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

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 develp 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.
   ⇒<u>Make-up assignments, quizzes or presentations will not be allowed</u>.
2. AU dress code is required.

Mark Allocation:

Presentations	300 (100×1, 200×1)
In-class assignments	300
Quiz	50
Final Examination	300
Attendance	50
	1000

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** **Tuesday** **15:00 – 16:30** **SM205**
Thursday

Study Plan and Schedule:

Week	Date	Lecture	Quiz & Presentation
1	November 3,5	Orientation Topic 1: Lesson 1	
2	November 10, 12	Topic 1: Lesson 2	
3	November 17, 19	Topic 2: Lesson 3	
4	November 24, 26	Topic 2: Lesson 4	
5	December 1, 3	Topic 3: Lesson 5	
6	December 8, 15	Topic 3: Lesson 6	
7	December 17, 22	Topic 4: Lesson 7	
8	December 24	-	Quiz
	December 29	-	Presentation 1
9	January 12, 14	Topic 4: Lesson 8	
10	January 19, 21	Topic 6: Lesson 12	
11	January 26, 28	Topic 6: Lesson 13	
12	February 2, 4	Topic 7: Lesson 14	
13	February 6 (Sat)	Field trip	
14	February 9, 11	Topic 8: Tour	
15	February 23, 25	-	Presentation 2

⇒December 10 & 31, 2026: Holidays (No Classes)

⇒February 19, 2027: 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)
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.

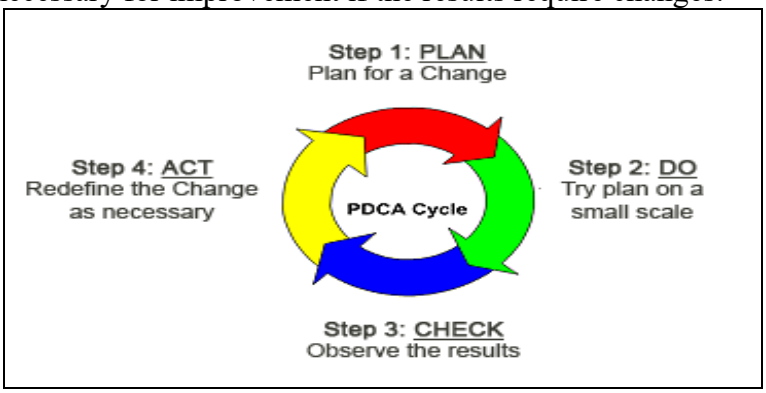


Figure 1: PDCA Cycle (http://www.swopehealth.org)

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.