**ASSUMPTION UNIVERSITY**
**THEODORE MARIA SCHOOL OF ARTS**
**DEPARTMENT OF ENGLISH FOR INTERNATIONAL BUSINESS (EIB)**
**COURSE OUTLINE SEMESTER 2/2026**

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| **Course** | : | EIB 2106 English for International Travel Industry |
| **Credits** | : | 3 (3-0-6) |
| **Status** | : | Major Required |
| **Prerequisite** | : | ELE1002 Communicative English II |
| **Lecturer** | : | Assoc. Prof. Dr. Sureepong P. |

**Course Description**:

This course is designed to study and practice English for effective and efficient communication across various aspects of international travel.

**Objectives**: This course aims to enable students to:

1. Develop four English language skills in the tourism context
2. Explain history and perspectives that influence travel and recreation in the local and international society
3. Make use of travel terminologies
4. Recall concepts and theories related to tourism
5. Create an international travel agency model

**Learning Outcomes**: Students will be able to:

1. Have profound English language skills and knowledge in business contexts
2. Explain history and perspectives that influence travel locally and internationally
3. Acquire knowledge of basic principles and theories in travel business
4. Make use of travel terminologies and recall concepts and theories related to tourism
5. Know and understand various intercultural aspects
6. Apply theories and knowledge acquired to real practice and create a travel agency model

## Teaching-Learning Activities:

1. Lecture
2. Group Discussion / Critiquing
3. Role Play/ Presentation
4. Assignments

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

**Marks Allocation:**

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| Attendance, Class participation and Assignments | 200 marks |
| Presentations (3 projects) | 200 marks |
| Mid-term Examination | 300 marks |
| Final Examination | 300 marks |
| **Total** | **1,000 marks** |

**New Grade Ranges:**

A : 85–100%
A- : 82–84%
B+ : 79–81%
B : 75–78%
B- : 72–74%
C+ : 69–71%
C : 65–68%
C- : 62–64%
D : 50–61%
F : 0–49%

**Teaching Materials:**
***Required Textbook***

- Phothongsunan, S. (2025). **Practical English for Tourism Insights (Newly Revised Edition).** Bangkok: Assumption University Press.

** **Note: Students must have their own textbook. Only new textbooks are allowed in class. and some selected supplements to be provided from:**

- Harding, K. (2002). Going International: English for Tourism. UK: Oxford University Press.
- Teaching ESP Courses Handouts

## Study Plan and Schedule

| Week No. | Lesson | Activity |
|---|---|---|
| 1 | **Tourism Origins and Development**<br>Historical Aspects of Tourism and Its Movement, Some Tourism terms, Types of Attractions | - Class survey and profile |
| 2 | **Tourism Origins and Development (continued)**<br>Suffixes, Reading on Thailand's Tourism Industry Descriptive Writing on The Tourism Industry | -Class discussion<br>-Old and new tourism environments |

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| 3 | **Astonishing Attractions of Thailand**<br>Giving a Tour Commentary, Phrasal Verbs, Creating a Travel Brochure | - Listening Skill Enhancement |
| 4 | **Astonishing Attractions of Thailand (continued)**<br>Bangkok attractions | -Class discussion |
| 5 | **Business Tourism**<br>Its Definition and Advantages and Disadvantages,<br>Modals | Business travel vs Leisure travel needs |
| 6 | **How a Package Tour is Sold**<br>How a Tourism Product is Delivered to the Customer | Supplementary handouts for |
| 7 | **How a Package Tour is Sold (continued) and Developments in Tourism**<br>The Shape of Things to Come, The Pros and Cons of Tourism, Tourism and the Environment | Supplementary handout (Trends of Tourism) |
| 8 | **Presentation I and Revision for the Mid-term Exam** | - **Role Play on current topics** as assigned |
| **MID-TERM EXAMINATION** | | |
| 9 | **World Famous Attractions**<br>Old world attractions versus new world attractions, the world wonders | - Discussion on Feedback of Mid-term Exam |
| 10 | **World Famous Attractions (continued)**<br>Asian attractions and their distinct characteristics | - (Presenting attractions as assigned) |
| 11 | **Careers in Tourism**<br>Usual jobs in the world of travel industry, Seeking the right job to do in tourism | - Class Discussion |
| 12 | **Transportation for Tourism**<br>Traveling by air, sea, and land and other means of transportation | (Class Discussion on the most practical transport)<br>- Commentary writing |

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| 13 | **Eco-tourism**<br>Concepts and Practices, Types | -Discussion on various types of holidays |
| 14 | **Tourism Marketing and Promotion; On Tour and Tourist Information**<br><br>-How to promote tourism products and services<br><br>-What tourists experience on tour | -Discussion on "How to promote tourism products and services |
| 15 | **Presentation II and Revision for the Final Exam** | - **Final Presentation** (Group Presentation and Report due) |

**FINAL EXAMINATION**

**February 19th, 2027. Last day to withdraw with "W" (students withdrawing after this date will be given "WF").**

**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.

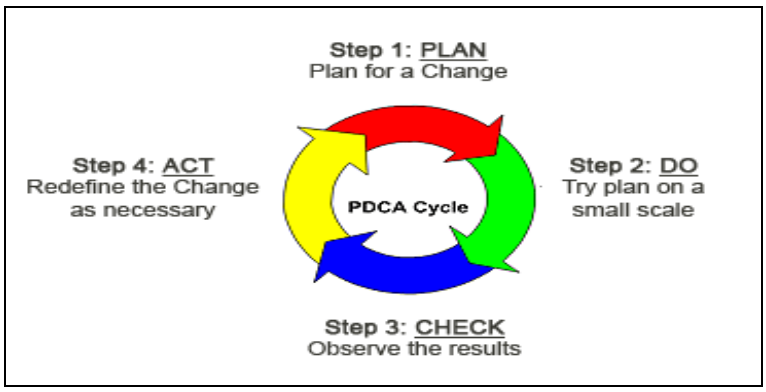



Figure 1: PDCA Cycle (http://www.swopehealth.org)

**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.