

หลักสูตรในอุดมคติสำหรับสาขาวิชา การจัดการโรงแรมและการท่องเที่ยว

The Ideal Curriculum for Hospitality & Tourism Management

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บทคัดย่อ

จากการที่ประเทศไทยได้พัฒนาจนเป็นแหล่งท่องเที่ยวที่สำคัญแห่งหนึ่งของโลก ความต้องการด้านบุคลากรเพื่อรองรับอุตสาหกรรมบริการโรงแรมและการท่องเที่ยวจึงได้เพิ่มมากขึ้นเป็นอย่างมาก สถาบันอุดมศึกษาทั้งภาครัฐและเอกชน ซึ่งมีการเปิดสอนวิชาการจัดการโรงแรมและการท่องเที่ยวก็ขยายตัวเพิ่มขึ้นอย่างรวดเร็วในทศวรรษที่ผ่านมา อย่างไรก็ตาม คณาจารย์ในสถาบันอุดมศึกษาส่วนใหญ่ ซึ่งเป็นผู้ผลิตบัณฑิตเพื่อรองรับตลาดในอุตสาหกรรมบริการโรงแรมและการท่องเที่ยว ส่วนใหญ่นั้นเป็นผู้ขาดประสบการณ์ด้านวิชาชีพและไม่เคยได้มีโอกาสทำงานในวงการโรงแรมหรือการท่องเที่ยวเลย

จากผลการศึกษาได้พบว่า หลักสูตรส่วนใหญ่ด้านการโรงแรมและการท่องเที่ยวที่ใช้สอนอยู่ในปัจจุบันค่อนข้างจะล้าสมัยและไม่ได้ตอบสนองความต้องการด้านวิชาชีพอย่างแท้จริงของอุตสาหกรรมบริการโรงแรมและการท่องเที่ยว ควรจะถึงเวลาแล้ว ที่จะมีการพัฒนาหลักสูตรในอุดมศึกษาสำหรับสาขาวิชาการจัดการโรงแรมและการท่องเที่ยว เพื่อตอบสนองความต้องการของตลาดทั้งในระดับประเทศและระดับนานาชาติ สถาบันอุดมศึกษาควรจะร่วมมือกับภาคเอกชนและผู้บริหารโรงแรมมืออาชีพ รวมทั้งสมาคมโรงแรมไทย สมาคมธุรกิจท่องเที่ยว องค์การทั้งภาครัฐและเอกชน เช่น การท่องเที่ยวแห่งประเทศไทย การทำอากาศยานแห่งประเทศไทย ในการพิจารณาปรับหลักสูตรและให้มีการคัดเลือกและเชิญบุคลากร ผู้บริหาร และผู้ชำนาญการในวงการโรงแรมและการท่องเที่ยว ให้เป็นอาจารย์ประจำ มิใช่เป็นเพียงวิทยากรรับเชิญชั่วคราวชั่วคราว นอกจากนี้ ยังควรมีการพัฒนาวิธีการสอนแบบใหม่ เช่น การสอนโดยเน้นภาคปฏิบัติ การสอนโดยใช้เว็บไซต์ การเรียนแบบ E-learning รวมทั้งการใช้สื่อทางด้าน VDO/CD-ROM และสไลด์ การโอนย้ายหน่วยกิตระหว่างสถาบันอุดมศึกษาทั้งภายในและต่างประเทศ ควรจะได้รับการสนับสนุน โดยเฉพาะในยุคที่มีการแข่งขันค่อนข้างสูงเช่นนี้ และที่สำคัญที่สุด ควรมีการส่งเสริมความร่วมมือระหว่างสถาบันอุดมศึกษาและภาคเอกชนอย่างจริงจังและต่อเนื่อง โดยเฉพาะอย่างยิ่งผ่านโครงการสหกิจศึกษา

เป้าหมายสูงสุดก็คือ การแข่งขันเพื่อขึ้นสู่การเป็นสถาบันอุดมศึกษาชั้นนำในประเทศไทย หรือของเอเชีย ในการผลิตบัณฑิตในอุดมคติของปี 2020 ซึ่งเพียงพร้อมด้วยคุณสมบัติซึ่งได้มาตรฐานสากลและเปี่ยมล้นด้วยน้ำใจ ไมตรีและความอบอุ่นแบบไทยพร้อมทั้งมีทักษะทางด้านวิชาชีพ ความสามารถในภาษา ทักษะด้านคอมพิวเตอร์

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บุคลิกภาพที่โดดเด่น มีใจรักบริการ และที่สำคัญที่สุด กอปรด้วยจรรยาบรรณวิชาชีพ เพื่อจะได้เป็นกำลังสำคัญในการรองรับอุตสาหกรรมบริการโรงแรมและการท่องเที่ยวในยุคโลกาภิวัตน์และการค้าเสรี

นอกจากนี้ก็ยังเป็นความมุ่งหวังที่จะให้การท่องเที่ยวซึ่งเป็นหนึ่งในอุตสาหกรรมที่สามารถนำเงินตราต่างประเทศและสร้างรายได้ให้กับประเทศไทยสูงสุดนี้ ช่วยฟื้นฟูเศรษฐกิจที่ซบเซาของประเทศได้ในอนาคตอันใกล้

ABSTRACT

As Thailand becomes one of the major tourist destinations of the world. Demands for Human Resources from the Hotel and Tourism Industries have increased substantially. Higher Education Institutions both Governmental and Private which offer Programs in Hospitality and Tourism Studies have expanded significantly during the past decade. However, most lecturers of Higher Education Institutions - the providers of the undergraduates to serve the job markets in Hospitality and Tourism Industries - seem to lack professional skills and real-life working experience in this field. Consequently, the study shows most curriculums for Hotel & Tourism Studies in Higher Education Institutions seem to be following out-dated pattern without serving the practical purpose of the industries.

It is NOW the time to create the ideal curriculum for Hospitality and Tourism Management suitable for both local and international markets. Higher Education Institutions should join hands and work closely with business sectors and professionals in service industries in recruiting more experts and professionals with practical experiences in each particular field - hotel, tourism or airlines - to serve as full-time lecturers not just occasionally guest-speakers. New approaches on instruction such as learning by doing through practical experience, web-based, e-learning, utilizing audio-visual aids should be implemented. Credit-transfer between institutions both local and overseas should be allowed in this competitive edge. Most significant, co-operative education should definitely be emphasized.

The ultimate goal is to compete for Top Ranking in Thailand or even better in Asia to produce the ideal graduates of 2020 with international standard qualifications with a touch of Thai Hospitality fully equipped with professional skill, multi-lingual talent, computer-literate, good personality, service-mind with and most importantly, professional ethics - to serve the Hospitality and Tourism Industry in the globalization and free-trade era.

This is also a hope that a robust tourism, which is one of the highest revenue-generating industries, will reverse the economic slowdown of Thailand.

The Ideal Curriculum for Hospitality & Tourism Management

Thailand's tourism sector continues to be one of the few bright spots in an otherwise battered economy that is still struggling to recover from the economic crisis that began in July 1997. The significance of tourism for the Thai economy cannot be over-emphasized since directly and indirectly the sector employs approximately 4 million people, generating a total income of approximately Baht 800 billion or 15 per cent of GDP. In 1998 total visitor arrivals rose by a healthy 7.48 per cent (to 7.76 million) year-on-year largely due to the impact of the Baht's devaluation in the previous year which prompted leisure and business travelers to flock to Thailand in search of bargains.*

The trends in visitor arrivals for 2002 continued to grow as Tourism Authority of Thailand (TAT) forecasts 8.7% growth with 10.86 million arrivals of inbound tourists. TAT also projected that tourism would earn the country 307 billion baths in foreign exchange. The Thai-Tour-Thai campaign is expected to generate 200-300 billion baths from domestic tourism this year.*

The increasing demand of skilled and trained professionals in the hospitality industry is due to the growth of the tourism industry around the world and particularly in Thailand. According to the Thai Hotel Association (THA) and the Tourism Authority of Thailand (TAT), more than 8,000 newly graduates are required to

serve the market.

Before we go into further details, it might be a good idea for us to understand the terminology of "Hospitality".

What is Hospitality ?

Providing hospitality means offering a welcoming environment to visitors. The hospitality industry is without doubt a people industry.

The product of Hospitality industry is "Service".

Services offered by the hospitality industry include the following:

- Accommodation
- Food Service
- Beverage Service
- Entertainment
- Theme Parties & Festivals
- Recreation
- Relaxation
- Functions and banquets
- Meetings
- Commercial catering
- Security
- Gaming

Moreover the hospitality industry is also closely related to other sectors of the tourism industry such as:

- Travel Agents
- Tourist Information Centers

- Airlines
- Transport Operators
- Tourist Attractions (Theme Parks)
- Retail Outlets
- Gift Shops

Therefore, as Thailand becomes one of the major tourist destinations of the world, demands for human resources at entry-management level from the Hotel and Tourism Industries to serve the market have increased substantially.

Consequently, Higher Education Institutions both Governmental and Private which offer Programs in Hotel and Tourism Studies have expanded significantly during the past decade to produce graduates to serve the industry.

Some of Higher Education Institutions offering Hotel & Tourism Courses:

Public Universities

- Kasetsart University
- Ramkhamhaeng University
- Mahidol University International College
- Chiangmai University
- Prince of Songkla University
- Khon Kaen University
- Silapakorn University
- Sukhothai Thammathiraj
- Rajapat Institutions
- Srinakarinviroj University

Private Universities

- Rangsit University
- Standford International College

- Dusit Thani College
- Siam University
- ABAC
- Kasem Bundit University
- Bangkok University
- St.John University
- Thai Chamber of Commerce University
- Sripatum University

However, most lecturers of Higher Education Institutions, the providers of the undergraduates to serve the job markets in Hospitality and Tourism Industries - seem to lack professional skills and real-life working experience in this field. Consequently, the study shows most curriculums for Hotel & Tourism Studies in Higher Education Institutions seem to be following out-dated pattern without serving the practical purpose of the industries.

It is NOW the time to create the ideal curriculum for Hospitality and Tourism Management suitable for both local and international markets. Higher Education Institutions should join hands and work closely with business sectors and professionals in service industries in recruiting more experts and professionals with practical experiences in each particular field-hotel, tourism or airlines - to serve as full-time lecturers not just occasionally guest-speakers.

NEW approaches on instruction such as web-based, e-learning as well as utilizing audio-visual aids should be implemented. Credit-transfer between institutions both local and over-

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What is the Ideal Curriculum ?

When we talk about the curriculum of any program, following components should be taken into consideration:

- I. Structure and Content of the curriculum
- II. Teaching Methodology
- III. Profile of faculty members

I. Structure and Content of Curriculum

The study shows most curriculum structures of Hospitality and Tourism offered by Higher Education Institutions both governmental and private consist of the following:

Curriculum Structure:

- General Studies (Humanities/Social Science/Math & Science/Language)
- Core Courses
- Major Courses (Most courses are theoretical without lab)
 - Electives
 - Free Electives
 - Credit and Non-credit Internship

Suggestions for the Ideal Curriculum Structure & Content

Following adjustments should be made in the following area:

Major Courses : Adjustment of course

structure from 3(3-0) which is 3 credit hours with only theory to 3(2-1) which means 3 credit hours with 2 hours theory and 1 hour lab/practical experience in the following courses:

- Introduction to Hotel Management
- Hotel Front Office Operation
- Housekeeping
- Food & Beverage Service
- Food & Beverage Cost Control
- Restaurant Management
- Seminar

Electives : Elective courses should be offered in various categories for students to select according to their interest as follows:

- Rooms Division
- Food & Beverage
- Marketing & Sales
- Administrative (Accounting, Purchasing, Cost Control, Receiving, Stores)
- Human Resource (Personnel & Training)

Internship : Internship should be adjusted to co-operative education for students to gain on-the-job training and hands-on experience.

Language Courses : All language courses should be integrated with Professional Languages Courses to reduce repetition and time consuming.

Moreover, the study shows that most students who took 4-6 English Language Courses plus another 4-6 Elective Foreign Language Courses such as French, Japanese, Chinese for the four-year program face the same problem still

can understand or speak these language only at the minimum or average level.

The study shows that following obstacles have affected the efficiency of Language teaching and learning and consequently the unsatisfactory outcome of students Language proficiency

- Over-emphasize on grammar/structure
- Insufficient practical/professional terminologies or language
- Imported Text Books-unfamiliar names/ places for Thai students.
- Instructors for Lab/ are foreigners who do not have sufficient knowledge on Thai/ Culture tourist destinations/names
- Instructors do not have practical experience in hotels/travel agents/ airlines.
- Over-crowded class size

Suggestions for the Ideal Language Courses

Integrate Fundamental Language Courses to Languages for Professionals-English for Hotel, English for Tourism and English for Airline.

Moreover, following ingredients should be added :

- Local Flavor - Thai Context to preserve Thai Cultural heritages
- Local Wisdom
- Thai Arts & Crafts
- Local Tourist attractions / destinations
- Do's and Don'ts in Thailand

II. Teaching Methodology

Besides the frequently-used teaching methods based on text books, transparent sheets, whiteboard and lecture, new teaching methodology should be developed and implemented such as:

- Web-based learning
- Site Visit/Field Trip
- Learning by Doing
- Role Play
- Co-operative Education
- Hotel Operation Training Center

Web-based Learning : Following web-sites should be logged-in and searched for information, data to use as knowledge-base.

- www.ehotelthailand.com
- www.tat.or.th
- www.thailand.com
- www.thaiairways.com
- www.amadeus.com
- www.newsasia.travel.com
- www.expedia.com

Hotel Site Visit/Field Trip to Tourist Attractions

- To create the first impression of Hotel Atmosphere and Working Life Style.
- To get the overall aspects of Hotel Operations
- To inspire students to achieve their goal in career development in Hotel Industry.
- To familiarize students with major tourist attractions required by TAT to qualify for Official Tour Guide License.

Learning by doing or Learner-centered

Teaching Method

- Senior Project for Seminar Courses to encourage student's responsibility, creativity, teambuilding spirit, organizing skill, problem-solving, communication skill, marketing, administration and financial skills.

- Food Festivals, Theme Parties organized by students such as A Touch of Thailand, Asian Food Festival, In Celebration of the 220th Anniversary of Bangkok, Discovery Thailand

- A student-run Travel Agent organizing a package tour or one-day trip and conduct a real-tour operation e.g. Package Tour to Historical Sites in Sukhotai/Buriram/ Chiangmai or one-day trip to Koh Kred.

Role Play : Students should be provided hands-on experience as well as practice their Language Skill through role play as staff of the Hotel's Operation both in Rooms Division and Food & Beverage Division.

Rooms Division

- Hotel Operator
- Receptionist
- Reservation Officer
- Front Office/ Cashier
- Bell Boy/ Concierge/ Doorman

Food & Beverage

- Hostess/Waitress
- Room Service
- Restaurant Manager
- Cocktail Waitress

- Bartender

Co-operative Education

Co-operative Education for on-job training to gain practical experiences for students should be provided and incorporated to the curriculum as credit-earned course to replace the non-credit internship.

The cooperative education will be successful only through personal connection and business networking

Following Co-operation between Higher Education Institutions and other partners should be established :

- Professional Associations-Thai Hotel Association, Association of Thai Travel Agents
- Governmental Organizations - Tourism Authority of Thailand (TAT)
- Public Enterprise - Thai Airways International, Airport Authority of Thailand
- Private Sectors - International and Local Chain Hotels, Travel Agents, Tour Operators.

III. Profiles of Faculty members

The current situation shows most lecturers of Higher Education Institutions - the providers of the undergraduates to serve the job markets in Hospitality and Tourism Industries- seem to lack professional skills and real-life working experience in this field. Consequently, the study shows most curriculums for Hotel &

Tourism Studies in Higher Education Institutions seem to be following out-dated pattern without serving the practical purposes of the industries.

The current situation shows the following :

a) most lecturers are either newly graduates in Hotel & Tourism with no practical experience

b) old-timers graduating with Master's Degree from other fields without practical experience.

c) A very few ex-hoteliars/faculty members with Master's degrees or Ph.D with practical experience.

In order to develop the human resource in hospitality & tourism industry following measurements must be implemented:

- Train the trainers
- Recruitment of professionals
- Adjustment of qualifications of lecturers
- Networking of both local and international

Train the trainers

Human Resource Development for faculty members/ lecturers to acquire necessary practical experiences in Hospitality & Tourism Industry by taking on-job training with hotels or travel agents.

Recruitment of ex-hotel executives and hotel veterans

Invite ex-hoteliars with years of experiences to be full-time lecturer/ part-time lec-

turer/ Lab Instructor/ and guest speakers.

Adjustment of Qualification for lecturers in Professional Field

Following adjustments of qualification to attract more Professionals to join the Academic world and become lecturers in Higher-Education Institutions should be implemented:

- Master's Degree in Hospitality & Tourism Management plus minimum one to two year experience in the field.

- Master's Degree in other fields plus minimum two-year experience in the field,

- Bachelor's Degree plus minimum three-year experiences in the field.

- Higher Vocational Diploma plus minimum three-year experiences in the field for lab instructor.

Networking

- Local networking among universities for expertise exchange

- International networking with leading universities for faculty exchange and professional development program.

CONCLUSION :

Higher Education Institutions are the leading forces in training the new generations to serve the Hospitality and Tourism Industry. The development of an ideal curriculum for hospitality and tourism management must have a profound

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impact on academic perspectives and hospital-
ity business practices to serve the market need.

The ultimate goal is to compete for Top
Ranking in Thailand or even better in Asia to
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tional standard qualifications with a touch of Thai
hospitality fully equipped with professional skill,
multi-lingual talent, computer literate, good

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