



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: ITM 3208

Course Title: Cross Culture Communication in ASEAN Tourism

Credits : 3 (3-0-6)

Program: Tourism Management International College
Suan Sunandha Rajabhat University
(SSRUIC)

Semester : 1 Academic Year : 2018

Section 1 General Information

1. Code and Course Title :

Course Code: ITM 3208
Course Title (English): Cross Culture Communication in ASEAN Tourism
Course Title (Thai): การสื่อสารข้ามวัฒนธรรมในการท่องเที่ยวอาเซียน

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

3. Curriculum and Course Category :

3.1 Curriculum: Bachelor of Arts, Program in Tourism Management, International College
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: Ms.Yanika Chuentako
4.2 Instructional Course Lecturer(s): None

5. Contact/Get in Touch

Room Number 305 Tel. 092-745-5979 E-mail yanika.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2018
6.2 Number of the students enrolled: 5 students

7. Pre-requisite Course (If any)

Course Code: None Course Title: None

8. Co-requisite Course (If any)

Course Code: None Course Title: None

9. Learning Location

Building: SSRUIC Room Number

10. Last Date for Preparing and Revising this Course:

Date 9th Month August Year 2018

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 able to deliver or to complete a required task within the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold.
- (3) Be able to make decisions in business according to moral concepts and judgments.

1.2 Knowledge

- (1) Have understanding of theories and concepts in tourism management.
- (2) Have understanding of case studies relevant to tourism management.
- (3) Be able to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries.

1.3 Cognitive Skills

- (1) Be able to apply theories and concepts in tourism management in case studies and real situations.

(2) Be able to solve problems that may occur during managing tours.

(3) Be able to solve problems that may occur during cooperative education.

1.4 Interpersonal Skills and Responsibility

(1) Be able to adjust to work in team both as leader and follower.

(2) Have responsibility for individual and group assignments.

(3) Have ability in adjusting themselves in multi-cultural environment.

1.5 Numerical Analysis, Communication and Information Technology Skills

(1) Have basic skill of computer to use in daily life as well as in workplace.

(2) Have ability in both oral and written communication in English.

(3) Be able to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.

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

This course should encourage students in analyze ideas for cross cultural communication, and cultures in ASEAN society. In analyzing social interdependence, and groups of different cultures in ASEAN.

Section 3 Characteristics and Operation

1. Course Outline

(English) 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.

(Thai) การสื่อสารข้ามวัฒนธรรมในการท่องเที่ยว รวมถึงการท่องเที่ยวอาเซียน การสื่อสารระหว่างนักท่องเที่ยวจากภูมิหลังที่ต่างกัน การตระหนักถึงความหลากหลายของปัจเจก ในอุตสาหกรรมท่องเที่ยวและในองค์กรการท่องเที่ยวในประเทศสมาชิกอาเซียน การจัดการกับความขัดแย้ง การจัดการกับการตำหนิหรือข้อคำถาม ประเภทบุคลิกลักษณะ พฤติกรรมของผู้คน ในประเทศสมาชิกอาเซียน กฎกติกามารยาททางสังคม

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)
3	3	0	6

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 305

Building International College (Nakhonpathom Education Center/SSRU)

3.2 Consulting via office telephone/mobile phone: 092-745-5979

3.3 Consulting via E-Mail yanika.ch@ssru.ac.th

3.4 Consulting via Social Media (Line) yanika.cee

3.5 Consulting via Computer Network (Internet/Web board)

Teacher website: www.teacher.ssru.ac.th/yanika_ch

Section 4 Developing Student's Learning Outcomes

1. Morals and Ethics

1.1 Morals and Ethics to be developed

- (1) Be able to deliver or to complete a required task within the appointed time
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold
- (3) Be able to make decisions in business according to moral concepts and judgments

1.2 Teaching Strategies

(1) The team of students will help to remind other team members to be on time. Running field trips is another strategy used in building student's punctuality characteristic

(2) Bring students on field trips to cultural and historical attractions as well as local communities in order to nurture students' respect for places and persons

(3) Provide examples of truthfulness and accuracy in classroom such as no plagiarism, in doing assignments, in doing assignments, and during extra activities and field trips

- (4) Provide case studies that explain ethics in careers in tourism

1.3 Assessment Strategies

- (1) Monitor students' attendance
- (2) Evaluate from how much students' level of satisfaction and change of attitudes
- (3) Evaluate from how much students' papers and presentations are accurate
- (4) Evaluate from students' responsibility on their contribution on group projects

2. Knowledge

2.1 Knowledge to be developed

- (1) Have understanding of theories and concepts in cross-cultural communication in ASEAN tourism
- (2) Have understanding of case studies relevant to tourism management.
- (3) Be able to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries.

2.2 Teaching Strategies

- (1) Use problem-based learning
- (2) Use cooperative learning techniques
- (3) Invite guest speaker who is an expert in real world of tourism business management

2.3 Assessment Strategies

- (1) Evaluate from test, midterm, and final examination

- (2) Evaluate from group project report, operating tour, conducting research and organizing seminar
- (3) Evaluate from class presentation
- (4) Evaluate from oral test and conducting tour

3. Cognitive Skills

3.1 Cognitive Skills to be developed

- (1) Be able to apply theories and concepts in tourism management in case studies and real situations
- (2) Be able to solve problems that may occur during managing tours
- (3) Be able to solve problems that may occur during cooperative education.

3.2 Teaching Strategies

- (1) Use problem-based learning.
- (2) Use cooperative learning techniques
- (3) Apply Tour Business Training Project
- (4) Use research and seminar teaching style

3.3 Assessment Strategies

- (1) Evaluate from test, midterm, and final examination
- (2) Use Rubric Assessment Criteria in evaluating students' performance in participating in Tour Business Training Project
- (3) Use Rubric Assessment Criteria in evaluating students' performance in participating in research project and seminar

4. Interpersonal Skills and Responsibilities

4.1 Interpersonal Skills and Responsibilities to be developed

- (1) Be able to adjust to work in team both as leader and

follower

- (2) Have responsibility for individual and group assignments
- (3) Have ability in adjusting themselves in multi-cultural environment

4.2 Teaching Strategies

- (1) Have group participation in class, class works, and University's projects
- (2) Use cooperative learning techniques
- (3) Have field trips and research

4.3 Assessment Strategies

- (1) Evaluate from group project, operating tour and conducting research
- (2) Evaluate from class presentation and participation

5. Numerical Analysis, Communication and Information

Technology Skills

5.1 Numerical Analysis, Communication and Information

Technology to be developed

- (1) Have basic skill of computer to use in daily life as well as in workplace
- (2) Have ability in both oral and written communication in English
- (3) Be able to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management

5.2 Teaching Strategies

- (1) Have courses that train students about how to apply ICT in different functions of tourism management

(2) Have group presentation, group discussion for case studies

(3) Use e- learning

(4) Use cooperative education to provide students with on- the job training in online tour operators or tourism organizations with ready and strong IT systems in business management, operation and administrative functions

5.3 Assessment Strategies

(1) Evaluate from group presentation and group discussion

(2) Evaluate from performance of students in presenting searched information in presentation and paper writing forms

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

1. Lesson Plan

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
1	Topic 1: Introduction <ul style="list-style-type: none"> • Concept and definitions • Purpose of cross culture • Cultural differences • Cultural dimensions 	3 hrs	<ul style="list-style-type: none"> • Pre-test • Direct instruction • E- learning 	Miss Yanika
2	Topic 2: Social contact <ul style="list-style-type: none"> • Determinants of tourist-host contact • Type of intercultural tourist-host contact 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
3	Topic 3: Cultural Shock <ul style="list-style-type: none"> • Interaction difficulties in inter and cross cultural tourist-host contact • Cultural Shock • Importance of the cultural background analysis 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
4	Topic 4: Cultural values <ul style="list-style-type: none"> • Values and cultures • The relationship between values and other related concepts • Types of values and their classification • Differences in cultural value patterns between ASEAN 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
5	Topic 4: Cultural values (cont.) <ul style="list-style-type: none"> • Ethnic diversity • Religious affiliation 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise 	Miss Yanika

	<ul style="list-style-type: none"> • The idea of political • Gender roles 		<ul style="list-style-type: none"> • E- learning 	
6	<p>Topic 5: Rules of social interaction</p> <ul style="list-style-type: none"> • Cross-cultural differences in rules of social interaction in ASEAN 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
7	<p>Topic 6: Perception</p> <ul style="list-style-type: none"> • Relationship between culture, social interaction, communication, and perception • Tourists' and hosts perceptions of each other – ASEAN • Perception versus attitude, image and attribution • Stereotyping • Ethnocentrism 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning • Midterm review 	Miss Yanika
8	Midterm Examination			
9	<p>Topic 7: Language and Communication in ASEAN</p> <ul style="list-style-type: none"> • Verbal communication • Non verbal communication 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Exercise • E- learning 	Miss Yanika
10	<p>Topic 8: Culture and communication</p> <ul style="list-style-type: none"> • The role of language in intercultural business communication • The influence of business structures and corporate culture on intercultural business communication • Understanding another culture 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
11	<p>Topic 9: Tourism and services preference</p> <ul style="list-style-type: none"> • Cross-cultural behavior in Tourism and service 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion 	Miss Yanika

	industry in each countries in ASEAN		<ul style="list-style-type: none"> • Exercise 	
12	<p>Topic 10: Cultural impacts on tourism business</p> <ul style="list-style-type: none"> • Management for cross-cultural effectiveness • Managing human resources and cross cultural training 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
13	<p>Topic 11: Legal and governmental considerations in intercultural tourism business communication in ASEAN</p>	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Exercise • E- learning 	Miss Yanika
14	<p>Topic 12: Managing for cross cultural effectiveness</p> <ul style="list-style-type: none"> • Capitalizing on cultural uniqueness • Characteristics of cultures • Symbiosis approach to culture • Key cultural Terminology • Cultural understanding and sensitivity 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
15	<p>Topic 13: Communication and change</p> <ul style="list-style-type: none"> • Human factors in change • Developing change strategies 	3 hrs	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
16	<p>Topic 14: Communicators</p> <ul style="list-style-type: none"> • Cultural difference as resources • Comprehending communication 	3 hrs	<ul style="list-style-type: none"> • Student Project Presentation • E- learning • Final Exam review 	Miss Yanika
17	Final Examination			

2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<p>Morals and Ethics</p> <p>(1) The ability to deliver or to complete a required task within the appointed time when conducting tour.</p> <p>(2) The ability to do the right thing according to the values, beliefs and principles they claim to hold.</p> <p>(3) The ability to make decisions in tourism business according to moral concepts and judgments.</p>	Attendance/ Discipline	Throughout the semester	10 %
2	<p>Knowledge</p> <p>(1) The ability to understand of theories and concepts in tourism</p> <p>(2) The ability to understand of case studies relevant to tourism management.</p> <p>(3) The ability to give general information and knowledge of Thailand and tourist attractions in Thailand and ASEAN countries.</p>	Midterm & Final Examination	1) Week 8 2) Week 17	20 % 30 %
3	<p>Cognitive Skills</p> <p>(1) The ability to apply theories and concepts in tourism management in case studies and real situations.</p> <p>(2) The ability to solve problems that may occur during</p>	Assignments / Reports	Throughout the semester	20%

	<p>managing tours.</p> <p>(3) The ability to solve problems that may occur during cooperative education.</p>			
4	<p>Interpersonal Skills and Responsibilities</p> <p>(1) The ability to adjust to work in team both as leader and follower.</p> <p>(2) The ability to response for individual and group assignments.</p> <p>(3) The ability to adjust themselves in multi- cultural environment.</p>	Group/Pair work	Throughout the semester	15%
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) The ability to have basic skill of computer to use in daily life as well as in workplace.</p> <p>(2) The ability to do both oral and written communication in English.</p> <p>(3) The ability to use the formal English communication as well as one language of ASEAN countries for specific purposes in tourism management.</p>	E-Learning	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)

(n.d.). Retrieved May 10, 2017, from <http://study.com/academy/lesson/cross-cultural-communication-definition-strategies-examples.html>

(n.d.). Retrieved May 10, 2017, from <http://study.com/academy/lesson/cultural-differences-in-conflict-responses.html>

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
 - a. Observing students' behavior in classroom.
 - b. Using students' suggestion during classroom.

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

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		
	● Major Responsibility									○ Minor Responsibility								
Course Category: Required Course	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Course Code ITM 3208 Course Title Cross Culture Communication in ASEAN Tourism	○	●	○	●	○	●	●	○	○	○	○	●	●	○	○	-	-	-