ENS 3403 (EN 323) English for Guides

Lecturer 1: Ms. Michela De Gennaro  
email: [lina.michela@iis.ru.ac.th](mailto:lina.michela@iis.ru.ac.th)

Lecturer 2 : Mr. Gareth Finch

email : [garethfinch@hotmail.com](mailto:garethfinch@hotmail.com)

Class Schedule:

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| --- | --- |
| October 24 | Ms. Michela De Gennaro  Lecture + 1 Project  20% of the course grade |
| October 27 |
| October 29 | Mr. Gareth Finch  Lecture + 2 Projects  80% of the course grade |
| October 31 |
| November 3 |
| November 5 |
| November 7 |

Grade Evaluation

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| --- | --- |
| Ms. De Gennaro’s class  Class works 5%  Project 1 15% | Mr. Finch’s class  Attendance 30% (Sign in and sign out required)  Project 2 30%  Project 3 20% |

Text:

Tourism (3), 2009, Robin Walker and Keith Harding, Oxford University Press  
Tourism: Principles and Practice, 2000, Cooper, Fletcher, Gilbert, Shepherd, Wanhill. Pearson Education Limited.

Project 1 (15%) 6 students/group

Tourism Unbound: Your journeys start here!

Please select one country from the list below that interests you most and research!

The contents of the magazine should cover:

* Cover page
* A page for Editor’s Talk
* A page for Contents
* A page about an Impressive Journey in the destination you’re going to mention about throughout the magazine
* 5 pages about different tourist attractions (with pictures)
  + It can be about few attractions, and/or restaurants, and/or hotels, and/or tips about weather/climate or other interesting facts.

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| AFRICA   * [Botswana](http://www.worldatlas.com/webimage/countrys/africa/bw.htm) * [Cameroon](http://www.worldatlas.com/webimage/countrys/africa/cm.htm) * [Central African Republic](http://www.worldatlas.com/webimage/countrys/africa/cf.htm) * [Congo](http://www.worldatlas.com/webimage/countrys/africa/cg.htm) * [Egypt](http://www.worldatlas.com/webimage/countrys/africa/eg.htm) * [Ghana](http://www.worldatlas.com/webimage/countrys/africa/gh.htm) * [Kenya](http://www.worldatlas.com/webimage/countrys/africa/ke.htm) * [Liberia](http://www.worldatlas.com/webimage/countrys/africa/lr.htm) * [Madagascar](http://www.worldatlas.com/webimage/countrys/africa/mg.htm) * [Mali](http://www.worldatlas.com/webimage/countrys/africa/ml.htm) * [Mauritius](http://www.worldatlas.com/webimage/countrys/africa/mu.htm) * [Morocco](http://www.worldatlas.com/webimage/countrys/africa/ma.htm) * [Namibia](http://www.worldatlas.com/webimage/countrys/africa/na.htm) * [Nigeria](http://www.worldatlas.com/webimage/countrys/africa/ng.htm) * [Sierra Leone](http://www.worldatlas.com/webimage/countrys/africa/sl.htm) * [South Africa](http://www.worldatlas.com/webimage/countrys/africa/za.htm) * [Tanzania](http://www.worldatlas.com/webimage/countrys/africa/tz.htm) * [Togo](http://www.worldatlas.com/webimage/countrys/africa/tg.htm) * [Uganda](http://www.worldatlas.com/webimage/countrys/africa/ug.htm) * [Zambia](http://www.worldatlas.com/webimage/countrys/africa/zm.htm) * [Zimbabwe](http://www.worldatlas.com/webimage/countrys/africa/zw.htm) |  | ASIA   * [Afghanistan](http://www.worldatlas.com/webimage/countrys/asia/af.htm) * [Bahrain](http://www.worldatlas.com/webimage/countrys/asia/bh.htm) * [Bangladesh](http://www.worldatlas.com/webimage/countrys/asia/bd.htm) * [Bhutan](http://www.worldatlas.com/webimage/countrys/asia/bt.htm) * [Brunei](http://www.worldatlas.com/webimage/countrys/asia/bn.htm) * [India](http://www.worldatlas.com/webimage/countrys/asia/in.htm) * [Indonesia](http://www.worldatlas.com/webimage/countrys/asia/id.htm) * [Iran](http://www.worldatlas.com/webimage/countrys/asia/ir.htm) * [Israel](http://www.worldatlas.com/webimage/countrys/asia/il.htm) * [Japan](http://www.worldatlas.com/webimage/countrys/asia/jp.htm) * [Jordan](http://www.worldatlas.com/webimage/countrys/asia/jo.htm) * [Korea, South](http://www.worldatlas.com/webimage/countrys/asia/kr.htm) * [Kuwait](http://www.worldatlas.com/webimage/countrys/asia/kw.htm) * [Laos](http://www.worldatlas.com/webimage/countrys/asia/la.htm) * [Lebanon](http://www.worldatlas.com/webimage/countrys/asia/lb.htm) * [Malaysia](http://www.worldatlas.com/webimage/countrys/asia/my.htm) * [Maldives](http://www.worldatlas.com/webimage/countrys/asia/mv.htm) * [Mongolia](http://www.worldatlas.com/webimage/countrys/asia/mn.htm) * [Nepal](http://www.worldatlas.com/webimage/countrys/asia/np.htm) * [Oman](http://www.worldatlas.com/webimage/countrys/asia/om.htm) * [Pakistan](http://www.worldatlas.com/webimage/countrys/asia/pk.htm) * [Philippines](http://www.worldatlas.com/webimage/countrys/asia/ph.htm) * [Qatar](http://www.worldatlas.com/webimage/countrys/asia/qa.htm) * [Sri Lanka](http://www.worldatlas.com/webimage/countrys/asia/lk.htm) * [Turkey](http://www.worldatlas.com/webimage/countrys/asia/tr.htm) * [United Arab Emirates](http://www.worldatlas.com/webimage/countrys/asia/ae.htm) |  | EUROPE   * [Austria](http://www.worldatlas.com/webimage/countrys/europe/at.htm) * [Belgium](http://www.worldatlas.com/webimage/countrys/europe/be.htm) * [Croatia](http://www.worldatlas.com/webimage/countrys/europe/hr.htm) * [Cyprus](http://www.worldatlas.com/webimage/countrys/europe/cy.htm) * [Czech Republic](http://www.worldatlas.com/webimage/countrys/europe/cz.htm) * [Denmark](http://www.worldatlas.com/webimage/countrys/europe/dk.htm) * [Finland](http://www.worldatlas.com/webimage/countrys/europe/fi.htm) * [France](http://www.worldatlas.com/webimage/countrys/europe/fr.htm) * [Germany](http://www.worldatlas.com/webimage/countrys/europe/de.htm) * [Greece](http://www.worldatlas.com/webimage/countrys/europe/gr.htm) * [Hungary](http://www.worldatlas.com/webimage/countrys/europe/hu.htm) * [Iceland](http://www.worldatlas.com/webimage/countrys/europe/is.htm) * [Ireland](http://www.worldatlas.com/webimage/countrys/europe/ie.htm) * [Italy](http://www.worldatlas.com/webimage/countrys/europe/it.htm) * [Latvia](http://www.worldatlas.com/webimage/countrys/europe/lv.htm) * [Liechtenstein](http://www.worldatlas.com/webimage/countrys/europe/li.htm) * [Montenegro](http://www.worldatlas.com/webimage/countrys/europe/mj.htm) * [Netherlands](http://www.worldatlas.com/webimage/countrys/europe/nl.htm) * [Norway](http://www.worldatlas.com/webimage/countrys/europe/no.htm) * [Poland](http://www.worldatlas.com/webimage/countrys/europe/pl.htm) * [Romania](http://www.worldatlas.com/webimage/countrys/europe/ro.htm) * [Spain](http://www.worldatlas.com/webimage/countrys/europe/es.htm) * [Sweden](http://www.worldatlas.com/webimage/countrys/europe/se.htm) * [Switzerland](http://www.worldatlas.com/webimage/countrys/europe/ch.htm) * [Ukraine](http://www.worldatlas.com/webimage/countrys/europe/ua.htm) * [United Kingdom](http://www.worldatlas.com/webimage/countrys/europe/uk.htm) |  | N. AMERICA   * [Bahamas](http://www.worldatlas.com/webimage/countrys/namerica/caribb/bs.htm) * [Barbados](http://www.worldatlas.com/webimage/countrys/namerica/caribb/bb.htm) * [Canada](http://www.worldatlas.com/webimage/countrys/namerica/ca.htm) * [Costa Rica](http://www.worldatlas.com/webimage/countrys/namerica/camerica/cr.htm) * [Cuba](http://www.worldatlas.com/webimage/countrys/namerica/caribb/cu.htm) * [Dominican Republic](http://www.worldatlas.com/webimage/countrys/namerica/caribb/do.htm) * [El Salvador](http://www.worldatlas.com/webimage/countrys/namerica/camerica/sv.htm) * [Guatemala](http://www.worldatlas.com/webimage/countrys/namerica/camerica/gt.htm) * [Haiti](http://www.worldatlas.com/webimage/countrys/namerica/caribb/ht.htm) * [Honduras](http://www.worldatlas.com/webimage/countrys/namerica/camerica/hn.htm) * [Jamaica](http://www.worldatlas.com/webimage/countrys/namerica/caribb/jm.htm) * [Mexico](http://www.worldatlas.com/webimage/countrys/namerica/mx.htm) * [Nicaragua](http://www.worldatlas.com/webimage/countrys/namerica/camerica/ni.htm) * [Panama](http://www.worldatlas.com/webimage/countrys/namerica/camerica/pa.htm) * [Saint Lucia](http://www.worldatlas.com/webimage/countrys/namerica/caribb/lc.htm) * [Saint Vincent and the Grenadines](http://www.worldatlas.com/webimage/countrys/namerica/caribb/vc.htm) * [Trinidad and Tobago](http://www.worldatlas.com/webimage/countrys/namerica/caribb/tt.htm) * [United States](http://www.worldatlas.com/webimage/countrys/namerica/us.htm) |  | OCEANIA   * [Australia](http://www.worldatlas.com/webimage/countrys/oceania/au.htm) * [Fiji](http://www.worldatlas.com/webimage/countrys/oceania/fj.htm) * [Marshall Islands](http://www.worldatlas.com/webimage/countrys/oceania/mh.htm) * [Nauru](http://www.worldatlas.com/webimage/countrys/oceania/nr.htm) * [New Zealand](http://www.worldatlas.com/webimage/countrys/oceania/nz.htm) * [Papua New Guinea](http://www.worldatlas.com/webimage/countrys/oceania/pg.htm) * [Solomon Islands](http://www.worldatlas.com/webimage/countrys/oceania/sb.htm) * [Tonga](http://www.worldatlas.com/webimage/countrys/oceania/to.htm) |  | S. AMERICA   * [Argentina](http://www.worldatlas.com/webimage/countrys/samerica/ar.htm) * [Bolivia](http://www.worldatlas.com/webimage/countrys/samerica/bo.htm) * [Brazil](http://www.worldatlas.com/webimage/countrys/samerica/br.htm) * [Chile](http://www.worldatlas.com/webimage/countrys/samerica/cl.htm) * [Colombia](http://www.worldatlas.com/webimage/countrys/samerica/co.htm) * [Ecuador](http://www.worldatlas.com/webimage/countrys/samerica/ec.htm) * [Paraguay](http://www.worldatlas.com/webimage/countrys/samerica/py.htm) * [Peru](http://www.worldatlas.com/webimage/countrys/samerica/pe.htm) * [Suriname](http://www.worldatlas.com/webimage/countrys/samerica/sr.htm) * [Venezuela](http://www.worldatlas.com/webimage/countrys/samerica/ve.htm) |

Project 2 (30%) 6 students/group

A survey of tourists at a famous tourist site in Bangkok. (Location to be determined)

This survey is based on the *tourist’s expectation of what a good tour guide should be* (in terms of knowledge, language ability, manners or otherwise). As a group, you must decide on a list of 10 questions to ask a sample of at least 10 different tourists of their expectations of tour guides in Thailand.

You must then create a *report* of your results and findings, using graphs, analysis and conclusion. There is no word limit, and you are free to interpret the results in any way you feel comfortable.

You must come up with the survey questions yourselves and include it in your findings.

Sign in and sign out will be required on this day which will form part of your grade.

Project 3 (20%) 6 students/group

We will go on a second trip to a local hotel in Bangkok. You must investigate the style of language used by staff of the hotel with the customers. You will be the customers on this day and you will analyse the level of the English effectiveness of all of the following;

* 1. Staff in the reception
  2. Staff in the restaurant who serve food (waiters, waitresses, chefs etc)
  3. Other staff in the hotel (concierge, porters etc)

You are required to create a presentation titled;

“How effective is the level of English for tourism in the \_\_\_\_\_\_\_\_\_\_\_\_\_hotel, Bangkok?”

The trip will feature a buffet lunch at the hotel, which you will have to pay for. However we will get a discounted price by booking in advance with the eatigo app, and this will form part of the investigation. Sign in and sign out will be required on this day which will form part of your grade.

The presentation, based directly on your results from the hotel trip, should be around 10-15 minutes long. In it you will summarise your findings from the hotel trip, summarising the overall strengths and weaknesses of the various hotel staff at the hotel. You may consider their;

1. English level
2. Politeness
3. Tone of voice
4. Variety of language
5. Situation
6. Anything else that you consider relevant

Try to take note of any examples of language used from your trip in order to use them in your presentation. Try to make your presentation interesting and informative.