

Course Syllabus

THB60-361©

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| 1. Course Title | English for Tour Conducting |
| 2. Department / School | Tourism and Hotel Program
School of Management |
| 3. Semester / Academic Year | 3/2019 |
| 4. Lecturers | Ajarn Tanyamon Petcharat (Course Coordinator)
Ajarn Thassanee Thasrabiab
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Tel: 075-672093 |
| 5. Course Status | Core Course |
| 6. Curriculum | Bachelor of Business Administration Program in
Tourism and Hotel |
| 7. Course Description | |

วิชานี้มุ่งเน้นการใช้ภาษาอังกฤษในวิชาชีพนำเที่ยวในสถานที่ทางธรรมชาติ วัฒนธรรม เมือง ชุมชน ประวัติศาสตร์และโบราณคดีอย่างมีประสิทธิภาพ ทั้งในประเทศไทยและต่างประเทศ การตีความและการใช้ภาษาอังกฤษในการตอบข้อซักถามเกี่ยวกับศิลปะ งานฝีมือ วัฒนธรรม และวิถีชีวิตไทย

This course focuses on an effective use of English for professionals in tour guiding at attractions related to nature, culture, city, community, history and archeology both in Thailand and overseas; Interpretation and use of English in answering questions on arts, handicrafts, culture and traditional lifestyles of Thailand.

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| 8. Class Meeting | Mon 12.00- 15.00 Room 1202
Wed 10.00-12.00 Room 1202 |
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9. Course Outline

- Objectives

Upon completion of this course, students will be able to:

- Develop the speaking and listening skills
 - Increase vocabulary related to tourism and hotel
 - Have awareness of the service mind
- Learning Contents
- The course will cover the topics on:
- Basic information services in tourism and hotel
 - Language for guiding at historical and archeological sites
 - Information about arts, culture, and Thai life style

10. Texts Lertporn Prarsakul. (2012). English for Tourist Guides. Bangkok:
Chulalongkorn University Press.
Course pack materials and documents provided by the lecturer

11. Assessment

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| • Attendance and Participation | 10 % |
| • Assignments | |
| Project (Field work, progress report, role play) | 30 % |
| Quiz (grammar and vocabulary) | 20 % |
| Homework and exercise | 10 % |
| • Final Exam (listening and writing) | 30 % |

* Final grades will be computed in accordance with both normed and criterion-referenced methods provided by CES system.

- Tentative Schedule

MONTH	WEEK	DATE	CONTENT
Feb	1	10	Holiday
		12	Cancelled
	2	17	A Coach Tour of Bangkok
		19	A Coach Tour of Bangkok
	3	24	Describing Thai Architectural Styles
		26	Describing Thai Architectural Styles
March	4	2	Describing a Buddha Image (Quiz 1)
		4	Describing a Buddha Image
	5	9	Talking about Thai Food
		11	Cancelled
	6	16	Talking about Thai Food
		18	Thai Handicrafts (Quiz 2)
	7	23	University's founding
		25	University's founding
	8	30	Thai Handicrafts
		1	Buddhism and Thai Ways of Life
April	9	6	Holiday
		9	Buddhism and Thai Ways of Life
	10	13	Holiday
		15	Holiday
	11	20	Visiting the Sukhothai Historical Park (Quiz 3)
		22	Visiting the Sukhothai Historical Park
	12	27	A Day-trip to Ayutthaya
29		A Day-trip to Ayutthaya	
May	13	4	Role Play (Quiz 4)
		6	Final Examination (Listening Test %)
	14	17	Final Examination (Written Test 20 %)

The schedule may be subject to change according to the situation of the course.

