

Course Specification

University	Suan Dusit University
Campus/ Faculty/ Field of Stud	English Program, Faculty of Humanities and Social Sciences

1. General Information

1.1 Course title and code

English for Cultural Tourism (1553637)

1.2 Credit Hours

3 (3-0-6)

1.3 Program and course type

Faculty of Humanities and Social Sciences – English Program – Elective Course

1.4 Name of faculty member responsible for the course

Thai Duong (Instructor)

1.5 Semester/year at which course is offered

2/2562 Year 4 English Major

1.6 Pre-requisites for this course

None

1.7 Co-requisites for this course

None

1.8 Location:

Suan Dusit University Main Campus

1.9 Date on which the course is modified:

1 November 2019

2. Aims and Objectives

2.1. Course objectives

1) Morals and Ethics

Develop problem-solving skills in order to apply the knowledge learned in a moral and ethical approach and to show understanding of other people and the world in order to become well-rounded members of the society

2) Knowledge

Acquire the knowledge on various concepts, theories and principles of the English language relevant to the academic discipline and specialized field of study

3) Cognitive Skills

Develop logical, rational and critical thinking skills to be able to understand apply the knowledge learned for academic and professional growth

4) Interpersonal Skills and Responsibilities

Have the initiative to help others, work effectively as a team and exhibit a sense of responsibility in learning to achieve personal and professional development

5) Analytical, Communicative and IT Skills

Develop problem-solving skills and be able to utilize information technology in acquiring and gathering accurate information and to communicate both in English and Thai and both in written and spoken forms

2.2 Purpose for course development and modification

To modify and improve the course through the addition of teaching methods that promote active learning. These methods will help ensure that the aims and objectives of the course will be achieved.

3. Course Management

3.1 Course description

This course provides development of the four basic skills while student's gain knowledge of cultural tourism; how to present and promote Thai culture, specifically the lifestyle and history of the Thai people, their art, architecture, religion(s), and other elements that helped shape their way of life.

3.2 Teaching Hours per semester

Lecture/ Practice hours	Additional Teaching Hours	Training/ Fieldwork	Self-study
45 hours	-	-	90 hours

3.3 Consultation hours

- 1) Group and/or individual consultations may be arranged for 3 hours per week.
- 2) Consultations may also be done through email and social media applications

4. Student Learning Development

Teaching and Assessment

Learning Domain	Strategy	Assessment Method	Week of Evaluation	Percentage
<p><u>Morals and Ethics</u></p> <ol style="list-style-type: none"> 1. Develop problem solving skills with great consideration of moral, ethical and social values. 2. Exhibit a sense of responsibility towards learning and accomplishing assigned tasks. 3. Be open-minded and have a holistic understanding of the society and the world. 4. Be able to acquire and apply the knowledge morally and ethically 5. Be able to show honesty, integrity and Selflessness 	<p>Promote cooperative learning that can help develop problem solving skills by prioritizing activities that are done by groups to let students learn to share equal responsibility in accomplishing tasks</p>	<p>Students will be observed for their work behavior by the lecturer and will also be evaluated by their peers</p>	<p>1 – 15</p>	<p>20%</p>
<p><u>Knowledge</u></p> <ol style="list-style-type: none"> 1. Have the general and systematic knowledge of the various concepts of the English language and fields of study such as translation, teaching English, literature and linguistics. 2. Have the awareness of the principles and theories involving the English language and fields of study such as translation, teaching English, literature and linguistics. 	<p>Employ simulation and interactive demonstrations in presenting theories and principles of correspondence and the practical application of these concepts</p>	<p>Written formative and summative assessments (writing exercises, short tests, midterms and final exam) will be given to the students</p>	<p>1 – 15</p>	<p>40%</p>

4. Student Learning Development

<p>3. Understand the progress and advancements knowledge specifically in learning the English language and the different fields of study.</p> <p>4. Be well-informed of the various studies and research on relevant issues</p> <p>5. Acquire the knowledge and understanding of the culture of the ASEAN countries, the western culture and most importantly of one's own culture</p>				
<p><u>Cognitive Skills</u></p> <p>1. Have the ability to search for, evaluate, analyze and synthesize information to arrive at logical conclusions that can help in solving problems.</p> <p>2. Have the ability to integrate the English language skills and understand academic and professional concepts of the English language.</p> <p>3. Be able to apply the principles and theories learned on training other appropriate situations</p> <p>4. Be able to apply the concepts and innovate to aid in continuously developing academic and professional skills.</p> <p>5. Have the ability to apply the knowledge learned to be able to adapt to the society and in a multicultural environment.</p>	<p>Organize activities that use the problem-based learning method to allow students to think logically and learn in a more constructive approach</p>	<p>Students will be observed for their work behaviour by the lecturer as well as their peers and will also be assessed through written tests and exercises</p>	<p>1 – 15</p>	<p>10%</p>

4. Student Learning Development

<p><u>Interpersonal Skills and Responsibility</u></p> <ol style="list-style-type: none"> 1. Have the initiative to help others to solve problems. 2. Possess leadership and cooperative skills appropriate for the situation 3. Be able to think logically in analyzing and solving issues by employing their knowledge of the English language and technological innovations. 4. Show responsibility in learning to achieve personal and professional development 5. Be able to prepare oneself in adapting to societal and cultural changes. 	<p>Organize activities that employ cooperative learning and problem-based learning to encourage students to work collaboratively</p>	<p>Behavioural observation and peer evaluation for group work or group assignments</p>	<p>1 – 15</p>	<p>20%</p>
<p><u>Analytical, Communicative and IT Skills</u></p> <ol style="list-style-type: none"> 1. Be able to learn and acquire problem-solving skills 2. Be able to select and apply various techniques in using the language correctly 3. Be able to use technology in acquiring, gather and recommend accurate and correct information 4. Be able to communicate in written and verbal form in both the Thai and the English language 	<p>Assign tasks that involve the use of technology in searching for information and encourage students to utilize a variety of technological resources in accomplishing and presenting tasks</p>	<p>Students will be evaluated through written assignments, group presentations and projects</p>	<p>1 – 15</p>	<p>10%</p>

5. Lesson Plan and Evaluation

5.1 Lesson Plan

Week No. (No. of hours)	Topics / Details	Teaching Strategies / Exercises	Assessment and Evaluation (Percentage)	Lecturer
1 (3 Hrs.)	Course Introduction	Lectures, Case studies, Discussion, Assignments,	Attendance and Participation – 15% Assignments – 40%	Thai Duong
2 (3 Hrs.)	Unit 1: Social Interaction) Meeting Tourists) Introducing People	Lectures, Case studies, Discussion, Assignments,		Thai Duong
3 (3 Hrs.)	Unit 2: Travel and Transportation) Transportation options) Talking about an itinerary	Lectures, Case studies, Discussion, Assignments,	Attendance and Participation – 15% Assignments – 40%	Thai Duong
4 (3 Hrs.)	Unit 3: Exploring the City) Describing a City) Talking about History	Lectures, Case studies, Discussion, Assignments,		Thai Duong
5 (3 Hrs.)	Unit 4: Shopping Districts) Floating markets) Chinatown	Lectures, Case studies, Discussion, Assignments, Field trips	Attendance and Participation – 15% Assignments – 40%	Thai Duong
6 (3 Hrs.)	Unit 5: Performing Arts) Thai dance) Puppet show) Muay Thai	Lectures, Case studies, Discussion, Assignments,		Thai Duong
7 (3 Hrs.)	Unit 6: Thai Temples) Grand Palace) Wat Pho	Lectures, Case studies, Discussion, Assignments, Field trips		Thai Duong

5. Lesson Plan and Evaluation

8 (3 Hrs.)	Unit 7: Royal Traditions <ul style="list-style-type: none">) Describing the monarchy) Royal palaces 	Lectures, Case studies, Discussion, Assignments, Field trips	Attendance and Participation – 15% Assignments – 40%	Thai Duong
9 (3 Hrs.)	Unit 8 Festivals and Ceremonies <ul style="list-style-type: none">) Describing Joyous festivals 	Lectures, Case studies, Discussion, Assignments,		Thai Duong
10 (3 Hrs.)	Unit 9: Thai Cookery <ul style="list-style-type: none">) Popular dishes and Ingredients) Preparation methods 	Lectures, Case studies, Discussion, Assignments,	Attendance and Participation – 15% Assignments – 40%	Thai Duong
11 (3 Hrs.)	Unit 10: National heritage sites <ul style="list-style-type: none">) Historical significance) Effects of tourism 	Lectures, Case studies, Discussion, Assignments,		Thai Duong
12 (3 Hrs.)	Unit 11: Cultural Tourism Marketing <ul style="list-style-type: none">) Designing marketing campaigns) Social media 	Lectures, Case studies, Discussion, Assignments,	Attendance and Participation – 15% Project – 20%	Thai Duong
13 (3 Hrs.)	Field Trip	Lectures, Case studies, Discussion, Assignments, Field Trips		Thai Duong
14 (3 Hrs.)	Projects or campaign presentations	Lectures, Case studies, Discussion, Assignments,	Attendance and Participation – 15% Final Exam – 25%	Thai Duong
15 (3 Hrs.)	Final Exam -Written and Oral	Lectures, Case studies, Discussion, Assignments,		Thai Duong

5.2 Assessment and Evaluation

1) Grading Breakdown:

Attendance and Participation	15%
Assignments & Quizzes	40%
Project	20%
Final Exam	25%

2) Grade Evaluation: Norm-Referenced Criterion-Referenced

Grading Criteria

Grade	Percentage	Level
A	90-100	4.00
B+	85-89	3.50
B	75-84	3.00
C+	70-74	2.50
C	60-69	2.00
D+	55-59	1.50
D	50-55	1.00
F	0-49	0.49

6. Learning Resources

6.1 Required Texts

TBD

6.2 Essential References

English – English / English – Thai dictionary
<http://www.google.com>

6.3 Recommended Books and Reference Material

None

7. Course Evaluation and Improvement Processes

7.1 Strategies for Obtaining Student Feedback on Quality of Teaching

1. Confidential completion of standard course evaluation questionnaire
2. Focus group discussion with small groups of students

7.2 Other Strategies for Evaluation of Teaching

1. Assistance and consultations from colleagues
2. Independent assessment of standards achieved by students

7.3 Processes for Improvement of Teaching

1. Discussions with and feedback from colleagues
2. Online teaching courses and resources
3. Seminars and trainings on teaching strategies and methods

7.4 Processes for Verifying Standards of Student Achievement

Verification of student learning outcome is done through behavioral observation, test scores, activities and presentations

Learning Outcome	Evaluation Methods		
	Behavioral Observation	Tests / Exams	Activities / Presentations
Morals and ethics	✓	✓	✓
Knowledge	✓	✓	✓
Cognitive Skills	✓	✓	✓
Interpersonal skills and responsibility	✓	✓	✓
Analytical, Communicative and IT skills	✓	✓	✓

7.5 Action planning for verifying and improving effectiveness of the course

1. Assessment on the knowledge and understanding of the course through examinations and class activities
2. Closing evaluation of the course through individual and/or group exit interviews