

Assumption University  
Theodore Maria School of Arts  
Department of Business Japanese  
Course Outline 1/2025

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**Course No:** JA3726 Japanese for Tourism  
**Credit:** 3  
**Status:** Major Elective Course  
**Prerequisite:** JA2702 Japanese III  
**Lecturer:** A. Kyoichi Yokota (SR346)  
**Email:** kyoichi.y@hotmail.com

**Course Description:**

Practice of Japanese language for tour management

**Objectives of the Course:**

This course aims

1. To understand and demonstrate the Japanese language structures for the tourism settings
2. To communicate in the basic/lower intermediate Japanese language
3. To develop the presentation skills

**Course Learning Outcomes:**

1. Communicate fluently and accurately with confidence as well as moral and ethical characters in the tourism settings.
2. Solve difficult customer service situations.
3. Explain cultural, sightseeing and entertainment information.

**Teaching-Learning Activities:**

1. Lectures
2. Presentations
3. In-class assignments

**Course Requirement:**

1. 80% of class attendance is required.  
⇒ Make-up assignments, quizzes or presentations will not be allowed.
2. AU dress code is required.

<b>Mark Allocation:</b>	<b>Presentations</b>	<b>300 (100 × 1, 200 × 1)</b>
	<b>In-class assignments</b>	<b>300</b>
	<b>Quiz</b>	<b>50</b>
	<b>Final Examination</b>	<b>300</b>
	<b>Attendance</b>	<b>50</b>
		<hr/> <b>1000</b>

**Textbook / References:**

1. The Japan Foundation. (2014). Marugoto: Japanese language and culture Elementary 2 A2 Rikai. Tokyo: Sanshusha.

2. The Japan Foundation. (2014). Marugoto: Japanese language and culture  
Elementary 2 A2 Katsudo. Tokyo: Sanshusha  
⇒Thai editions are available from TPA Press.  
ISBN: 978-974-443-750-1 (Rikai), 978-974-443-751-8 (Katsudo)

Day / Time / Room:    Sec. 401            Monday            15:00 – 16:30            SM334  
   Thursday

**Study Plan and Schedule:**

Week	Date	Lecture	Quiz & Presentation
1	June 5, 9	Orientation Topic 1: Lesson 1	
2	June 12, 16	Topic 1: Lesson 2	
3	June 19, 23	Topic 2: Lesson 3	
4	June 26, 30	Topic 2: Lesson 4	
5	July 3, 7	Topic 3: Lesson 5	
6	July 14, 17	Topic 3: Lesson 6	
7	July 21	Topic 4: Lesson 7	
8	July 24		
9	August 7	-	Quiz
	August 14	-	Presentation 1
10	August 18, 21	Topic 4: Lesson 8	
11	August 25, 28	Topic 6: Lesson 12	
12	September 1, 4	Topic 6: Lesson 13	
13	September 8, 11	Topic 7: Lesson 14	
14	September 15, 18	Topic 7: Lesson 17	
15	September 22, 25	-	Presentation 2

⇒July 10, 28 & August 11, 2025: Holidays (No Classes)

⇒September 19, 2025: Last day to withdraw with “W”

Grading:	850～ 1,000	A	690～719	C+
	820～ 849	A-	650～689	C
	790～ 819	B+	620～649	C-
	750～ 789	B	520～619	D
	720～ 749	B-	0～519	F

## **Au VISION 2000**

Assumption University of Thailand envisions itself as:

- an international community of scholars,
- enlivened by Christian inspiration,
- engaged in the pursuit of Truth and Knowledge,
- serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

## **ENVISIONING Au GRADUATES**

Assumption University of Thailand envisions its graduates as:

- healthy and open-minded persons, characterized by personal integrity, an independent mind, and positive thinking,
- professionally competent, willing to exercise responsible leadership for economic progress in a just society,
- able to communicate effectively with people from other nations and to participate in globalization.

## **Au UNIQUENESS**

“An International Catholic University”

## **Au IDENTITY**

- Ethics
- English Proficiency
- Entrepreneurial Spirit

## **THEODORE MARIA SCHOOL OF ARTS**

([www.arts.au.edu](http://www.arts.au.edu))

## **VISION AND MISSION**

### **Vision**

Theodore Maria School of Arts, Assumption University of Thailand envisions itself as an *outstanding international school for business language education with:*

- qualified and experienced lecturers
- applicative curriculums
- international teaching and learning environment and
- internship opportunities.

### **Mission**

For students:

1. To acquire and applied business language skills
2. To be competent and sound individuals equipped with entrepreneurial spirit

### **Core Values**

A = Adaptability

R = Responsibility

T = Thrivability

S = Sustainability

### **Quality Assurance Process**

Students should understand and apply the Quality Assurance Process in their study. The Plan-Do-Check-Act Cycle (PDCA) provides an easy but effective approach for problem solving and managing change, ensuring that ideas are appropriately tested before the full implementation. It can be used in all sorts of situations and can be clarified as follows:

**Plan:** Define the current problem, process, and issue and establish objectives and processes required to deliver the desired results.

**Do:** Implement the plans and new processes developed.

**Check:** Monitor and evaluate the implemented process by testing the results against the predetermined objectives.

**Act:** Apply actions necessary for improvement if the results require changes.

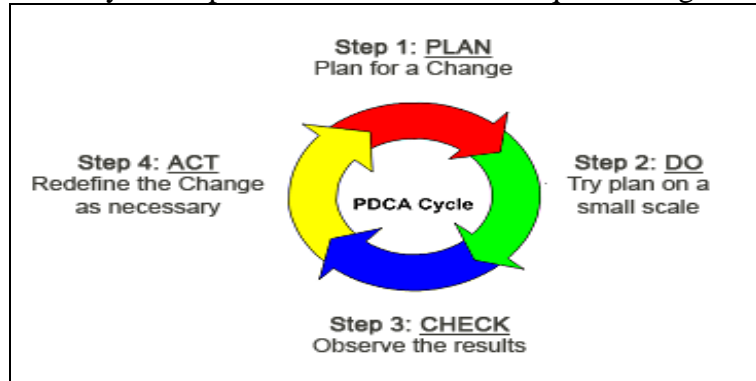


Figure 1: PDCA Cycle (<http://www.swopehealth.org>)

### Plagiarism

Plagiarism is a serious academic offence, a serious breach of ethical conduct and is unacceptable student behavior. Students who plagiarize copying words or ideas without acknowledging the original writer of the words or ideas, will face disciplinary action. This will range from receiving an "F" in the subject to university suspension.