Teaching & Education Research Association

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| Name of the Conference | 2023 EdTec – International Conference on Education & Learning Technology |
| Conference Dates | From: (03/07/2023)  To: (04/07/2023) |
| Participant’s Name | Kantapat Meesomyut |
| Department/ Institute | Graduate Institute of Digital Learning and Education |
| University/ Organization | National Taiwan University of Science and Technology |
| City, Country | Taipei, Taiwan |
| Email ID 1 | kantapatmeesomyut@gmail.com |
| Email ID 2 | wee\_kantapat@hotmail.com |
| Participation Status  (Select one by highlighting with yellow colour) | Oral Presenter |
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| Online Listener |
| Absentia |
| Poster Presenter |
| Paper Title  (Not applicable for Listener & Online Listener) | **Effects of design thinking model through CEEC learning approach to support students' English communication skills, Self-efficacy, and Engagement** |

Abstract/ Full Text Article

(Not applicable for Listener & Online Listener)

**Kantapat Meesomyut1, Wang Chia-Yu2,\***

1National Taiwan University of Science and Technology; [kantapatmeesomyut@gmail.com](mailto:kantapatmeesomyut@gmail.com)

2National Taiwan University of Science and Technology; [chiayuwang@mail.ntust.edu.tw](mailto:chiayuwang@mail.ntust.edu.tw)

\*Correspondence: [chiayuwang@mail.ntust.edu.tw](mailto:chiayuwang@mail.ntust.edu.tw); Wang Chia-Yu

English language proficiency is essential for human resources in the tourism industry. To enhance the communication skills and employability of students in this field, teachers should adopt instructional methods that promote critical thinking and research guidelines. Design thinking is an effective approach to develop communication strategies that cater to the preferences of tourists from diverse cultural backgrounds. However, design thinking has a limitation in providing an authentic learning environment for students. To overcome this, the use of technology is proposed to create a realistic and immersive learning experience. Spherical video-based virtual reality (SVVR) is a technology that can enhance engagement, foster cross-cultural understanding, and provide cost-effective solutions for training and education. However, concerns have been raised about the potential negative effects of SVVR. A proper teaching method that integrates SVVR is suggested to prevent students from losing focus and engagement with the learning material. This study aims to develop the SVVR-based CEEC design thinking model and examine its effects on high school students' communication skills, self-efficacy, and classroom engagement in English for tourism purposes (ETP). The study will be conducted for five weeks using a quasi-experimental design and a mixed method. The results show that the use of SVVR technology, combined with design thinking approaches, has a significantly positive impact on students' communication skills, self-efficacy, and classroom engagement. These findings suggest that instructors can leverage SVVR technology to enhance students' language learning experiences in the tourism industry.

**Keyword:** design thinking; SVVR; English for tourism; classroom engagement; self-efficacy