

TQF.3

□ Master’s Degree

☑ Bachelor’s Degree

**College of**

**Hospitality Industry Management**

**Course Specification**

Course Code: TRM 3210

Course Title: Cross Cultural Communication in the Tourism Industry

Credits: 3 (3-0-6)

Program: Tourism Management International Program

Suan Sunandha Rajabhat University

(SSRUIC)

Semester: 1 Academic Year: 2021

**Section 1 General Information**

1. **Code and Course Title:**

Course Code: TRM 3210

Course Title (English): Cross Cultural Communication in the Tourism Industry

Course Title (Thai): -

**2. Credits:** 3 (3-0-6)

**3. Curriculum and Course Category:**

3.1 Curriculum: Bachelor of Arts, Program in Tourism Management, College of Hospitality Industry Management

3.2 Course Category:

□ General Education ☑ Required Course

□ Elective Course □ Others …………….

**4. Lecturer Responsible for Course and Instructional Course Lecturer (s):**

4.1 Lecturer Responsible for Course: Mr. Sakul Jariyachamsit

4.2 Instructional Course Lecturer(s): None

**5. Contact/Get in Touch**

Room Number 405

**6. Semester/ Year** **of Study**

6.1 Semester: 1 Year of Study: 2021

6.2 Number of the students enrolled: 9 students

**7. Pre-requisite Course (If any)**

None

**8. Co-requisite Course (If any)**

None

**9. Learning Location**

Building:College of Hospitality Industry Management Room Number online

**10. Last Date for Preparing and Revising this Course:**

Date 30th July Year 2021

**Section 2 Aims and Objectives**

**1. Course Aims**

At the end of this course, the student will reach to five domains in the following areas of performance:

1.1Morals and Ethics

|  |
| --- |
| 1. Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes; |
| 1. Have positive attitudes towards service careers; |
| 1. Be able to lead and follow group members, work in team and be a role model for others; and 2. Have self-discipline, be punctual, responsibility to self, profession and society. |

1.2 Knowledge

|  |
| --- |
| 1. Have up-to-date knowledge in the management and operation of businesses in the tourism industry both theories and practices widely, systematically and internationally. |
| 1. Have integrated knowledge in other related disciplines. |

1.3 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;
2. Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations; and
3. Be able to apply innovation and knowledge from other related academic fields in developing working skills.

1.4 Interpersonal Skills and Responsibility

1. Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and
2. Be responsible for the improvement of self-academic learning and the profession continuously.

1.5 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;
2. Be able to communicate with foreigners effectively in the appropriate contexts;
3. Be able to use technology to communicate and present effectively; and
4. Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.

**2. Objectives for Developing / Revising Course (content / learning process / assessment / etc.)**

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for General Education Courses, undergraduate students program in Tourism Management Program should have essence of knowledge in the analyzing ideas for cross cultural communication, and groups of different cultures in the tourism industry.

**Section 3 Characteristics and Operation**

**1. Course Outline**

Cross cultural study in ASEAN tourism, communication of tourists from different cultural backgrounds, cultural awareness of individuals and in tourism workplaces in ASEAN countries, conflict management, dealing with complaints, types and characteristics of personalities and behavior of demographics in each ASEAN countries, the Do’s and Don’ts etiquettes.

**2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Lecture (hours) | Remedial Class  (hours) | | Practice/  Field Work/  Internship (hours) | Self Study  (hours) |
| 45 | | Upon Request | 90 | - |

**3. Time Length per Week for Individual Academic Consulting and Guidance**

(The lecturer responsible for course identifies the information, for example, 1 hour / week)

3.1 Self consulting at the lecturer’s office: Room Number 405 Building College of Hospitality Industry Management (Nakhonpathom Campus /SSRU)

3.2 Consulting via office telephone/mobile phone:

3.3 Consulting via E-Mail: sakul.ja@ssru.ac.th

3.4 Consulting via Social Media (Line): -

3.5 Consulting via Computer Network (Internet/Web board) Teacher website: [www**.**teacher**.**ssru**.**ac**.**th/](http://www.teacher.ssru.ac.th/)sakul.ja

**Section 4 Developing Student’s Learning Outcomes**

1. **Morals and Ethics**
   1. **Morals and Ethics to be developed**

|  |  |
| --- | --- |
| ●  ●  ○  ○ | 1. Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes; 2. Have positive attitudes towards service careers; 3. Be able to lead and follow group members, work in team and be a role model for others; and 4. Have self-discipline, be punctual, responsibility to self, profession and society. |

* 1. **Teaching Strategies**
  2. Provide examples on ethical and moral behavior in classroom such as the issue of plagiarism in doing assignments;
  3. Provide case studies that explain ethics in careers in the tourism industry; and
  4. Be strict with classroom attendance and participation, classroom rules, students’ uniform that have to be complied with the university rules and regulations.
  5. **Assessment Strategies**

1. Class attendance, class participation, and behavior in class;
2. On-time submission of report and assignments and their quality; and
3. Students’ contribution on group assignments.
4. **Knowledge**
   1. **Knowledge to be developed**

|  |  |
| --- | --- |
| ●  ●    ○ | 1. Have up-to-date knowledge in cross cultural communication in the tourism industry both theories and practices widely, systematically and internationally. 2. Have integrated knowledge in other related disciplines. 3. Have knowledge and understanding in research process and techniques, which will be benefit in solving problems and adding up to the knowledge in the career. |

* 1. **Teaching Strategies**
  2. Use problem-based learning
  3. Use cooperative learning strategies
  4. Use case studies
  5. Invite guest speakers who are experts in the field of tourism management to give special lectures.
  6. **Assessment Strategies**

1. Quizzes
2. Midterm and final examination
3. Assignments
4. **Cognitive Skills**
   1. **Cognitive Skills to be developed**

|  |  |
| --- | --- |
| ●  ●  ○ | 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; 2. Be able to apply both theoretical and practical knowledge into real-life training and work experience appropriately in accordance with situations; and 3. Be able to apply innovation and knowledge |

* 1. **Teaching Strategies**
  2. Use problem-based learning
  3. Use cooperative learning strategies
  4. Use case studies
  5. Invite guest speakers who are experts in the field of tourism management to give special lectures.
  6. **Assessment Strategies**

1. Quizzes
2. Midterm and final examination
3. Assignments
4. **Interpersonal Skills and Responsibilities**

**4.1 Interpersonal Skills and Responsibilities to be developed**

|  |  |
| --- | --- |
| ●  ○ | 1. Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems; and 2. Be responsible for the improvement of self-academic learning and the profession continuously. |

* 1. **Teaching Strategies**
  2. Group assignments
  3. Use cooperative learning strategies
  4. Field trips
  5. **Assessment Strategies**

1. Students’ contribution and behavior in group assignments
2. Class presentation
3. **Numerical Analysis, Communication and Information Technology Skills**

**5.1 Numerical Analysis, Communication and Information Technology to be developed**

|  |  |
| --- | --- |
| ●  ●  ●  ○ | 1. Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively; 2. Be able to communicate with foreigners effectively in the appropriate contexts; 3. Be able to use technology to communicate and present effectively; and 4. Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data. |

**5.2 Teaching Strategies**

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 oral presentation for practicing communication skill.
   1. **Assessment Strategies**
6. Assignments
7. Project report and presentation
8. Observation technique for students’ uses of English and/or other language (s) during students’ discussions among each other and with lecturers as well as during presentations in front of the classes.
9. Midterm and final examinations

**6. Other Domain**

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**Remark:** Symbol● means ‘major responsibility’

Symbol ○ means ‘minor responsibility’

No symbol means ‘no responsibility’

The above symbols were shown in ‘Curriculum Mapping’ of TQF 2. (Program Specification)

**Section 5 Lesson Plan and Assessment**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Topic/Outline** | **Periods** | **Learning Activities and Medias** | **Lecturer(s)** |
| 1 | **Topic 1: Introduction to Cross Cultural Communication**   * Concept and definitions * Purpose of cross culture * Cultural differences * Cultural dimensions | 3 hours | * Pre-test * Direct instruction * E- learning * Online | A.Sakul |
| 2 | **Topic 2: Key Thinkers in Cross Cultural Communication**   * Edward T. and Mildred R. Hall; * Geert Hofstede; | 3 hours | * Direct instruction * Case study discussion * Online | A.Sakul |
| 3 | **Topic 2: Key Thinkers in Cross Cultural Communication (cont.)**   * Fons Trompenaars * John Mole * Richard D. Lewis * Milton Bennett | 3 hours | * Online * Video Lecture * Padlet * Project based Learning * Online | A.Sakul |
| 4 | **Topic 3: The International Use of English**   * The current position of English in the world * Artificial languages * Opposition to choice of English * Variations of English | 3 hours | * Direct instruction * Think pair share * Online | A.Sakul |
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| --- | --- | --- | --- | --- | --- | --- |
| **Week** | **Topic/Outline** | **Periods** | | **Learning Activities and Medias** | | **Lecturer(s)** |
| 5 | **Topic 4: Developing Cross-Cultural Communications Skills**   * Written and electronic communication * Presentations to international audiences * Development of listening skills * Non- verbal communication | 3 hours | | * Direct instruction * Write pair share * Online | | A.Sakul |
| 6 | **Topic 5: Selection and Preparation for Foreign Assignments**   * Required competencies for working abroad * Culture shock: symptoms and stages, coping strategies * Repatriation and ‘reverse culture shock’ | 3 hours | | * Online * Video Lecture * Padlet * Online | | A.Sakul |
| 7 | **Topic 6: Leadership Across Cultures**   * Definition: management and leadership * Challenges facing twenty- first- century leaders * Required competencies * Leadership styles * Global leadership training | 3 hours | | * Direct instruction * Problem based Learning * Online | | A.Sakul |
| 8 | Midterm Examination | | | | | |
| 9 | **Topic 7: International Team Building and Teamworking**   * Building trust * Cultural synergy | 3 hours | | * Online * Video Lecture * Padlet * Think pair share | A.Sakul | |
| **Week** | **Topic/Outline** | **Periods** | | **Learning Activities and Medias** | | **Lecturer(s)** |
| 10 | **Topic 8: The Effect of Culture on International Negotiations**   * Cultural aspects * Shared experiences * Use of humour * Choice of language * Gift- giving and hospitality | 3 hours | | * Direct instruction * Problem based Learning * Online | | A.Sakul |
| 11 | **Topic 9: Multiculturalism and Diversity**   * Pluralism * Cultural diversity * Integration or adaptation * Legislation * Gender issues | 3 hours | | * Online * Video Lecture * Project based Learning * Online | | A.Sakul |
| 12 | **Topic 9: Globalization and its Effect on Culture**   * The components of globalization * The driving forces behind globalization * Global corporations * The reaction to globalization * Cultural divergence * Future trends | 3 hours | * Direct instruction * Problem based learning * Padlet | | | A.Sakul |
| 13 | **Topic 10: Cultural Diplomacy and Nation Branding**   * Aims of cultural diplomacy * Instruments of cultural diplomacy * Nation branding | 3 hours | * Direct instruction * Write pair share * Online | | | A.Sakul |
| **Week** | **Topic/Outline** | **Periods** | | **Learning Activities and Medias** | | **Lecturer(s)** |
| 14 | **Topic 12: Transfer of Skills, Technology and Knowledge**   * Technology transfer * The challenge * International aid * Effective transfer of skills and knowledge | 3 hours | | * Direct instruction * Case study discussion * Online | | A.Sakul |
| 15 | **Topic 13: Cultural Profiling and Classification**   * Resources available * Key cultural indicators * Cultural clusters * Stereotypes and generalizations * Cultural fault lines * Personality testing – examples of profiling | 3 hours | | * Direct instruction * Case study discussion * Problem based Learning * Online | | A.Sakul |
| 16 | **Student’s Project Presentation** | 3 hours | | * Student Project Presentation * Final Exam review Online * Online | | A.Sakul |
| 17 | Final Examination | | | | | |
|  | | | | | | |

**2. Learning Assessment Plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Learning Outcome** | **Assessment Activities** | **Time Schedule**  **(Week)** | **Proportion for Assessment**  **(%)** |
| 1 | **Morals and Ethics**  (1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes;  (2) Have positive attitudes towards service careers;  (3) Be able to lead and follow group members, work in team and be a role model for others; and  (4) Have self-discipline, be punctual, responsibility to self, profession and society. | 1. Class attendance, class participation, and behavior in class; 2. On-time submission of report and assignments and their quality; and 3. Students’ contribution on group assignments. | Throughout the semester | 10% |
| 2 | **Knowledge**   1. Have up-to-date knowledge in cross cultural communication in the tourism industry both theories and practices widely, systematically and internationally. 2. Have integrated knowledge in other related disciplines. 3. Have knowledge and understanding in research process and techniques which will be benefit in solving problems and adding up to the knowledge in the career. | 1. Quizzes 2. Midterm and final examination 3. Assignments | Week 8: Midterm Exam,  Week 17:  Final Exam | 20%  30% |
|  | | | | |
|  | **Learning Outcome** | **Assessment Activities** | **Time Schedule**  **(Week)** | **Proportion for Assessment**  **(%)** |
| 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; 2. Be able to apply both theoretical and practical knowledge into real life training and work experience appropriately in accordance with situations; and 3. Be able to apply innovation and knowledge from other related academic fields in developing working skills. | 1. Quizzes 2. Midterm and final examination 3. Assignments | Throughout the semester | 20% |
| 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; and 2. Be responsible for the improvement of self-academic learning and the profession continuously. | (1) Students’ contribution and behavior in group assignments  (2) Class presentation | Throughout the semester | 15% |
|  | | | | |
|  | **Learning Outcome** | **Assessment Activities** | **Time Schedule**  **(Week)** | **Proportion for Assessment**  **(%)** |
| 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; 2. Be able to communicate with foreigners effectively in the appropriate contexts; 3. Be able to use technology to communicate and present effectively; and 4. Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data. | 1. Assignments   (2) Project report and presentation  (3) Observation technique for students’ uses of English and/or other language (s) during students’ discussions among each other and with lectures as well as during presentations in front of class.  (4) Midterm and final examinations | Throughout the semester | 5% |

**Section 6 Learning and Teaching Resources**

**1. Textbook and Main Documents**

Andrews, T. G., & Mead, R. (2009). *Managing cultural differences*. London: Routledge.

FitzGerald, H. (2002). *Cross-cultural communication for the tourism and hospitality industry*. Frenchs Forest, NSW: Pearson Education Australia.

Redding, G. (2003). *Managing cultural differences*. Cheltenham: Elgar.

Reisinger, Y., & Turner, L. W. (2011). *Cross cultural behaviour in tourism: concepts and analysis*. London: Routledge.

**2. Important Documents for Extra Study**

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**3. Suggestion Information (Printing Materials/Website/CD/Others)**

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**Section 7 Course Evaluation and Revising**

1. **Strategies for Course Evaluation by Students**

1.1 Using survey questions to collect information from the students’ opinions to improve the course and enhance the curriculum. The topics include:

(1) Content objectives

(2) The instructional materials

(3) The learning methods and assessment

1.2 Observing students’ behavior in classroom.

1.3 Using students’ suggestion during classroom.

1. **Strategies for Course Evaluation by Lecturer** 
   1. Lecturers team observes the class and discuss the results as follow:
2. The lecturer is well prepared for class sessions.
3. The lecturer answers questions carefully and completely.
4. The lecturer uses examples to make the materials easy to understand.
5. The lecturer stimulates interest in the course.
6. The lecturer made the course material interesting.
7. The lecturer is knowledgeable about the topics presented in this course.
8. The lecturer treats students respectfully.
9. The lecturer is fair dealing with students.
10. The lecturer makes students feel comfortable about asking questions.

(10) Course assignments are interesting and stimulating.

(11) The lecturer uses technology to enhance learning in the classroom.

* 1. The director/ head of program construct assessment items to evaluate four dimensions of lecturer’s competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

1. **Teaching Revision**

Lecturer revises teaching/ learning process based on the results from the students’ survey questions, the lecturer team’s observation, and classroom research.

1. **Feedback for Achievement Standards**

International College Administrator Committee monitors the assessment process and grading.

1. **Methodology and Planning for Course Review and Improvement**

5.1 Revise and develop course structure and process every three years.

5.2 Assign different lecturers teach this course to enhance students’performance.

Curriculum Mapping Illustrating the Distribution of Program Standard Learning Outcomes to Course Level

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Courses | 1. Morals and Ethics | | | | 2. Knowledge | | | 3. Cognitive Skills | | | 4. Interpersonal Skills  and Responsibility | | 5. Numerical Analysis, Communication and Information Technology  Skills | | | | 6.Other Domain ie.Learning Management Skills | | |
| Course Category Required Course | **● Major Responsibility ○ Minor Responsibility** | | | | | | | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **1** | **2** | **3** | **1** | **2** | **3** | **1** | **2** | **1** | **2** | **3** | **4** | **1** | **2** | **3** |
| Course Code TRM 3210  Course Title Cross Cultural Communication in the Tourism Industry | ● | ● | ● | ● | **●** | **●** | **○** | ● | O | ● | **●** | **○** | **●** | **●** | **●** | **○** | - | - | - |