



TQF.3

Bachelor's Degree

Master's Degree

Course Specification

Course Code: TRM 3210

Course Title: Cross Culture Communication in the Tourism Industry

Credits: 3 (3-0-6)

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

Semester: 3 Academic Year: 2018

Section 1 General Information

1. Code and Course Title:

Course Code: TRM 3210
Course Title (English): Cross Culture 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, 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 306 Tel. 092-745-5979 E-mail yanika.ch@ssru.ac.th

6. Semester/ Year of Study

6.1 Semester: 3 Year of Study 2018
6.2 Number of the students enrolled: 5 students

7. Pre-requisite Course (If any)

None

8. Co-requisite Course (If any)

None

9. Learning Location

Building: SSRUIC Room Number

10. Last Date for Preparing and Revising this Course:

Date 27 Month May Year 2019

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 in the management and operation of businesses 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.

1.3 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

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)
48	-	90	Upon request

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 306
Building SSRUIC 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 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 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.

2. Knowledge

2.1 Knowledge to be developed

- (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.
- (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.

2.2 Teaching Strategies

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

2.3 Assessment Strategies

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

3. Cognitive Skills

3.1 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

3.2 Teaching Strategies

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

3.3 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.

4.2 Teaching Strategies

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

4.3 Assessment Strategies

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

5. 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.

5.3 Assessment 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 classes.
- (4) 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 <ul style="list-style-type: none"> • Concept and definitions • Purpose of cross culture • Cultural differences • Cultural dimensions 	3 hours	<ul style="list-style-type: none"> • Pre-test • Direct instruction • E- learning 	Miss Yanika
	Topic 2: Social contact <ul style="list-style-type: none"> • Determinants of tourist-host contact • Type of intercultural tourist-host contact 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
2	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 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
	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 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
3	Topic 4: Cultural values (cont.) <ul style="list-style-type: none"> • Ethnic diversity • Religious affiliation • The idea of political Gender roles 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
	Topic 5: Rules of social interaction <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
4	Topic 6: Perception <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
	Midterm Examination			
5	Topic 7: Language and Communication <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

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
5	<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 <p>Understanding another culture</p>	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
6	<p>Topic 9: Tourism and services preference</p> <ul style="list-style-type: none"> • Cross-cultural behavior in Tourism and service industry • Cross-cultural behavior in Tourism and service industry in each countries in ASEAN 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise 	Miss Yanika
	<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 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise 	Miss Yanika

Week	Topic/Outline	Periods	Learning Activities and Medias	Lecturer(s)
7	Topic 12: Managing for cross cultural effectiveness <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 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
	Topic 13: Communication and change <ul style="list-style-type: none"> • Human factors in change • Developing change strategies 	3 hours	<ul style="list-style-type: none"> • PBL • Direct instruction • Case study discussion • Exercise • E- learning 	Miss Yanika
8	Topic 14: Communicators <ul style="list-style-type: none"> • Cultural difference as resources • Comprehending communication 	3 hours	<ul style="list-style-type: none"> • Student Project Presentation • E- learning • Final Exam review 	Miss Yanika
Final Examination				

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; and</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 and assignments and their quality; and</p> <p>(3) Students' contribution on group assignments.</p>	Throughout the semester	10%
2	<p>Knowledge</p> <p>(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.</p> <p>(2) Have integrated knowledge in other related disciplines.</p> <p>(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.</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Assignments</p>	<p>Week 5: Midterm Exam,</p> <p>Week 8: Final Exam</p>	<p>20%</p> <p>30%</p>

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
3	<p>Cognitive Skills</p> <p>(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;</p> <p>(2) Be able to apply both theoretical and practical knowledge into real life training and work experience appropriately in accordance with situations; and</p> <p>(3) Be able to apply innovation and knowledge from other related academic fields in developing working skills.</p>	<p>(1) Quizzes</p> <p>(2) Midterm and final examination</p> <p>(3) Assignments</p>	Throughout the semester	20%
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; and</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>	Throughout the semester	15%

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
5	<p>Numerical Analysis, Communication and Information Technology Skills</p> <p>(1) Be competent in using both Thai and foreign languages in listening, speaking, reading, writing and summarizing the main points effectively;</p> <p>(2) Be able to communicate with foreigners effectively in the appropriate contexts;</p> <p>(3) Be able to use technology to communicate and present effectively; and</p> <p>(4) Be able to apply statistical or mathematical knowledge in analyzing and interpreting the data.</p>	<p>(1) Assignments</p> <p>(2) Project report and presentation</p> <p>(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.</p> <p>(4) Midterm and final examinations</p>	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.

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		
	<div style="display: flex; justify-content: space-between;"> ● Major Responsibility ○ Minor Responsibility </div>																		
Course Category Required Course	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 Culture Communication in the Tourism Industry	●	●	●	●	●	●	○	●	○	●	●	○	●	●	●	○	-	-	-