



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: TRM 3410

Course Title: Northern Thailand Tour

Credits: 3(2-2-5)

Program: Tourism Management (International Program)

College of Hospitality Industry Management

Suan Sunandha Rajabhat University

Semester: 2, Academic Year: 2020

Section 1 General Information

1. Code and Course Title:

Course Code: TRM 3410

Course Title (English): Northern Thailand Tour

Course Title (Thai): *None*

2. Credits: 3(2-2-5)

3. Curriculum and Course Category:

3.1 Curriculum: Tourism Management (International Program)

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: Dr. Siripen Yiamjanya

4.2 Instructional Course Lecturer (s): Dr. Siripen Yiamjanya

5. Contact/Get in Touch

Room Number: 305 Tel.: 061-7526668

E-mail: siripen.yi@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 2 Year of Study: 2020

6.2 Number of the students enrolled: 19

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

College of Hospitality Industry Management, Suan Sunandha Rajabhat
University, Nakhonpathom Campus

Teaching Schedule: Monday / Time 13.00- 16.00 / Room No. 200

10. Last Date for Preparing and Revising this Course:

Date: 3 Month: January 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:

1.1 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.

1.2 Knowledge

- (1) Have up-to-date knowledge of the tourism industry and tourist attractions of the north of Thailand;
- (2) Have integrated knowledge in other related disciplines in tour guiding conducted for the northern Thailand tour route; and
- (3) Have knowledge and understanding in tour guiding/ tour conducting process and techniques.

1.3 Cognitive Skills

- (1) Be able to identify problems that may occur during conducting a tour;
- (2) Be able to identify sources of problems that may occur during conducting a tour and put effort to solve problems;
- (3) Be able to apply innovation and knowledge from other related academic fields in developing tour guiding 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 different sources (including digital technology) of data for facilitating the process of tour guiding work;
- (2) Be able to use digital technology to communicate and present effectively;
- (3) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data; and
- (4) Be able to present research results and discussion clearly with ability to respond with confidence to questions arisen.

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

According to TQF (Thailand Quality Framework: HEd.) with the standards of professional knowledge and experience for Major Requirement Courses, undergraduate student program in Tourism Management Program should have essence of knowledge in conducting and leading a tour in the route assigned, as well as having an ability to apply the lessons with case studies and in actual work. The purpose of improving this course is to meet with the requirement of ASEAN Common Competency Standards for tourism professionals in which there are some minor adjustments for example course description and curriculum mapping. More details were added to the course description of this course to cover main aspects required in this course.

Section 3 Characteristics and Operation

1. Course Outline

(English)

Trip for training skill of organizing and guiding tour, featuring historical and cultural background and main tourist attractions of the Northern of Thailand. At least one site in Chiang Mai, Chiang Rai, Lamphun, Lampang, Phitsanulok, Sukhothai and Kamphaengphet provinces.

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

Lecture (hours)	Practice/ Field Work/ Internship (hours)	Self- Study (hours)	Remedial Class (hours)
30	30	75	Upon Request

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

3 hours / week

3.1 Self consulting at the lecturer's office: Room Number: 305

Building: College of Hospitality Industry Management (Nakhonpathom Campus /SSRU)

3.2 Consulting via office telephone/mobile phone: 061- 7526668

3.3 Consulting via E-Mail: siripen.yi@ssru.ac.th

3.4 Consulting via Social Media (Facebook/Twitter/Line):

Facebook: Siripen Yi

3.5 Consulting via Computer Network (Internet/Web board): -

lecturer's website: http://www.elic.ssru.ac.th/siripen_yi/

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morality 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.

1.2 Teaching strategies

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

1.3 Evaluation 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.

2. Knowledge

2.1 Knowledge to be developed

- (1) Have up-to-date knowledge of the tourism industry and tourist attractions of the north of Thailand;
- (2) Have integrated knowledge in other related disciplines in tour guiding conducted for the northern Thailand tour route; and
- (3) Have knowledge and understanding in tour guiding/ tour conducting process and techniques.

2.2 Teaching strategies

- (1) Use problem-based learning;
- (2) Use cooperative learning strategies; and
- (3) Invite guest speakers who are experts in the field of conducting a tour to give special lectures.

2.3 Evaluation strategies

- (1) Quizzes;
- (2) Midterm and final examination; and
- (3) Assignments

3. Cognitive skills

3.1 Cognitive skills to be developed

- (1) Be able to identify problems that may occur during conducting a tour;
- (2) Be able to identify sources of problems that may occur during conducting a tour and put effort to solve problems; and
- (3) Be able to apply innovation and knowledge from other related academic fields in developing tour guiding skills.

3.2 Teaching strategies

- (1) Use problem-based learning;
- (2) Use cooperative learning strategies;
- (3) Use case studies; and
- (4) Invite guest speakers who are experts in the field of conducting a tour to give special lectures.

3.3 Evaluation strategies

- (1) Quizzes;
- (2) Midterm and final examination; and
- (3) Assignments

4. Interpersonal skills and responsibility

4.1 Interpersonal skills and responsibility 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.

4.2 Teaching strategies

- (1) Group assignments;
- (2) Use cooperative learning strategies; and
- (3) Field trips

4.3 Evaluation strategies

- (1) Students' contribution and behavior in group assignments; and
- (2) Class presentation

5. Numerical analysis, communication and information technology skills

5.1 Numerical analysis, communication and information technology skills to be developed

- (1) Be competent in using different sources (including digital technology) of data for facilitating the process of tour guiding work;
- (2) Be able to use digital technology to communicate and present effectively;
- (3) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data; and
- (4) Be able to present research results and discussion clearly with ability to respond with confidence to questions arisen.

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/ online media;
- (4) Use group discussions; and
- (5) Use oral presentation for practicing communication skill.

5.3 Evaluation strategies

- (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 lecturers as well as during presentations in front of the class; and
- (4) Midterm and final examinations

6. Other Domain

None

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

1. Lesson Plan

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Unit 1: Opening the Course and Introduction <ul style="list-style-type: none"> • Introduction • Reviewing the tourism system • Who are the tourists? • Why tourists visit Thailand? • What is tour guiding (tour escort vs. local guide, and on-site guide)? 	3	<ul style="list-style-type: none"> • Direct instruction (course overview) • Review of previous knowledge about the tourism industry, tour guiding and discussion • Brainstorming what attract tourists to the north of Thailand and in which possible ways. VDO clips and map to be used 	Dr. Siripen Yiamjanya
2	Unit 2: Communicating with Tourists <ul style="list-style-type: none"> • Building rapport • Communicating with tourists • Handling complaints 	3	<ul style="list-style-type: none"> • Direct instruction • Problem- based learning • Active learning: activity about building rapport, and group discussion about cross cultural communication/ signs and signifiers in related context 	Dr. Siripen Yiamjanya
3	Unit 3: Tour Guiding Process and Skills <ul style="list-style-type: none"> • Identify tourism infrastructure and services in your destination • Identify attractions and activities in your destination • Develop an engaging tour plan 	3	<ul style="list-style-type: none"> • Direct instruction • Active learning: role play/ retrieving updated information about infrastructure and services, attractions (including Interpretation of key tourist map symbols), and possible activities at destination/ brainstorming to identify the given topics/ issues • Cooperative learning: grouping to create an engaging tour plan 	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
4	<p>Unit 4: Tour Guiding Process and Skills (Continued)</p> <ul style="list-style-type: none"> • Identify tourism infrastructure and services in your destination • Identify attractions and activities in your destination • Develop an engaging tour plan 	3	<ul style="list-style-type: none"> • Direct instruction • Active learning: role play/ retrieving updated information about infrastructure and services, attractions (including Interpretation of key tourist map symbols), and possible activities at destination/ brainstorming to identify the given topics/ issues • Cooperative learning: grouping to create an engaging tour plan/itinerary (examples of international tour plan/ itinerary will be used) 	Dr. Siripen Yiamjanya
5	<p>Unit 5: Preparation for Work</p> <ul style="list-style-type: none"> • Personal hygiene and appearance • Tour preparation 	3	<ul style="list-style-type: none"> • Direct instruction • Problem- based learning: issues during the COVID-19 Corona Virus Outbreak/ SHA Standard • Active learning: imagining and demonstrating your ideal tour guide appearance and discussion/ interpreting the tour itinerary that was designed earlier, and brainstorm what you have to prepare 	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
6	Unit 6: Receiving Tourists <ul style="list-style-type: none"> • First impressions • Public speaking • First- meet introduction 	3	<ul style="list-style-type: none"> • Direct instruction • Active learning: brainstorming what could be a set of manners for creating first impressions/ group discussion what local guide should talk with guests when they first meet • VDO clips to be used • Students record their speaking 	Dr. Siripen Yiamjanya
7	Unit 7: Guiding Tourists and Tour Closing <ul style="list-style-type: none"> • Guiding tourists • Tour closing 	3	<ul style="list-style-type: none"> • Direct instruction • Active learning: utilizing virtual and online technique to demonstrate positions of tour guide and group/ discussion for possible problems/ noises/ annoyance during guiding the tour • Individual presentation of attractions, with script preparation/ audiences make comments • Providing example letters from guests to their local tour guide 	Dr. Siripen Yiamjanya
8	Midterm Examination			

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
9	<p>Unit 8: Leading a Cultural or Historical Tour</p> <ul style="list-style-type: none"> • Learning the cultures of your destination • Practice in leading a cultural tour in local area (Northern part of Thailand to be applied) 	3	<ul style="list-style-type: none"> • Direct instruction: what do tourists need to know about tangible and intangible cultural and historical attractions • Active learning: explaining and telling stories of tangible and intangible cultural and historical attractions of destination (north of Thailand) (<i>using these teaching methods: route identification, key attractions, main activities, write, group management</i>) • Practicing 	Dr. Siripen Yiamjanya
10	<p>Unit 9: Leading a Cultural or Historical Tour (Continued)</p> <ul style="list-style-type: none"> • Historical and cultural interpretation principles • Tips for good on-site tour guiding 	3	<ul style="list-style-type: none"> • Active learning: brainstorming what are cultural and historical interpretation principles with examples of attractions of the north of Thailand 	Dr. Siripen Yiamjanya
11	<p>Unit 10: Leading a Cultural or Historical Tour (Continued)</p> <ul style="list-style-type: none"> • Practice in leading a cultural tour in local area (Northern part of Thailand to be applied) 	3	<ul style="list-style-type: none"> • Active learning: explaining and telling stories of tangible and intangible cultural and historical attractions of destination (north of Thailand) (<i>using these teaching methods: route identification, key attractions, main activities, write, group management</i>) • Practicing 	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
12	<p>Unit 11: Leading a Nature-based Tour</p> <ul style="list-style-type: none"> • Learning nature- based attraction of your destination • Planning a nature- based tour • Practice in leading a nature-based tour in local area (Northern part of Thailand to be applied) 	3	<ul style="list-style-type: none"> • Direct instruction: what do tourists need to know about nature-based attractions • Active learning: explaining and telling stories of nature-based attractions of destination (north of Thailand) (<i>using these teaching methods: route identification, key attractions, main activities, write, group management</i>) • Practicing 	Dr. Siripen Yiamjanya
13	<p>Unit 12: Leading a Nature-based Tour (Continued)</p> <ul style="list-style-type: none"> • Practice in leading a nature-based tour in local area (Northern part of Thailand to be applied) 	3	<ul style="list-style-type: none"> • Direct instruction: what do tourists need to know about nature-based attractions • Active learning: explaining and telling stories of nature-based attractions of destination (north of Thailand) (<i>using these teaching methods: route identification, key attractions, main activities, write, group management</i>) • Practicing 	Dr. Siripen Yiamjanya

Week	Topic/ Outline	Periods	Learning Activities and Medias	Lecturer(s)
14	Individual presentation	3	• Presentation	Dr. Siripen Yiamjanya
15	Group presentation	3	• Presentation	Dr. Siripen Yiamjanya
16	Group presentation	3	• Presentation	Dr. Siripen Yiamjanya
17	<p>.....Final Examination.....</p> <p>.....Deadline Week for Final Assignment.....</p>			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>(1) Be aware of values and morality, ethics, generosity, integrity and honesty as well as be able to solve critical problems and disputes.</p> <p>(2) Have positive attitudes towards service careers.</p> <p>(3) Be able to lead and follow group members, work in team and be a role model for others.</p> <p>(4) Have self-discipline, be punctual, responsibility to self, profession and society.</p>	<p>(1) Class attendance, class participation, and behavior in class</p> <p>(2) On-time submission of report of progress and assignments and the quality of work</p> <p>(3) Students' contribution on group assignments</p>	Throughout the semester	10%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
2	<p>Knowledge</p> <p>(1) Have up-to-date knowledge of the tourism industry and tourist attractions of the north of Thailand.</p> <p>(2) Have integrated knowledge in other related disciplines in tour guiding conducted for the northern Thailand tour route.</p> <p>(3) Have knowledge and understanding in tour guiding/ tour conducting process and techniques.</p>	<p>(1) Midterm and final examination</p> <p>(2) Assignments throughout the semester</p>	Throughout the semester	<p>40% for assignments</p> <p>20% for midterm examination</p> <p>30% for final examination</p>
3	<p>Cognitive Skills</p> <p>(1) Be able to identify problems that may occur during conducting a tour.</p> <p>(2) Be able to identify sources of problems that may occur during conducting a tour and put effort to solve problems.</p> <p>(3) Be able to apply innovation and knowledge from other related academic fields in developing tour guiding skills.</p>	<p>(1) Midterm and final examination</p> <p>(2) Assignments throughout the semester</p>	Throughout the semester	(Referred to number 2)

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) Have responsibility for individual and group assignments as well as be able to help and facilitate others in solving problems.</p> <p>(2) Be responsible for the improvement of self-academic learning and the profession continuously.</p>	<p>(1) Students' contribution and behavior in group assignments</p> <p>(2) Class presentation</p> <p>(3) On-time submission of report of progress and assignments and the quality of work</p>	Throughout the semester	(Referred to number 2)
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be competent in using different sources (including digital technology) of data for facilitating the process of tour guiding work.</p> <p>(2) Be able to use digital technology to communicate and present effectively.</p> <p>(3) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.</p> <p>(4) Be able to present research results and discussion clearly with ability to respond with confidence to questions arisen.</p>	<p>(1) Assignments throughout the semester</p> <p>(2) Observe from students' use of English and/or other language in discussing with other students and lecturers as well as in presenting in front of the class.</p> <p>(3) Evaluating from performance of students in presenting information retrieved from various sources through their presentations and portfolio</p>	Throughout the semester	(Referred to number 2)

Section 6 Learning and Teaching Resources

1. Textbook and Main Documents

The European Union. *Local Guide Training Course- Trainer Guide*.

2. Important Documents for Extra Study

-

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

-

Section 7 Course Evaluation and Revising

1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of question:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) The content was sufficiently integrated.
- (4) The content was sufficiently integrated with the rest of the first- year curriculum.
- (5) The instructional materials were used effectively.
- (6) The learning methods appropriately assess the students' understanding of the content.
- (7) Overall, students are satisfied with the quality of this course.

2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discuss the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulates interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair dealing with students.
- (9) 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.

- 2.2 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

3. Teaching Revision

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

4. Feedback for Achievement Standards

International College Administrator Committee monitors the assessment process and grading.

5. Methodology and Planning for Course Review and Improvement

- (1) Revise and develop course structure and process every three years.
- (2) Assign different lecturers teach this course to enhance students' performance.

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

● Major Responsibility

○ Minor Responsibility

Course	1. Morals and Ethics				2. Knowledge			3. Cognitive Skills			4. Interpersonal Skills and Responsibility		5. Numerical Analysis, Communication and Information Technology Skills			
	1	2	3	4	1	2	3	1	2	3	1	2	1	2	3	4
Course Category: <i>Required Course</i>																
TRM 3410: Northern Thailand Tour	●	●	●	●	●	○	○	●	●	○	●	●	●	●	●	○