



## Course Specification

Course Title Chinese for Hospitality

Course Code 3573528

Semester 2 Academic Year 2020

Bachelor of Arts Program in Hospitality Management

(International Program)

School of Tourism and Hospitality Management

Suan Dusit University

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## Course Specification

Name of institution	Suan Dusit University
Campus/faculty/department	School of Tourism and Hospitality Management

### Section1 General Information

#### 1. Course code and course title

3573528 Chinese for Hospitality

#### 2. Number of credits

3(3-0-6)

#### 3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Hospitality Management

3.2 Type of Subject Language Elective Courses

#### 4. Responsible faculty members

4.1 course coordinator Ratchanok Nipawan

4.2 Instructors Ratchanok Nipawan Section A1

#### 5. Semester / year of study

Semester 2 Academic year 2020 / Third-Year Students

#### 6. Pre-requisite (if any)

None

#### 7. Co-requisites (if any)

None

#### 8. Venue of study

Suan Dusit University

## 9. Date of latest revision

16 November 2020

### Section 2 Aims and Objectives

#### 1. Aims of the Course

The aims of the course are to enable students to be equipped with skills (listening, speaking, reading and writing skills and knowledge necessary for communicate in particular situations related to the profession in hospitality industry and other related business fields and to initiate students to learn and understand Chinese culture in terms of service providers and creators to Chinese tourists and coordinators or colleagues who work with Chinese organizations as well as to encourage students to discuss about the importance of Chinese in hospitality industry.

#### 2. Objectives of Course Development/Modification

Chinese is now considered vital around the world especially in the hospitality business. The number of Chinese tourists is increasing. According to China Tourism Academy (CTA), the official tourism research institute of China National Tourism Administration (CNTA) shows that in 2016 the number of outbound tourism in China reached 122 million people, and Chinese visitors spent \$109.8 billion in overseas destinations and also reports that Thailand was the top of 5 destinations where Chinese tourists spent the most money. As a result, employers in any section of the hospital industry are seeking for Chinese-speaking personnel. Therefore, the school modifies this course, in terms of the course content and studying and teaching technics (Active Learning Technic) to help students to become fluent in Chinese in order to compete with other graduates in the industry.

### Section 3: Course Description and Implementation

#### 1. Course Description

Grammar and essential vocabulary in upper level of proficiency for basic interactions with customer and colleagues in hospitality and tourism industry, emphasized on developing communication skill, request and understand basic information related to the industry

## 2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45 hours/semester ( 3 hours x 15 weeks)	None	None	90 hours/semester ( 6 hours x 15 weeks)

## 3. Number of hours that the lecturer provides individual counseling and guidance

3 hours a week by providing the contact information to students at the first class.

## Section 4 Development of Students' Learning Outcomes

### 1. Morality and Ethics

#### 1.1 Expected outcome on morality and ethics

(1) To realize good values, honest, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.

(2) To have good attitude toward career and enable to express morality and ethics during the work and toward others.

(3) To responsible of duties, good membership and develop leadership skills and act as a role model to others.

(4) To be disciplined and follow the organizational and social rules and regulations.

#### 1.2 Teaching methods

- Lecturers integrate morality and ethics in class.
- Lecturers integrate and cultivate positive and professional attitude toward working

#### 1.3 Evaluation methods

- Ability to express discipline and harmony when attending extracurricular activities.
- Ability to express responsibility to complete assignment

### 2. Knowledge development

#### 2.1 Expected outcome on Knowledge and skills development

● (1) To have knowledge about hospitality in tourism industry for both theory and practice broadly, systematically, internationally and up to date with world situation.

● (2) To have knowledge integrated from hospitality other related fields.

(3) To have knowledge about research designs and methodology in order to solve problems and to develop career knowledge

## 2.2 Teaching methods

- Apply different strategies and teaching techniques in accordance to course descriptions.

- Practice information searching process skills and encourage students to gain knowledge, understand self – study issues, and practice necessary learning process skills.

- Apply Active Learning technics to help improve students' learning process skills

## 2.3 Evaluation methods

- Question and answer in class.

- Quiz/Midterm/Final.

- Assignment and activities.

## 3. Intellectual Knowledge Innovation

### 3.1 Expected outcome on Intellectual Knowledge Innovation

○ (1) To be able to evaluate and analyze data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth.

● (2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations.

(3) To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields

### 3.2 Teaching methods

- Conduct learning and teaching activities integrated with intellectual skills. For example, raising case studies so that students analyze, synthesize, and summarize concept for paper.

- Encourage activities emphasizing on systematical thinking, including analyzing thinking and group discussion.

- Practice from hypothetical situations to establish skills

- Use different teaching methods, such as demonstration, role play, or experiment.
- Arrange site visit.

### 3.3 Evaluation methods

- Question and answer in class.
- During activities and finished assignment designed to promote intellectual skills
- Quiz/Midterm/Final.

## 4. Interpersonal Skills and Responsibility

### 4. Interpersonal Skills and Responsibility

#### 4.1 Expected outcome on Interpersonal Skills and Responsibility

(1) To be able to work with others and solve the problems both as a good leader and a good team member.

● (2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

#### 4.2 Teaching methods

- Assign group work activities and learning with participation
- Assign work requiring collaboration or acquiring information from others or from experienced people.

#### 4.3 Evaluation methods

- Group participation and teamwork.
- Outcome performed during activities.
- Completeness, succinctness, and conciseness of assignment

### 5. Numerical Analysis and Information Technology Skills

#### 5.1 Expected outcome on Numerical Analysis and Information Technology Skills

● (1) To be able to perform listening speaking reading and writing skills and summarize necessary points appropriately.

● (2) To be able to communicate effectively with foreigners from different culture in different situation.

(3) To be able to use information technology suitably in different operations and efficiently select suitable form of presentation in accordance with different topics and audiences

(4) To be able to analyze and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

## 5.2 Teaching methods

- Conduct activities enable students to analyze case study, learn technics, apply to situations.

- Assign tasks requiring international information searching and related necessary issues presenting in front of the class.

## 5.3 Evaluation methods

- Quiz/Midterm/Final
- Report and presentation.
- Wbsc

## Section 5 Teaching and Evaluation Plans

### 1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
1	<b>Course introduction</b> - Course syllabus overview - Course objective and evaluation	3	<b>Teaching &amp; Learning Activities (Onsite)</b> 1. The instructor and students introduce themselves. 2. Discuss and explain - Course syllabus - Course objectives - Overview of each week teaching and studying activities - Teaching and studying form to serve New Normal situation (Depend on the government and university, online and onsite study	<b>All Material can be downloaded from WBSC-LMS</b> - TQF 3 - PPT Slide - Course Material “ Chinese for Hospitality Industry”



Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			<p>will be applied during the semester.</p> <p>Using WBSC –LMS for downloading class material or quiz, exam) and discuss on problems, obstacles and suggestion for conducting the course.</p> <p>3. Discuss to find conclusion about the course assessment.</p> <p><b>Assessment</b></p> <p>Question and answer</p>	
2	<p><b>Chapter 1 Tour Agency Address</b></p> <ul style="list-style-type: none"> <li>- Vocabulary</li> <li>- Pronunciation</li> <li>- Creating sentences</li> <li>- Essential grammar</li> </ul>	3	<p><b>Teaching &amp; Learning Activities (Onsite)</b></p> <ol style="list-style-type: none"> <li>1. V.D.O. Clip: Trip Planning</li> <li>2. Vocabularies, grammar, and conversation about tour agency, reservation by phone, tour program suggestion, and price quotation</li> <li>3. Exercise</li> <li>4. Pair/Group work to help each other create proper dialog for conversation in accordance with the given</li> </ol>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>- Course Material “ Chinese for Hospitality Industry”</li> </ul>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			<p>situations and present in front of the class.</p> <p>5. Summarize, Q&amp;A, and assignment</p> <p><b>Assessment</b></p> <p>1. Exercise</p> <p>2. Question and Answer</p> <p>3. Activity</p> <p>presentation/performance</p>	
3	Chapter 2 Welcoming Guests at The Airport	3	<p><b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b></p> <p>1. V.D.O. Clip: Trip Planning</p> <p>2. Vocabularies, grammar, and conversation about greeting, break the ice, knowing each other, and related topics and issues when knowing new people</p> <p>3. Exercise</p> <p>4. Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations and present in front of the class.</p>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>- Course Material</li> </ul> <p>“Chinese for Hospitality Industry”</p>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			5. Summarize, Q&A, and assignment <b>Assessment</b> 1. Exercise 2. Question and Answer 3. Activity presentation/performance	
4	Chapter 3 Hotel Check-In	3	<b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b> 1. Review and answer questions (if any) 2. V.D.O. Clip: Service at the Hotel 3. Vocabularies, grammar, and conversation about hotel reservation/booking and check-in 4. Exercise 5. Pair/group work about hotel reservation/booking and check-in 6. Summarize, Q&A, and assignment <b>Assessment</b> 1. Exercise 2. Question and Answer 3. Activity presentation/performance	All Material can be downloaded from WBSC-LMS - TQF 3 - PPT Slide - Course Material “ Chinese for Hospitality Industry”

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
5	Chapter 3 Hotel Check-In (Continue)	3	<p><b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b></p> <ol style="list-style-type: none"> <li>1. Review and answer questions (if any)</li> <li>2. V.D.O. Clip: Service at the Hotel</li> <li>3. Vocabularies, grammar, and conversation about hotel reservation/booking and check-in</li> <li>4. Exercise</li> <li>5. Pair/group work about hotel reservation/booking and check-in</li> <li>6. Summarize, Q&amp;A, and assignment</li> </ol> <p><b>Assessment</b></p> <ol style="list-style-type: none"> <li>1. Exercise</li> <li>2. Question and Answer</li> <li>3. Activity presentation/performance</li> </ol>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>- Course Material “ Chinese for Hospitality Industry”</li> </ul>
6	Chapter 4 Grand Palace and Wat Pra Kaew	3	<p><b>Teaching &amp; Learning Activities (Onsite)</b></p> <ol style="list-style-type: none"> <li>1. Review and answer questions (if any)</li> <li>2. V.D.O. Clip: Grand Palace and Wat Pra Kaew</li> <li>3. Vocabularies, grammar,</li> </ol>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> </ul>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			<p>and conversation about information, the history, area nearby, and activity at the temple</p> <ol style="list-style-type: none"> <li>4. Exercise</li> <li>5. Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations and present in front of the class</li> <li>6. Summarize, Q&amp;A, and assignment</li> </ol> <p><b>Assessment</b></p> <ol style="list-style-type: none"> <li>1. Exercise</li> <li>2. Question and Answer</li> <li>3. Activity presentation/performance</li> </ol>	<p>- Course Material “ Chinese for Hospitality Industry”</p>
7	Chapter 4 Grand Palace and Wat Pra Kaew (Continue)	3	<p><b>Teaching &amp; Learning Activities (Onsite)</b></p> <ol style="list-style-type: none"> <li>1. Review and answer questions (if any)</li> <li>2. V.D.O. Clip: Grand Palace and Wat Pra Kaew</li> <li>3. Vocabularies, grammar, and conversation about information, the history, area nearby, and activity at the temple</li> </ol>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>- Course Material “ Chinese for Hospitality Industry”</li> </ul>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			4. Exercise 5. Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations and present in front of the class 6. Summarize, Q&A, and assignment <b>Assessment</b> 1. Exercise 2. Question and Answer 3. Activity presentation/performance	
8	Chapter 5 Pattaya	3	<b>Teaching &amp; Learning Activities (Onsite)</b> 1. Review and answer questions (if any) 2. V.D.O. Clip: Pattaya 3. Vocabularies, grammar, and conversation about tourist attraction (Pattaya), area nearby, and interesting activities 4. Exercise 5. Pair/Group work to help each other create proper dialog for conversation in	All Material can be downloaded from WBSC-LMS - TQF 3 - PPT Slide - Course Material “ Chinese for Hospitality Industry”

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			<p>accordance with the given situations and present in front of the class</p> <p>6. Summarize, Q&amp;A, and assignment</p> <p><b>Assessment</b></p> <p>1. Exercise</p> <p>2. Question and Answer</p> <p>3. Activity presentation/performance</p>	
9	<p>Chapter 5 Pattaya (Continue)</p> <p>--</p> <p>Midterm</p>	3	<p><b>Teaching &amp; Learning Activities (Onsite)</b></p> <p>1. Review and answer questions (if any)</p> <p>2. V.D.O. Clip: Pattaya</p> <p>3. Vocabularies, grammar, and conversation about tourist attraction (Pattaya), area nearby, and interesting activities</p> <p>4. Exercise</p> <p>5. Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations and present in front of the class</p> <p>6. Summarize, Q&amp;A, and assignment</p>	<p>All Material can be downloaded from <b>WBSC-LMS</b></p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>- Course Material “ Chinese for Hospitality Industry”</li> </ul>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			<b>Assessment</b> 1. Exercise 2. Question and Answer 3. Activity presentation/performance	
10	<b>Chapter 6</b> <b>Shopping and Bargaining</b>	3	<b>Teaching &amp; Learning Activities (Onsite)</b> 1. Review and answer questions (if any) 2. V.D.O. Clip: Shopping 3. Vocabularies, grammar, and conversation about colors, goods/product characteristic, measurement and calculation, and international currencies 4. Exercise 5. Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations and present in front of the class 6. Summarize, Q&A, and assignment <b>Assessment</b> 1. Exercise 2. Question and Answer	<b>All Material can be downloaded from WBSC-LMS</b> - TQF 3 - PPT Slide - Course Material “ Chinese for Hospitality Industry”



Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			3. Activity presentation/performance	
11	Chapter 7 Restaurant		<p><b>Teaching &amp; Learning Activities (Onsite)</b></p> <ol style="list-style-type: none"> <li>1. Review and answer questions (if any)</li> <li>2. V.D.O. Clip: At the Restaurant</li> <li>3. Vocabularies, grammar, and conversation about type of foods and beverages, ordering, menu suggestion, tastes, well-known food</li> <li>4. Exercise</li> <li>5. Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations and present in front of the class</li> <li>6. Summarize, Q&amp;A, and assignment</li> </ol> <p><b>Assessment</b></p> <ol style="list-style-type: none"> <li>1. Exercise</li> <li>2. Question and Answer</li> <li>3. Activity presentation/performance</li> </ol>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>- Course Material</li> </ul> <p>“ Chinese for Hospitality Industry”</p>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
12	Chapter 7 Restaurant (Continue)		<p>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</p> <ol style="list-style-type: none"> <li>1. Review and answer questions (if any)</li> <li>2. V.D.O. Clip: At the Restaurant</li> <li>3. Vocabularies, grammar, and conversation about type of foods and beverages, ordering, menu suggestion, tastes, well-known food</li> <li>4. Exercise</li> <li>5. Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations and present in front of the class</li> <li>6. Summarize, Q&amp;A, and assignment</li> </ol> <p><b>Assessment</b></p> <ol style="list-style-type: none"> <li>1. Exercise</li> <li>2. Question and Answer</li> <li>3. Activity presentation/performance</li> </ol>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>- Course Material “ Chinese for Hospitality Industry”</li> </ul>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
13	Chapter 8 Services at The Airport	3	<p><b>Teaching &amp; Learning Activities (Online Using MS TEAMS or ZOOM Application)</b></p> <ol style="list-style-type: none"> <li>1. Review and answer questions (if any)</li> <li>2. V.D.O. Clip: At the Airport</li> <li>3. Vocabularies, grammar, and conversation about services, facilities, signs, airline codes, and itinerary</li> <li>4. Exercise</li> <li>5. Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations and present in front of the class</li> <li>6. Summarize, Q&amp;A, and assignment</li> </ol> <p><b>Assessment</b></p> <ol style="list-style-type: none"> <li>1. Exercise</li> <li>2. Question and Answer</li> <li>3. Activity presentation/performance</li> </ol>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>- Course Material “ Chinese for Hospitality Industry”</li> </ul>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
14	Chapter 8 Services at The Airport (Continue)	3	<p><b>Teaching &amp; Learning Activities (Onsite)</b></p> <ol style="list-style-type: none"> <li>1. Review and answer questions (if any)</li> <li>2. V.D.O. Clip: At the Airport</li> <li>3. Vocabularies, grammar, and conversation about services, facilities, signs, airline codes, and itinerary</li> <li>4. Exercise</li> <li>5. Pair/Group work to help each other create proper dialog for conversation in accordance with the given situations and present in front of the class</li> <li>6. Summarize, Q&amp;A, and assignment</li> </ol> <p><b>Assessment</b></p> <ol style="list-style-type: none"> <li>1. Exercise</li> <li>2. Question and Answer</li> <li>3. Activity presentation/performance</li> </ol>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> <li>- Course Material “ Chinese for Hospitality Industry”</li> </ul>
15	Lessons Review and Summary	3	<p><b>Teaching &amp; Learning Activities (Onsite)</b></p> <ul style="list-style-type: none"> <li>- Review previous lessons</li> <li>- Guideline for Final Exam</li> <li>- Q&amp;A</li> </ul>	<p>All Material can be downloaded from WBSC-LMS</p> <ul style="list-style-type: none"> <li>- TQF 3</li> <li>- PPT Slide</li> </ul>

Week	Topic	Hour	Teaching & Learning Activities	Instructional Media
			Assessment Question and Answer	- Course Material “ Chinese for Hospitality Industry”
16	Final Examination			

## 2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.3, 1.4  4.1, 4.2	- Punctuality and responsibility - Class participation - Chapter exercise, and quiz	1-15	10% 10% 10%
2	1.3 1.4 2.1 2.2 3.2 4.1 5.1 5.2 5.3	Homework/assignment (creating dialog), play role , and performance	2-15	20%
3	2.1 2.2 3.1 3.2 5.1 5.2	Midterm	8	20%
4	2.1 2.2 3.1 3.2 5.1 5.2	Final	16	30%

### Evaluation

Evaluation and graduation requirements are subject to the Regulation of Suan Dusit University Council on Undergraduate Program Evaluation.

## Section 6 Teaching Materials and Resources

### 1. Texts and main documents

刘兆熙者. (2015). 旅游汉语 (修订版). 旅游篇. 上海: 上海大学出版社.

### 2. Documents and important information

- 1 杨寄洲. (2016). 汉语教程 (第3版) 第三册上. 北京: 北京语言大学出版社有限公司.
- 2 中国社会科学院. (2018). 现代汉语词典 (第7版). 北京: 商务印书馆外语教学与研究出版社.
- 3 毛悦. (2020). 标准汉语会话 360 句. 北京: 北京语言大学出版社有限公司.
- 4 เขยีน จิ่งเหวิน.(2558).สุดยอดคัมภีร์ไวยากรณ์จีน ฉบับสมบูรณ์. กรุงเทพฯ : สำนักพิมพ์ซีเอ็ดเคชั่น.
- 5 เขยีน จิ่งเหวิน และสุวรรณา เรน.(2562).เจาะลึกคำศัพท์ HSK ฉบับจีน - ไทย 2 ภาษา (ระดับ 1-6 ). กรุงเทพฯ : บริษัท สหมิตรพรินติ้งแอนด์พับลิซซิง จำกัด.

### 3. Documents and recommended information

- 1 เขียรชัย เอี่ยมวรเมธ.(2546).พจนานุกรมจีน – ไทย ฉบับใหม่ (ฉบับพิมพ์หนังสือด้วยย่อ). กรุงเทพฯ : บริษัทรวมสาส์น (1977) จำกัด.
- 2 ฝ่ายวิชาการ สื่อรวิชญ.(2560).พจนานุกรม 3 ภาษา ไทย – อังกฤษ – จีน). กรุงเทพฯ : ห้างหุ้นส่วนจำกัด สำนักพิมพ์สื่อรวิชญ.

## Section 7 Evaluation and Improvement of Course Management

### 1. Strategies for effective course evaluation by students

- Individual online e evaluation on the lecturer and subject content provided by the university

**2. Evaluation strategies in teaching methods**

- Observe from students
- Students' scores/result from the test/quiz/examination
- Learning outcome verification

**3. Improvement of teaching methods**

- Meeting on course improvement with all lecturers in this course

**4. Verification of students' standard learning outcome**

- Observe from the student's reaction or students' questions to evaluate students' understanding.

- Ask questions and let students answer to ensure that students understand the lesson content.

- The program committee evaluate students' learning outcome by examining students' test/quiz/examination, assignment, grading method, and class performance score.

**5. Review and improvement for better outcome**

- To regularly update and modernize course content and material
- To improve as commented or advised by the program committee