



COURSE DATA

Data Subject

Code	35105
Name	Communication in the English language for tourism I
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	1	First term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	8 - Modern language	Basic Training
1926 - D.D. in Tourism-Business Management Administration	1 - Asignaturas de formación básica de primer curso	Basic Training

Coordination

Name	Department
GONZALEZ PASTOR, DIANA MARIA	155 - English and German
MONTAÑES BRUNET, ELVIRA	155 - English and German

SUMMARY

The subject, **Communication in English for Tourism I**, is a basic subject belonging to the module "Foreign Languages Applied to Tourism". It is taught in the first semester of the first year in the degrees in Tourism and TADE and it is followed in the second and third years with the subjects **Communication in English for Tourism II** and **III**. It also offers a fourth level, the optional subject **Intercultural Communication in English for Tourism**.

Communication in English for Tourism I is a tool for communication, as well as the other foreign language courses offered in the degree. This instrumental character, together with the obvious need for specific communication in English, with foreign tourists, makes the subject an essential tool for effective professional performance of multiple tasks within the tourism sector.



Being able to communicate in various foreign languages is a must for future tourism professionals in the workplace. English is undoubtedly the international language par excellence; likewise, it is the language most widely spoken by tourists and visitors to the Valencian Community. Therefore, students of Tourism, future tourism professionals, need to be able to communicate fluently in English and at least in another foreign language to extend the possibilities to practice their profession both inside and outside our borders.

The subject, **Communication in English for Tourism I**, is designed so that a basic knowledge of English has already been attained and from that point on it is extended and applied to the specific context of international communication in tourism. The content of the specialty language is taught from the very beginning, offering an initial approach to the various areas covered by communication in this field of professional action.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

It is advisable to have an intermediate knowledge of English.

OUTCOMES

1317 - Degree in Tourism

- Have a strong customer service orientation.
- Have communication skills.
- Work in English as a foreign language.
- Communicate orally and in writing in a second foreign language.
- Communicate orally and in writing in a third foreign language.
- Work in different socio-cultural environments.
- Show creativity.

LEARNING OUTCOMES

- Oral communication in socio-cultural and professional contexts in the field of tourism.
- Written communication in socio-cultural and professional contexts in the field of tourism.
- Managing interpersonal communication skills in English.
- Knowledge and use of specialized vocabulary.
- Recognition of the peculiarities of tourism services and appropriate use in each communicative situation.



- Familiarization with the features of tourism discourse.
- Respect for diversity, cultural, social, racial, gender, and recognition of cultural differences.

DESCRIPTION OF CONTENTS

1. Selling dream

Describing locations
Marketing
Designing a tour

2. Getting there

Transport and travel
Dealing with the public
Improving a service

3. Accommodation

Types of accommodation
Dealing with complaints
Facilities and services

4. Destinations

Features and attractions
Statistics for economic development
Offering advice
Developing a destination

5. Things to do

Describing attractions
Geographical features
Speaking to a group

6. Niche tourism



Sectors in niche tourism
Dealing with figures and statistics
Improving client security

7. Cultural tourism

Culture and exhibitions
Taking part in meetings
Presenting a proposal

8. Running a hotel

Hotel statistics
Hotel inspection
Making presentations

9. Customer service

Questionnaires
Handling telephone calls
Personal qualities

10. Business travel

Travelling and team-building
Idioms and metaphors
Socializing and making small talk

WORKLOAD

ACTIVITY	Hours	% To be attended
Classroom practices	60,00	100
Attendance at events and external activities	5,00	0
Development of group work	20,00	0
Development of individual work	10,00	0
Study and independent work	15,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	20,00	0
Preparing lectures	5,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	0,00	0



Resolution of online questionnaires	0,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

A communicative methodology is used, based on the communicative interaction in the classroom, in pairs, groups, large group and/or directly with the teacher. Communicative practice occurs in each class in order to achieve effective communication within the professional tourism field. Consequently, the four basic communicative skills, *Listening*, *Speaking*, *Reading* and *Writing* are practiced and developed, at various levels depending on the year.

The students are at the centre of the teaching-learning process and are responsible for their own learning. Thus, autonomous work, both in and out of the classroom, is a fundamental element in their learning process, as well as teamwork, projects and tutorials.

EVALUATION

OPTION A: FINAL EXAM (written test + oral test = 80%) + CONTINUOUS ASSESSMENT (20%)

OPTION A consists in a final exam (written and oral), plus the continuous assessment. The final exam will consist of a **written test** (60 % of the final mark) and an **oral test** (20 % of the final mark).

Continuous assessment will determine the remaining 20 % of the mark.

- **Written test (60 %)**

The written test will determine 60 % of the final mark, and it will consist of two different parts: **Part I: Listening, Grammar, Use of English and Reading** and **Part II: Writing**.

To pass the written test students need to get a minimum of 50% in each part (Part I and Part II).

- **Oral test (20 %)**

The oral test will determine 20% of the final mark. **To pass the oral test students need to get minimum of 50% of the highest mark.**

To pass the subject students need to pass both the written and the oral test.

- **Continuous assessment (20%)**

Continuous assessment will determine the remaining 20% of the mark. This will take into account the assessment of practical activities developed by each student during the course (practical exercises, preparation of papers and/or oral presentations, etc.), together with their active participation and the degree of involvement of each student in the teaching-learning process.

The mark obtained on the continuous assessment will be kept for the second call of the same academic year. However, the mark obtained in the continuous assessment will only be taken into account once the student has passed both the written and the oral tests.



Continuous assessment activities will not be accepted out of the date assigned by the teacher and can only be delivered once. Therefore, students will not be given a second chance to hand them in if they did not do in due time and form or if they did not pass them according to the agreed evaluation criteria.

OPTION B: FINAL EXAM (80%)

Students who choose **OPTION B** —not to hand in the activities proposed and not to participate actively in the development of the class— are allowed to take only the final tests, consequently the highest mark they may get is an 8 out of 10 on their final mark (80%), as they will not be evaluated by means of continuous assessment. The final exam will consist of a **written test** (see **OPTION A**) and an **oral test**.

To pass the subject students in **OPTION B** need to pass both the written and the oral tests.

***Coping in an exam and/or plagiarism is a serious offence which goes against academic honesty; therefore, it will not be tolerated in this subject and it may have serious academic and/or administrative consequences, such as failing the whole subject.**

REFERENCES

Basic

- Strutt, P. (2013). English for International Tourism. Intermediate. Harlow: Pearson Education Ltd.
- Murphy, R. (2015) English Grammar in Use. Fourth edition (with answers and ebook). Cambridge: Cambridge University Press.

Additional

- Fernández Carmona, R.; Fraile del Pozo, A.; Zarzalejos Alonso, A. (2001). English Grammar with Exercises. Madrid: Longman-Pearson Educación S.A.
- Foley, M. & D. Hall (2012). My Grammar Lab. Intermediate B1/B2. Harlow: Pearson.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

English version is not available