

Course Specification
ENL 2673: English for Tourism I
Business English Program: Faculty of Humanities and Social sciences
Suan Sunandha Rajabhat University
Semester 1: 2021 Academic Year

Section: General Information

1. **Course code and title:**
Code: ENL2673
Title: English for Tourism I
2. **Number of credits:** 3 (3-0-6)
3. **Program and Course Categories**
3.1 Curriculum: B.A. (Business English)
3.2 Category: Elective course
4. **Course coordinator / lecturer:** Anantachai Aeka
5. **Contact:** Bldg. 35
6. **Semester / year of study**
6.1 Semester: 1st semester / second year
6.2 Maximum enrollment: 140
7. **Pre-requisite (if any):** No
8. **Co-requisites (if any):** -
9. **Location:** Suan Sunandha Rajabhat University
10. **Date of course initiation or last update of course details:** June, 2021

Section 2: Purposes and Objectives

1. **Purposes of the course:**

To enhance and develop English skills, in particular, in the field of tourism as a tool for professional communication and other related fields in the 21st century

2. Objectives of course development/modifications:

To cultivate students to apply English as a tool for the achievement of their career and other related jobs, with concentration on communicative and interpersonal skills, including the practice in language usage in various situations found in tourism industry environment

Section 3: Description and Implementation

1. Course Description:

Basic terminology and expressions used in tourism industry; types and functions of tourism industry; pictures and factors overall related to tourism industry at local and international levels

2. Number of hours per semester

Lecture	Practice	Field trip/Internship	Self-study
48 hours / semester	Lesson and exercise in class; website according to the students' interests		6 hours / week

3. Number of hours per week for academic guidance to individual students

3.1 Personal and individual appointment is available upon requested; Office hour for consulting is identified in class

3.2 MP: 081834XXXX

Section 4: Learning Outcomes Development

1. Morals and ethics

1.1 Morals and Ethics to be developed

- Discipline, punctuality and responsibility for oneself and society
- Cultivation on honesty with concentration on self-awareness in terms of creativity and contribution to the public
- Promotion on reading and life-long learning

1.2 Teaching methods

- Experience and authentic situation application
- Practice on international social manner and etiquette and the acceptance on differences

1.3 Evaluation

- Class participation and contribution
- Accuracy on presentation references
- Outcome of assignments

2. Knowledge

2.1 Expected knowledge

English proficiency in tourism industry overall, with focus on giving information on types of tours, programs, tourist attractions, and specific terms used in authentic situation, beginning from the basic knowledge, to the intermediate one.

2.2 Teaching methods

Lecture, discussion and case study

2.3 Evaluation

- Drill and practice at the end of each class and presentation
- Final test

3. Cognitive skills

3.1 Cognitive skills to be developed

Ability to develop and apply terminology and expressions accurately from various sources, including for the operation in tourism; ability to communicate and describe the information on tourist attractions, international culture and Thai ways of life, etc

3.2 Teaching methods

- Assignment and projects; case study

3.3 Evaluation

- Presentation
- Final test

4. Interpersonal skills and responsibility

4.1 Interpersonal skills and responsibility to be developed

- Skill development on relationship establishment amongst students
- Promotion on self-study learning, responsibility on assignments and on-time submission
- Promotion on expressing ideas, performances and creative thinking

4.2 Teaching methods

- Encouragement on participation in classroom activities
- Stimulation on the recognition in terms of listening manner, class attendance and respect to other opinions
- Motivation on recognition and benefit of self-study

4.3 Evaluation

- Self evaluation
- Participatory observation

5. Numeric analysis, communication and information technology skills

5.1 Numeric analysis, communication and information technology skills to be developed

- Communicative skills; listening, speaking, reading and writing from different sources, and present and share on group line for academic exchange
- Information retrieval skills on website upon individual interests

- IT skills for communication; e.g. web-board, block
- Presentation skills with different styles, tools, and IT techniques

5.2 Teaching methods

- Self-study assignment on website
- Assignment submission

5.3 Evaluation

- Assignment and presentation
- Discussion and comment on social media (Face book)

Section 5: Teaching and Evaluation Plan

1. Teaching Plan

Section 5: Teaching and Evaluation Plan

1. Teaching Plan

Week	Items/Contents	No. of Hours	Teaching & learning activities/teaching materials	Lecturer
1-2	Course introduction; Pre-test; “Giving Information on Interesting Places”; “City Tour”--question words, giving directions, giving a guided tour	6	Online lecture, discussion and conversation practice	Anantachai Aeka
3-4	“Sightseeing Tours in Bangkok”, “Sightseeing Tours in Ayutthaya and Sukhothai”, Assignment 1	6	Online lecture, discussion and presentation	
5-6	“Sightseeing Tours in Chiang Mai”, “Sightseeing Tours in the South”, Assignment 2	6	Online lecture, discussion and presentation	
7-8	“Giving Information on Accommodation”; “Water Cities”-- hotel facilities, describing hotels; “Cruise Ship”--cruises, cabin facilities; “Giving Information on Travel and Transportation”	6	Online lecture, discussion and conversation practice	
9	“Giving Information on Shopping”; “East Meets West”-- exchange holiday plan, describing	3	Online lecture, video presentation and	

Week	Items/Contents	No. of Hours	Teaching & learning activities/teaching materials	Lecturer
	traditional gift, creating a tourism development plan, Assignment 3		conversation practice	
10	“Giving Information on Traditions and Customs”, Assignment 4	6	Lecture and conversation practice	
11	Project Presentation I	3	Group presentation	
12-13	“The Grand Palace and the Temple of the Emerald Buddha”; “Thai Arts and Architecture”	6	Online lecture, and video presentation	
14-16	Project presentation	9	Oral presentation	
17	Final test	3		

2. Evaluation plan

Items	Learning outcome*	Evaluation methods	Week	Percentage of Evaluation
1		- Presentation - Project - Final	4, 6, 9, 10 14, 15, 16 17	40 30 15
2		- Working on social network – line group (contribution)	All throughout the semester	5
3		- Participation in discussion and sharing ideas	All throughout the semester	10

Section 6: Teaching Materials

1. Required textbooks and materials

Utawanit, K. (2020). **Communicative English for Tourism.**

Bangkok: Thammasat University Press

2. Other important materials and information

Websites assigned in class

2. Other recommended materials and information

Dubica, I. & O'Keefe, M. (2003) **English for International Tourism**,
Essex (UK): Longman.

Todd, G & Rice, S. (2002). **Travel Perspectives**. Albany, USA:
Thomson Learning.

Section 7: Course Evaluation and Improvement

1. Evaluation Strategies on course effectiveness by students

- Lecturer evaluation
- Suggestion and recommendation on social media

2. Teaching evaluation strategies

- Observation by team / program coordinator
- Learning outcome
- Review of learning outcome evaluation

3. Teaching Improvement

- Brain storming based on the outcome of item 2 to improve teaching and examine more information concerned

4. Review of students' academic performance

- Form a committee to review the learning outcomes evaluation
- Review students' scores and/or assignments

5. Course review and improvement plan

- Improve the course every 3-year cycle or on the recommendation identified in the 4th item
- Change or rotate lecturer in order to develop lecturer on student centered approach