



Course Specifications (SDU.OBE3)

Course Title English for Cultural Tourism

Course Code 1553139

Semester 1 Academic Year 2567

Suan Dusit University

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Course Specifications

Institution	Suan Dusit University
Faculty/School	คณะมนุษยศาสตร์และสังคมศาสตร์
Field of Study	ภาษาอังกฤษ

Section 1 General Information

1. Course Code and Course Title

1553139 : English for Cultural Tourism

2. Number of Credits

3 (3-0-6) credits

3. Course Type

Compulsory Course

4. Course Coordinator and Lecturer

Full name: Thai Duong

Mobile No.: 0880287888

E-mail: thai_duo@dusit.ac.th

5. Semester/Year of Study

Semester Choose an item. Academic Year 2567 / Year of Study 3

6. Pre-requisite (If any)

None

7. Co-requisites (If any)

None

8. Venue of Study

มหาวิทยาลัยสวนดุสิต

9. Latest Date of Course Revision

1 กรกฎาคม 2567

Section 2 Goals and Objectives

1. Course Goals

This course aims to develop students' skills in cultural tourism, emphasizing professionalism, cultural knowledge, and effective use of technology for customer service. It also fosters cultural awareness, community pride, and understanding of tourism policies and strategies.

2. Objectives of Course Development/Revision

Course development and revision, utilizing the PDCA cycle, aims to create a robust curriculum and teaching approach, fostering continuous improvement based on assessment and feedback for an engaging and effective learning experience.

3. Course Learning Outcomes (CLOs)

By the end of the course, students are able to achieve the course learning outcomes (CLOs) as follows:

1. CLO1: Achieve proficiency in utilizing industry-specific terminology and language structures pertinent to cultural tourism operations.
2. CLO2: Develop adept oral and written communication skills essential for clear and efficient interactions within cultural tourism environments.
3. CLO3: Cultivate awareness of cultural nuances and apply appropriate communication strategies in diverse cultural tourism-related contexts.
4. CLO4: Develop and demonstrate proficiency in using digital tools and resources to enhance cultural tourism experiences and communication.

Section 3 Description and Implementation

1. Course Description

Cultural tourism terminology and grammar functioned in cultural tourism context, communicative practice in describing the history of cultural tourism attractions, temples, palaces, archaeological sites, ancient artifacts via in-class demonstration and real-life situations

2. Number of Hours per Semester

Theory	Practice	Self-study	Supplementary Teaching
45 hours		45 hours	As requested

CLO4: Develop proficiency in using digital tools for cultural tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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****Note: Program-Level Learning Outcomes: PLOs**

4.3 Course-Level Learning Outcomes (CLO), Teaching Strategies and Assessment Methods

CLO	Teaching Strategies	Assessment Methods
CLO1	Lectures, discussions, case studies	Essays, exams, case study analysis
CLO2	Role plays, simulations, written promotional materials for cultural sites	Role-play assessments, mock tour guide presentations, written assignments
CLO3	Group discussions, problem-solving activities	Reports, project submissions
CLO4	Hands-on workshops, digital project assignments	Digital project submissions, online presentations

Section 5 Lesson Plan and Evaluation

1. Lesson Plan

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
1-2	Introduction to Cultural Tourism	6	1.Discuss cultural tourism significance in Thailand 2.Basic travel-related vocabulary and expressions 3.Role-plays as tour guides at cultural sites	Thai Duong
3-4	Thai Cultural Heritage: Exploring Historical Sites	6	1.Explore historical sites, temples, and palaces 2.Describe cultural heritage using descriptive language	Thai Duong

Week No.	Topics/Details	No. of hours	Learning Activity/Exercises Teaching Materials	Lecturer
			3.Role-plays as guides at historical sites	
5-6	Thai Festivals and Traditions: Celebrating Cultural Events	6	1.Study major Thai festivals and customs 2.Vocabulary related to traditional customs 3.Role-plays for participating in festivals	Thai Duong
7-8	Thai Gastronomy and Street Food: Tasting Thai Flavors	6	1.Introduction to Thai cuisine and regional specialties 2.Describe flavors, ingredients, and food presentation 3.Organize a mini "food fair" with food descriptions	Thai Duong
9-10	Eco-Tourism in Thailand: Exploring Nature's Beauty	6	1.Explore eco-tourism opportunities in Thailand 2.Discuss environmental conservation and sustainability 3.Role-plays for promoting eco-friendly tours	Thai Duong
11-12	Thai Arts and Handicrafts: Discovering Cultural Expressions	6	1.Discover traditional Thai arts and handicrafts 2.Vocabulary to describe different art forms 3.Organize a cultural exhibition with presentations	Thai Duong
13-14	Communication in Tourism: Enhancing Customer Interaction	6	1.Improve communication skills for tourism 2.Handle inquiries, complaints, and emergencies	Thai Duong
15	Final Presentations and Wrap-up	3	1.Student presentations on chosen cultural aspects 2.Group discussion and feedback on the course	Thai Duong

2. Learning Outcome Assessment and Evaluation

Course-Level Learning Outcomes	Assessment and Evaluation Methods	Percentage	
CLO1: Analyze and interpret English for Cultural Tourism Scenarios	Tests, quizzes	15	30
	Class participation	15	
CLO2: Demonstrate enhanced language proficiency	Oral presentations	30	45
	Written assignments	15	
CLO3: Apply critical thinking skills	Report	10	15
CLO4: Develop digital proficiency	Project	15	15
Total			100

Type of Grading Evaluation A-F S/U P

Section 6 Learning Resources1. Primary Textbook/Documents

Pongsukvajchakul, P. (2023). English for Tourism. Bangkok: Kasetsart University Press

2. Recommended Books and Reference Material

Proirungroj, R. (2015). Cultural Tourism Management First Edition. Bangkok: Thammasat University Book Center

3. Other Resources

BBC Learning English. (n.d.). Travel English.
<https://www.bbc.co.uk/learningenglish/english/features/travel-english>

UNESCO World Heritage Centre. (n.d.). World Heritage List.
<https://whc.unesco.org/en/list/>

4. Improvement / Learning Resources Development (added)

Choose an item.

Section 7 Course Evaluation and Improvement

1. Student Course Evaluation Strategies

Regular feedback surveys, mid-term assessments, and end-of-course evaluations

2. Teaching Evaluation Strategies

Self-assessment, peer reviews, and consultations with senior faculty members

3. Teaching Improvement Process

Utilizing feedback to adjust course materials, activities, and teaching

4. Standard Verification of Student Achievement

Standardized assessment criteria aligned with course objectives

5. Action Plan for Verifying and Improving Course Effectiveness

Review meetings, workshops, and seminars to refine course content, teaching strategies, and assessment methods based on verified data and feedback.