

Course Specification

Name of University

Rambhai Barni Rajabhat University

Campus/Faculty/Department

Rambhai Barni Rajabhat University/ Faculty of Communication Arts/ Department of Integrated Communication

Section 1 : General Information

1. Course Code and Title

8213004 English for Tourism communication

2. Credits

3 (2-2-5)

3. Academic Program, Type of Course

Program in Integrated communication, Tourism communication

4. Responsible faculty and teachers

Faculty of Communication Arts

4.1 Responsible teacher: Mr.Thanaphizis Charatsengchirachot

4.2 Lecturer: Assistant Professor Raajshivar Tantikulvara

5. Course semester/academic year and Student Level

Semester 2/2016 and 2nd student level

6. Pre-requisite (*if any*)

N/A

7. Co-requisite (*if any*)

N/A

8. Place of study

Faculty of Communication Arts, Rambhai Barni Rajabhat University

9. Last Updated

Revised Curriculum in 2012 Academic year

Section 2 : Aims and Objectives

1. Course Aims

According to the course syllabus, the students will be learning and practicing about:

i) To know and able to listening speaking reading and writing English for tourism communication in various situation.

ii) understand and able to use some suitable words and idiom in Tourism Communication field.

iii) practice the English Communicative skills especially in job related to Tourism Communication field.

iv) To have and opportunities to communicate as well as practice in the speaking sessions as a tour guide.

2. Course Improvement Objectives

This course is designed by the specialize in using English for Public Relations. The lecturer hope that his course will give the benefit of the learners. At least, the learners have an opportunity to use and practice English in the job related to Communication Technology and/or Mass communication. In the future, this course should be learn by e-learning according to the supporting of x- learning technology. And the content of course will change to follow the current and evidence based.

As a result, this course has been designed to cover both of these aspects, with activities to reinforce students' communication skills and to raise environmental awareness amongst students for the sustainability of the tourism industry.

Section 3 : Operation

1. Course Description

ศึกษาหลักการพื้นฐานในการพูด ฟัง อ่าน เขียน ภาษาอังกฤษที่สำคัญสำหรับการสื่อสารด้านการท่องเที่ยว โดยการเขียนผ่านสื่อต่างๆ ศัพท์เฉพาะ จำนวนที่ใช้ การพูดสำหรับการติดต่อ สื่อสาร การฝึกฟัง การอ่าน ภาษาอังกฤษในการสื่อสารเพื่อการท่องเที่ยว

This course provides development of the four basic skills in aspect of Tourism Communication such as writing about tourism in each media, vocabulary and idiom in each tourism communication, speaking, reading a tourism text.

2. Number of hours per semester

Lecture	Extra Teaching	Field Experience	Self-Study
It's 3 (2-2-5) credits			
30 hours per semester	If any	30 hours per semester	75 hours per semester

3. Number of hours per week of teacher-provided individual counselling and academic advice.

In each week, Monday to Friday from 09:00 to 16:30, if the students have any problems about the course, they can consult the teacher at the Faculty of Communication Arts, Building number 11, Rambhai Barni Rajabhat University or contact by phone and email.

Section 4 : Learning Outcome Developments

1. Morals and Ethics

1.1 Morals and Ethics to Be Developed

Responsibility	Learning outcome through the TQF
○	i) Know and understand the public relations ethics fields.
○	ii) Practice on the public relations ethics.
○	iii) Responsible for the discipline punctuality honesty and responsibility on

Responsibility	Learning outcome through the TQF
	public relations self-practitioner moral and social ethics.
<input type="radio"/>	iv) Respect on human rights and accept the public opinions in the public relations involvement.
<input type="radio"/>	v) Abide by moral-based in the term of privacy and social public mind.
<input type="radio"/>	vi) Respect on the rule and regulation of organization and society.

1.2 Teaching Methods

i) Explains about the public relations moral and ethics in the class i.e. request the students involve in university's moral and ethics activities as a partial fulfillment of learning activity.

ii) Discipline punctuality is important according to the deadline and the honesty's activity and assignment.

iii) Assigns to participated in public relations working.

iv) Acts as a good moral model for the students.

1.3 Evaluation Methods

i) Discipline and readiness class participation, and join the university's activities as a partial fulfillment of learning activity.

ii) Punctuality in the class, the assignment presenting, the participation in giving, which following the class schedule.

iii) Behavior on morals and ethics.

2. Knowledge

2.1 Knowledge to Gain

Responsibility	Learning outcome through TQF
<input checked="" type="radio"/>	i) Know and understand the important of concept and theory in the content of communication arts.
<input type="radio"/>	ii) Able to integrate the communication arts knowledge and the related interdisciplinary knowledge.

Responsibility	Learning outcome through TQF
○	iii) Able to use the knowledge and communication arts skills to apply in job resolution.
○	iv) Know and have skills on communication arts research.
○	(v) Have experience in communication practitioners.

2.2 Teaching Methods

- i) Set the learning by following the course description, which focused on the knowledge and work skill integration.
- ii) Set the learning by synchronizing the reality situation applied to the theory.
- iii) Set the special lecture by the keynote speakers who specialized in public relations.
- iv) Set the project for organization practicing.

2.3 Evaluation Methods

The teacher will evaluate the learning effectiveness and the practice of the students in each assignment as:

- i) Sub-testing of each unit
- ii) Midterm tests and final examination
- iii) Report papers/ working plans/ project assignments
- iv) Presentation
- v) Organization practice result's evaluation

3. Cognitive Skills

3.1 Cognitive Skill to be developed

Responsibility	Learning outcome through TQF
	i) Able to systematically analyze in the body of knowledge of communication arts and related fields, which based on the communication arts effectiveness.
○	ii) Use the creative wisdom of body of knowledge of communication, which benefits to self-development society and public.
○	iii) Able to create and present on the problem's resolution by thinking of the

Responsibility	Learning outcome through TQF
	frame of related theory and the reality experience field

3.2 Teaching Methods

- i) Set the learning activity and give the students' skills of thought and new technology.
- ii) Set the learning activity by focusing on the reality experience.
- iii) Set the learning procedure which practices the thought of individual and team skill
i.e. project work assignments.

3.3 Evaluation Methods

As above assignments and observe the students' practice, thought, new technological skills, and the creatively systematically problem resolution.

4. Interpersonal Relationship Skills and Responsibility

4.1 Interpersonal Relationship Skills and Responsibility to Be Developed

Responsibility	Learning outcome through TQF
●	i) Able to effectively communicate in the interpersonal and group communication.
○	ii) Responsible for the individual and group report and assignments.
○	iii) Responsible for the learning development both continue on individual and job workplace.
○	iv) Able to adjust and teamwork with the colleague both the leader role and group member in effectively.
○	v) Able to use the knowledge in communication science to suitably lead the social issue.
○	vi) Behave and opinion act on suitably role duty and responsibility mind.

4.2 Teaching Methods

- i) Set the learning activities by focusing on the teamwork communication and interaction interpersonal communication.
- ii) Teach the topics of responsibility, human relations and the organization culture.

4.3 Evaluation Methods

- i) Observing the students' behavior and act during group working.
- ii) Group presentations.
- iii) Group participation.
- iv) Responsibility of the assignments.
- v) Classroom's atmosphere

5. Numerical analysis skills, communication skills and using IT

5.1 Numerical analysis skills, communication skills and using IT to be developed

Responsibility	Learning outcome through TQF
●	i) Able to effectively communicate both speaking and writing and select the suitable media for presentation.
○	ii) Able to use the suitable information technology in communication arts job.
○	iii) Select the basically statistic to analyze and make decision on the systematical planning in communication arts research.
	iv) Recommend the resolution's issue by using the information technology in communication arts field onto the related problem creatively.

5.2 Teaching Methods

- i) Set the learning by focusing on technique skills of statistic, mathematic and information technology.
- ii) Set the experience of students by using the information technology, mathematic and statistic presentation.

5.3 Evaluation Methods

Evaluate on the students' ability by using mathematic and statistic to describe and discuss the suitable report.

Section 5 : Lesson and Evaluation Plan

1. Lesson Plan

Week	Topics/Details	Hours	learning and teaching activities, teaching media (if any)	Lecturer
1	Course design with students	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
2	Unit 1 General Information	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
3	Unit 2 Travel and Transportation	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
4	Unit 3 Accommodation	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
5	Unit 4 Shopping	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar

Week	Topics/Details	Hours	learning and teaching activities, teaching media (if any)	Lecturer
6	Unit 5 Giving Directions	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
7	Unit 6 Visiting a Historical Park	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
8	Unit 7 Thai Food	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
9	Unit 8 Thai Culture and Traditions	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
10	Unit 9 Festivals and Ceremonies	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
11	Unit 10 Cultural Activities	4	- Textbook - Power Point	Raajshivar

Week	Topics/Details	Hours	learning and teaching activities, teaching media (if any)	Lecturer
			Presentation slide - Group discussion - Q&A	
12	Unit 11 Visiting a Thai Temple	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
13	Unit 12 Special Interest Tour: Sericulture	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
14	Special event in tourism communication	4	- Textbook - Power Point Presentation slide - Group discussion - Q&A	Raajshivar
15	<i>Projects or campaign presentations</i>	4	- Project-based - Students project report	Raajshivar Sariyapa

2. Learning Outcome Evaluation Plan

No.	Learning Outcomes	Evaluation Activity	Week	Weight
1	2.1 (i)	Examination	University's calendar	30%

No.	Learning Outcomes	Evaluation Activity	Week	Weight
2	1.1, 2.1, 4.1 (i)	Guide speaking Team work assignments	1-15	20%
3	1.1, 5.1 (i)	Projects/campaigns Project proposals Presentations	1-15	50%

Section 6 : Teaching/learning resources

1. Textbook

Raajshivar Tantikulvara. (2016). English for tourism communication. Chanthaburi: Rambhai Barni Rajabhat University.

2. Documents and important information

Wannaporn Wanichanugorn. (2009). **English for Tourism II** .Bangkok: Chaulalongkorn.

<http://www.english-language-services.com/>

<http://thai.langhub.com/content/view/178/44/lang,en/>

<http://thai.tourismthailand.org/campaign/th/>

<http://www.englishtown.com.mx/community/portal/travel/free.aspx?lng=th>

<http://www.englishclub.com/english-for-work/tour-guide-sample-speech.htm>

<http://www3.turistica.si/sarolta/>

3. Suggested readings and other resources

Bellamy, D. (1999). Tourism Should Not Make up the World. The Nation (July 1st, 1999): A6.

Horizons: Travel Guide. Bangkok Post (September 21st, 2001)

Phatchari Wattanaphichet. (1999). Thaiways. Bangkok: Mag Publishing.

Thai Airways International. (1989). The Arts and Crafts of Thailand. Bangkok: Thai Airway International.

Tourism Authority of Thailand. (2001). Thailand Amazing Event 2001. Bangkok: TAT.

Tourism Authority of Thailand and Tourist Police. (2001). Back Packer. Bangkok: TAT & Tourist Police.

Section 7 : Course Evaluation and Improvement

1. Course evaluation strategy by students

Student evaluation of teaching should be apart of an overall strategy for improving student learning. The rating score will evaluate the course by students' questionnaire, which developed by the university. The result of evaluation should be more than mean 3.51.

2. Teaching evaluation strategies

- i) Lecture
- ii) Group discussion
- iii) Project-based

3. Teaching improvement methods

Becoming an effective teacher involves seeking out multiple sites of input that enable to reflect and improve the teaching and learning that takes place in the classroom. This section is designed to provide some suggestions about sources for dialogue and methods of feedback.

- Dialogue through teaching log
- Solicit feedback from students
- Dialogue with faculty
- Dialogue with peers
- Seek outside consultation

4. Verification of student learning outcomes

Effective uses of student ratings:

- Focus on accurate, timely, and usable measures of learning outcomes
- Understood and accepted
- Serve to improve instruction as well as to evaluate faculty performance; understood and accepted by institutional stakeholders.

5. Course review and improvement plans

Faculty and administrators should develop a shared understanding of how student evaluation information is used and its purpose at the institution. This information can be used in various ways (e.g., provide information for improvement, provide information to evaluate the course, offer feedback to faculty, contribute to promotion and tenure decision-making) (Algozzine et al., 2004; Arreola, 2000; Marincovich, 1999; Theall & Franklin, 2001)