

Course Syllabus

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| 1. Program of Study | B.B.A. (Tourism and Hospitality Management) |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | ICTM 428 |
| Course Title | Tourism Guide |
| 3. Number of Credits | 4 (3-2-7) (Lecture-Lab-Self-study) |
| 4. Prerequisite (s) | ICTM 212 |
| 5. Type of Course | Elective Course |
| 6. Session | Trimester 1/ Every academic year |
| 7. Conditions | Maximum number of students is 30 |

8. Course Description

Preparation for qualified tour guides in Thailand, an overview of essential knowledge about Thailand: Thai geography, Thai foods, Thai art and society, Buddhism, ticketing, tour safety, and other such issues; participating in a field study.

9. Course Objectives

After successful completion of this course, students will be able to

- 9.1 Identify responsibilities, personalities, and roles of tourist guides.
- 9.2 Understand the limitations of a tourist guide career.
- 9.3 Discuss strategies for managing group behavior.
- 9.4 Apply tactics for smooth interaction with flight attendants, motored-coach drivers, tour leaders.
- 9.5 List six general strategies for dealing with unexpected challenges.
- 9.6 Outline procedures for dealing with lost or damaged luggage, flight delays or cancellations, illness and accidents, and client deaths.
- 9.7 Appreciate the aesthetics of Thai cultural heritages.
- 9.8 Provide accurate information of major tourist attractions in Bangkok.
- 9.9 Explain Thai arts and overview of Thai history efficiently.
- 9.10 Develop skills used in a public presentation

10. Course Outline

Week	Topics	Hours			Instructor
		Lecture	Lab	Self-Study	
1	Tourist Guide Personality, Competencies, and Roles	4	-	8	Amnuay- ngerntra, S.
2	Tourist Guide Ethic and Code of Conduct	4	-	8	
3	Client and Escort Psychology	4	-	8	
4	Expecting the Unexpected	4	-	8	
5	Field Trip	4	-	8	
6	An Outline of Thai Art History (Sukhothai)	4	-	8	
7	Thai Art History (Ayutthaya)	4	-	8	
8	Thai Art History (Early Bangkok Period)	4	-	8	
9	Thai Art History (Modernisation Period)	4	-	8	
10	Temple Architecture and Related Decorative Arts	4	-	8	
11	Field Work	4	-	8	
	Total	44	0	88	
Final Examination					

NB. The course is subject to change without prior notice to fit the changing tourism circumstances.

11. Teaching Method (s)

- 11.1 Lectures
- 11.2 Case studies
- 11.3 Discussion
- 11.4 Assignments
- 11.5 Field trips

12. Teaching Media

- 12.1 LCD overhead projector
- 12.2 PowerPoint
- 12.3 Multimedia resources
- 12.4 Handouts
- 12.5 Text books

13. Measurement and evaluation of student achievement

Student achievement is measured and evaluated by

- 13.1. the ability in identifying responsibilities, personalities, and roles of tourist guides.

- 13.2. the ability in understanding the limitations of a tourist guide career.
- 13.3. the ability in discussing strategies for managing group behavior.
- 13.4. the ability in applying tactics for smooth interaction with flight attendants, motored-coach drivers, tour leaders.
- 13.5. the ability in listing six general strategies for dealing with unexpected challenges.
- 13.6. the ability in outlining procedures for dealing with lost or damaged luggage, flight delays or cancellations, illness and accidents, and client deaths.
- 13.7. the ability in appreciating the aesthetics of Thai cultural heritages.
- 13.8. the ability in providing accurate information of major tourist attractions in Bangkok.
- 13.9. the ability in explaining Thai arts and overview of Thai history efficiently.
- 13.10. the ability in developing skills used in a public presentation

Ratio of mark

1. Individual Presentation	20 %
2. Written Report	15 %
3. Field Work	15%
4. Final Examination	50 %
Total	100 %

- A field trip is mandatory.
- Students are required to fulfill at least 80 percent of class attendance.
- Failure to meet the requirement of both class attendance and field trip will not be eligible for the final exam.

14. Course evaluation

14.1 Students' achievement as indicated in number 13 above.

14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

15. Reference (s)

Required Texts

Continuing Education Center Chulalongkorn University (1987) *A Survey of Thai Arts and Architectural Attractions: A Manual for Tourist Guides*, Bangkok: Chulalongkorn University Printing House

Mancini, Marc (1996) *Conducting Tours (2nd Edition)*, New York: Delmar.

Additional Books of Reading

Chadchaidee, Thanapol (1994) *Essays on Thailand (9th Edition)*, Bangkok: D.K. Book House

Pond, Kathleen Lingle (1993) *The Professional Guide: Dynamics of Tour Guiding*, New York: Van Nostrand Reinhold.

Trade and Travel Magazines

- *Sawasdee* Inflight Magazine by Thai Airways International.
- *Kinnaree* Inflight Magazine by Thai Airways International
- Travel Guide Promotional Materials by the Tourism Authority of Thailand

16. Instructor (s)

Assistant Professor Sompong Amnuay-ngerntra
Vice Chairman
Travel Industry Management Division
Mahidol University International College

17. Course Coordinator

Assistant Professor Sompong Amnuay-ngerntra
Vice Chairman
Travel Industry Management Division
Mahidol University International College
Tel. +66 (0) 2441-4090 ext. 1214
Fax +66 (0) 2441-9745
Email icsompong@mahidol.ac.th

18. Additional Information

Assessment Item

Type of assignment: *An individual presentation*

Topic: Thai Cultural Heritage

Weighting: 15 per cent for each presentation.

Length/duration: 15-20 minutes for each presentation

Due date: TBA

Description:

Each student needs to develop his/her public speaking skills by choosing an interesting topic from various sources of tourist information, especially *Sawasdee, Kinnaree, and Essays on Thailand*. Suggested topics are listed, as follows;

- Thai cultural heritages
- Thai festivals and traditions
- Thai handicrafts
- Outstanding tourist attractions in Thailand
- Buddhism
- Thai arts
- Thai dance
- Thai music
- Thai cuisine
- Thai history
- Thai boxing
- Spirit House
- Thai culinary arts
- Thai flower arrangement
- Thai herbs
- King Mongkut
- King Chulalongkorn
- King Vujiravudh

Presentation Marking Criteria

- Structure-Introduction (Clear statement of purpose & scope)
- Structure-Main body (logical flow/sequence)
- Clarity/Articulation
- Characteristics and ability to maintain audience attention (eye contact, etc)
- Audio-visual support material
- Structure-Conclusion
- Ability to respond to questions