. Communication Methods: Lacks appropriate communication methods and tools.

Activity	Skill	Weight	Score Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Needs Improvement)
4. Activity 3: Sustainable Tourism Development Project (Group Work)	GE-LO-1	1	Analysis & Accuracy: Analyzes the area data, problems, and tourism opportunities deeply and accurately. Data & Trends: Uses highly reliable references and clearly connects them to current tourism trends. Local Identity: Identifies and highlights the unique local identity exceptionally well.	Analysis & Accuracy: Analyzes all main points correctly and completely, including problems and opportunities. Data & Trends: Uses proper data, though the connection to current tourism trends could be deeper. Local Identity: Identifies the local identity clearly.	Analysis & Accuracy: Provides basic information but lacks deep analysis. Problem identification is still unclear. Data & Trends: Some data is outdated or does not match the actual context of the area. Local Identity: Local identity is mentioned but lacks distinct details.	Analysis & Accuracy: Information is insufficient or incorrect, completely lacking situational and environmental analysis. Data & Trends: Fails to connect data with current trends or reliable sources. Local Identity: Unable to identify any highlights, strengths, or problems of the area.
	GE-LO-3	1	Activity Design: Highly innovative and creative. Perfectly matches the target group's needs. Feasibility & Structure: The itinerary is realistic, practical, and includes all necessary elements. Planning & Narrative: Time and route planning are well-organized, creating a strong and clear story connection.	Activity Design: Interesting activities with all elements of alternative tourism, though slightly like existing tours. Feasibility & Structure: Successfully meets the target group's needs with appropriate time allocation. Planning & Narrative: Features a clear theme and a well-planned itinerary.	Activity Design: Quite standard and lacks a clear selling point, making it difficult to differ from mass tourism. Feasibility & Structure: Meets the target group's needs only in some parts. Planning & Narrative: Route planning lacks detail, shows some limitations, or lacks clarity.	Activity Design: Copies existing models without any adaptation. Lacks creativity and appeal. Feasibility & Structure: Fails to align with the target group. Planning & Narrative: Lacks a clear theme or story, and the proposed route is impossible to travel in real life.
	GE-LO-4	1	Works exceptionally well with their group members, communicates effectively, shares responsibilities equally, and exceeds expectations.	Works well with their group members, communicates respectfully, and fulfills assigned responsibilities.	Participates in group work but needs occasional reminders to communicate or complete responsibilities..	Shows limited participation and cooperation, negatively affecting the group work. Students who do not evaluate their group members will receive a score of 0.

Activity	Skill	Weight	Score Level			
			4 (Excellent)	3 (Good)	2 (Fair)	1 (Needs Improvement)
	GE-LO-9	1	Time Management: Manages presentation time exceptionally well. Communication Methods: Uses highly appropriate communication methods. Communication Tools: Utilizes suitable and effective communication tools.	Time Management: Manages presentation time well. Communication Methods: Uses appropriate communication methods. Communication Tools: (Lacks specific communication tools or uses standard ones)	Time Management: Manages presentation time well. Communication Methods: Lacks appropriate communication methods.	Time Management: Manages presentation time poorly. Communication Methods: Lacks appropriate communication methods and tools.
5. Knowledge Test	GE-LO-1	2	46-60 points = 8	31-45 points = 6	16-30 points = 4	0-15 points = 2