Assumption University
Theodore Maria School of Arts
Department of Business Chinese
Course Outline 2/2026

Course Title : CN 3481 Chinese for Tourism
Credit : 3
Status : Major Elective
Prerequisite : CN 2402 Chinese III
Lecturer : Asst. Prof. Dr. Chatsaran Chatsanguthai. (Office: SR316)

Course Description : General knowledge and Chinese terminology in tourism industry, description of Thailand's tourist attractions in Chinese, duties and responsibilities of tour guides and practice of Chinese oral communication as a tour guide.

Course Objectives : This course aims to enable students to:
1. develop students' Chinese language skills for correct and efficient communication that meets the needs of travel business.
2. know how to arrange tour programs and practice being a tour guide.
3. learn duties and responsibilities of tour guides.

Course Learning Outcomes: After completing this course, students will be able to:
1. use Chinese terminology in tourism industry correctly.
2. apply knowledge of arranging tour programs, Chinese terminologies, and tourism content into real practice by being a tour guide.
3. have sense of social and self-responsibility, know how to behave in tourism industry context.

Teaching-Learning Activities :
1. Lecture
2. Group Discussion
3. Oral Presentation
4. Assignments
5. Role Play
6. Report

Course Requirement : 80% Attendance (Maximum Absences = 6 times)

Mark Allocation:

1. Assignments	10%	(40)
2. Class Participation	10%	(40)
3. Quizzes (2 times)	20%	(80)
4. Mid-term Exam	25%	(100)
(Oral 10% = 40, Written 15% = 60)		
5. Final Exam	35%	(140)
(Oral 15% = 60, Written 20% = 80)		
Total	100%	(400)

Evaluation:

A	:	85 – 100 %	C+	:	67 – 69 %
A-	:	82 – 84 %	C	:	60 – 66 %
B+	:	79 – 81 %	C-	:	57 – 59 %
B	:	73 – 78 %	D	:	50 – 56 %
B-	:	70 – 72 %	F	:	0 – 49 %

Textbooks/References : Selection from Chinese books, magazines and internet on tourism. Teaching materials compiled by Department of Business Chinese.

Study Plan and Schedule

Week 1: Explanation of Course Outline, Faculty of Arts Vision and Mission Statements, AU's Identity and Uniqueness and PDCA Cycle
Chapter 1 – A Short Description of Thailand

Week 2: Chapter 1 - A Short Description of Thailand *(continue)*
- The Important Holidays and Festivals of Thailand

Question and answer

Week 3: Chapter 2 – Bangkok (曼谷)
(1) 大皇宫与玉佛寺 (Grand Palace & Wat Prakaew)
- 玉佛寺 (Wat Prakaew: Temple of The Emerald Buddha)
  - 走廊 (The Long Corridor)
  - 大雄宝殿 (The Ordination Hall)
  - 两座金塔 (The Golden Pagoda)
  - 碧隆天神殿 (Prasat Phra Debidorn)
  - 藏经阁 (The Scripture Library Hall)
  - 乐达纳舍利塔 (Phra Siratana Chedi)
  - 吴哥窟模型 (The model of Angkor Wat)
- 大皇宫 (Grand Palace)
  - 因陀罗殿 (Amarin Vinichai Hall)
  - 节基殿 (Chakri Maha Prasat Throne Hall)
  - 兜率殿 (Dusit Maha Prasad)
  - 武隆碧曼宫 (Borom Phiman Mansion)

(2) 五世王柚木行宫 (Vimammek Mansion)
(3) 曼谷著名佛寺 (Famous Temples in Bangkok)
- 金佛寺 (Wat Traimit)
- 卧佛寺 (Wat Pho: Temple of the Reclining Buddha)
- 黎明寺 (Wat Arun: Temple of Dawn)
- 四面佛 (Erawan Shrine)

(4) 曼谷唐人街 (China Town of Bangkok)
(5) 恰图恰周末市集 (Chatuchak Weekend Market)

Week 4: Chapter 3 - Scenic places in the suburbs of Bangkok（曼谷近郊名胜）
(1) 玫瑰花园 (Rose Garden Riverside)
(2) 三攀象广场与鳄鱼潭 (Samphran Elephant Ground & Zoo)
(3) 安帕瓦水上市场 (Amphawa Floating Market)
(4) 佛统大塔寺 (Wat Phra Pathom Chedi)
(5) 北榄鳄鱼湖动物园 (Samut Prakarn Crocodile Farm & Zoo)

Chapter 4 – Ayutthaya (大城)
(1) 邦巴因王宫 (Bang Pa-In Royal Palace)
- 天明殿 (Phra Thinang Wehat Chamrun)
- 水上皇亭"帝权亭"(Phra Thinang Aisawan Thiphya-art)
- 石桥 (Stone Bridge)

Group Discussion

Week 5: Chapter 4 – Ayutthaya (大城) *(continue)*
(2) 玛哈泰寺 (Wat Mahathat)
(3) 菩斯里善佩寺 (Wat Phra Si Sanphet)
(4) 大胜利寺 (Wat Yai Chai Mongkol)
(5) 那普拉梅汝寺 (Wat Na Phra Men)
(6) 三宝公寺 (Wat Phanan Choeng)

Chapter 5 – Pattaya (芭堤雅)
(1) 珊瑚岛 (Koh Lan)
(2) 信不信由你博物馆 (Ripley's Believe It or Not)
(3) 芭堤雅小人国 (Mini Siam)
(4) 蒂芬妮人妖秀 (Tiffany's Show Pattaya)

Chapter 6 - Koh Samet & Koh Chang (沙美岛、象岛)
(1) 沙美岛 (Koh Samet)

(2) 象岛 (Koh Chang)
Role Play

Week 6: Chapter 7 - Cha-Am & Hua Hin (七岩、华欣)
(1) 七岩 (Cha-Am)
- 拷汪宫 (Khao Wang)

(2) 华欣 (Hua Hin)
- 爱与希望之宫 (Marukataiyawan Palace)
- 忘忧宫 (Klai Kangwon Palace)
- 三百峰国家公园 (Khao Sam Roi Yod National Park)
  - 帕亚那空洞 (Tham Phraya Nakhon)

Week 7: Chapter 8 - Kanchanaburi (北碧府)
(1) 桂河大桥 (The Bridge on the River Kwai)
(2) 桑卡拉武里 (Sangkhla Buri)
(3) 爱侶湾瀑布 (Erawan Waterfall)
(4) 西育瀑布 (Saiyok Yai Waterfall)
Group Discussion
***** Quiz I** (Chapter 1-4)***

Week 8: Chapter 9 - Nakhon Ratchasima (呵叻府)
(1) 披迈石宫 (Prasat Hin Phimai: Phimai Historical Park)
(2) 考艾国家公园 (Khao Yai National Park)
*****Oral Test – (Mid-term)***

***** Mid-term Examination (Chapter 1-9) on August 5, 2026: 12.00-14.00 *****

Week 9: Chapter 10 - Sukhothai (素可泰)
(1) 素可泰历史公园 (Sukhothai Historical Park)
(2) 玛哈泰寺 (Wat Mahathat)
(3) 西春寺 **(**Wat Si Chum)
(4) 兰甘亨国立博物馆 **(**Ramkhamhaeng National Museum)

Week 10: Chapter 11 - Chiang Mai (清迈)
(1) 素贴山 (Doi Suthep: Mount Suthep)
(2) 素贴寺 (Wat Phrathat Doi Suthep)
(3) 帕辛寺 (Wat Phra Singh)
(4) 契迪龙寺 (Wat Chedi Luang)
(5) 塔佩门 (Tha Phae Gate)
(6) 清迈夜市 (Chiang Mai Night Bazaar)
(7) 因他暖山国家公园 (Doi Inthanon National Park)

Week 11: Chapter 12 - Chiang Rai (清莱)
(1) 金三角 (Golden Triangle)
(2) 湄赛 (Mae Sai)
(3) 王太后行宫 (Doi Tung Royal Villa)
(4) 白庙（Wat Rong Khun or “The White Temple”)
(5) 黑庙 (Baan Dam Museum or “The Black House Museum”)
(6) 蓝庙 (Wat Rong Suea Ten)
(7) 美斯乐 (Doi Mae Salong)
(8) 指天山 (Phu Chi Fa)
Group Discussion

Week 12: Chapter 13 - Phuket (普吉岛)
(1) 巴东海滩 (Patong Beach)
(2) 卡马拉海滩 (Kamala Beach)
(3) 苏林海滩 (Surin Beach)
(4) 皇帝岛 (Racha Island)

(5) 神仙半岛 (Phrom Thep Cape)
Chapter 14 - Krabi (甲米)
(1) 奥南海滩 (Ao Nang Beach)
(2) PP 岛 (Phi Phi Island)
(3) 玛雅湾 (Maya Bay)
(4) 兰达岛 (Koh Lanta)

Week 13: Chapter 15 - Other Famous Islands and Beaches of Southern Thailand
(1) 攀牙湾 (Phang Nga Bay)
(2) 斯米兰群岛 (Similan Islands National Marine Park)
(3) 苏梅岛 (Koh Samui)
(4) 涛岛 (Koh Tao)
(5) 安通国家海洋公园 (Angthon National Marine Park)

Chapter 16 - Hat Yai (合 艾)
(1) 卧佛寺 (Wat Hatyai Nai)
(2) 象牙瀑布 (Ton Nga Chang Waterfall)
(3) 大象泉之穴 (Tham Khao Rup Chang)
Group Discussion
***** Quiz II** (Chapter 10-16)***

Week 14: Chapter 17 – Arrangement of travelling schedule
Question and answer

Week 15: Chapter 17 - Arrangement of travelling schedule *(continue)*
Question and answer
Overall Revision
*****Oral Test – (Final)*****

***** Final Examination (Chapter 10-17) on October 5, 2026: 9.00 – 12.00 *****

Morals and Ethics to be developed in this course
1.1 Have self-discipline, integrity, and social responsibility in accordance with organizational and social rules.
1.2 Demonstrate a high level of ethical and responsible behavior in academic and professional contexts.

*****Remark: The proper uniform is requested for class attendance. *****

February 19, 2027.: Last day to withdraw with "W"

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 MISSION

Assumption University, an International Catholic University, is committed to be the light that leads learners and its stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover "Treasure Within" themselves. Via effective teaching and research pedagogies of international standards as well as community engagement, the University aims to form individuals to be intellectually competent, morally sound, and spiritually enriching, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

Au UNIQUENESS
"An International Catholic University"

Au IDENTITY

- Ethics
- English Proficiency
- Entrepreneurial Spirit

THEODORE MARIA SCHOOL OF ARTS
(www.arts.au.edu)
VISION AND MISSION

Vision

An international community of business communicators in Thailand

Mission

Theodore Maria School of Arts will ensure that: the School will…
1. Enhance business language skills
2. Promote cultural awareness
3. Foster academic networking
4. Encourage ethical standards and practices

TAGLINE

เติมเต็มศิลป์ภาษา พัฒนาศาสตร์ธุรกิจ

Language Education, Business Inspiration

ARTS ORGANIZATIONAL CULTURE: More than faculty, we are family
• Open communication
• Mentoring system
• Dedication
• Caring
• Teamwork
• Commitment
• Resource sharing

Core Values
A = Adaptability
R = Responsibility
T = Togetherness
S = Sustainability

Core Competencies
Employability
Multiculturalism
Internationalization

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.

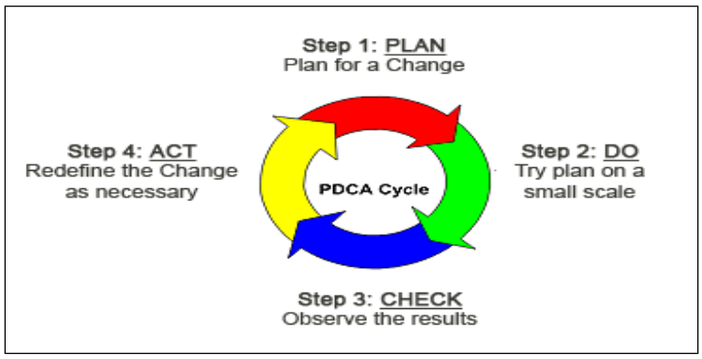


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.