Siam University, Thailand
International College
LCIC

Course Syllabus

Course: English for Tourism **Credits:** NON-CREDIT **Hours:** 45 hrs.

Course Description:

The course is designed to provide students with the language skills and knowledge needed to excel in the dynamic field of tourism. This course focuses on developing proficiency in English while exploring various aspects of the tourism industry, including travel, hospitality, customer service, and cultural awareness. Throughout the course, students will engage in practical exercises, role-plays, and group discussions to apply their language skills in authentic tourism-related situations. They will receive feedback on their performance to refine their communication abilities and develop confidence in their tourism English proficiency.

1. Course Objectives:

By the end of the English for Tourism course, students will have developed the language skills and knowledge necessary to communicate effectively in various tourism settings. Through interactive lessons, real-life scenarios, and practical activities, students will enhance their ability to effectively communicate with tourists, provide excellent customer service, promote tourism destinations, and enhance their understanding of cultural diversity and sensitivity. They will be equipped with the necessary language to provide outstanding customer service, promote tourism destinations, and pursue successful careers in the vibrant tourism industry.

2. Learning Outcome:

It is expected that, on completion of this course, the students will be able to:

1. use tourism-related vocabulary, key terminology, and expressions.
2. use industry-specific language accurately and confidently in written and spoken communication.
3. demonstrate essential customer service skills including active listening, problem-solving, and conflict resolution.

4. recognize the importance of using language in delivering exceptional service and meeting the needs of diverse tourists.
5. apply strategies for effective cross-cultural communication by exploring different cultures, customs, and traditions.
6. select and use accurate and engaging information in English sources about tourist attractions, landmarks, accommodations, and local services.
7. develop skills in promoting tourism destinations and activities through effective communication.
8. write engaging and persuasive written content in the context of travel and tourism including writing itineraries, travel guides, promotional materials, and social media content.

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Language Center,
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