

Improvement of English Skills Using the English Curriculum for Creative Tourism with BCG Model Concept through Community-based Participation in Phrae Province

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Abstract

The objectives of this research were to 1) investigate the quality of the English for creative tourism curriculum with the BCG community-based participation model, 2) compare students' English skills before and after the curriculum management, and 3) evaluate students' satisfaction with the curriculum management. The sample group consisted of 34 Mathayomsuksa 3 students from Muangkhapittayakom School in Phrae province, selected through a multi-stage sampling method. The research instruments included a curriculum evaluation form, an English proficiency test, and a satisfaction evaluation form. The statistics used in the data analysis were percentage, mean, standard deviation, and t-test dependent. The results revealed that 1) the appropriateness of the curriculum was rated at the highest level ($\bar{X} = 4.70$). 2) The post-test scores were higher than those of the pre-test at a statistically significant level ($p < 0.001$). 3) Participants' satisfaction with the curriculum was rated at the highest level ($\bar{X} = 4.53$).

Keyword: English skills, English curriculum development, Creative tourism, BCG model concept, Community-based participation