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“Field-Based Experiential Learning in Tourism Education”

Overview:

Tourism and hospitality are dynamic, complex nature of the contemporary and competitive industry that need student’s abilities to adapt constantly for responding the change of consumer behavior. Hence, developing academic knowledge and also relevant twenty-first century skills for tourism students, Lectures need to concern more in the effective teaching strategies. Fieldwork for third year students, tourism and hospitality subject, is designed to deliver those student with “real world” experience related with transportation, accommodation, food, entertainment, activity facilities and other hospitality services.

Activities

Lecturer: Prepared field work and Develop Tools for using in field

Set up objective & Theme of field trip study
ex. Green business @ Krabi

Let student planned their education journey

itinerary , booking, field work list

fieldtrip Activities As Designed

Evaluation student progress
and set up experience sharing session

Before Field trip

Trip planning Practice

On Field trip

Learning from
Real Business
& Practice

After Field trip

Assessment & Reflection



Aims and Objectives:

- 1) To enable students to understand tourism and hospitality business environment.
- 2) To provide students opportunities for applying destination assessment theory to practice in fieldtrip

Outcome: that:

I feel more confidence to discuss in class because I had seen real kayak tour business “

“For me, there was more comfortable and relax than study in class room”

“It is my opportunities for me to interact with my classmate and confront practical problems in the field”

“Field trip provided me more experience in dealing with various practical situations than class room”

Lecturer can evaluate student performance and improving curriculum and also future fieldwork.

Impact:

Student can demonstrate and analyze tourism business environment. They were also be able to evaluate tourism destination.