VNIVERSITAT DE VALÈNCIA

Course Guide
35105 Communication in the English language for tourism I

COURSE DATA

Data Subject	
Code	35105
Name	Communication in the English language for tourism I
Cycle	Grade
ECTS Credits	6.0
Academic year	2022 - 2023

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
IVORRA PEREZ, FRANCISCO MIGUEL	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

The assessment of the subject will be carried out through the following procedure:

1. **FINAL EXAM (70%): written test (50%) + oral test (20%)**

2. CONTINUOUS ASSESSMENT (30%): practical activities carried out in the classroom (15%) + course project (15%).

1. FINAL EXAM (70%)

The **final exam** accounts for 70% of the final grade. It consists of two parts: **written exam** (50%) and **oral exam** (20%).

1.1. The **written exam** consists of two parts: **Part I:** Use of English, Listening and Reading and **Part II**: Writing. It is necessary to obtain a minimum of 50% in each part to pass the written exam.

1.2. The **oral exam** (Speaking) assesses the oral production and interaction skills within the field of tourism and consists of two parts: **Part I**: Production and **Part II**: Interaction. It is necessary to obtain a minimum of 50% in each part to pass the oral exam.

To pass the subject, a minimum of 5 out of 10 must be obtained in each of the parts of both the written and the oral exam. The grades of the sections that have been passed are kept for the second call.

2. CONTINUOUS ASSESSMENT (30%)

Continuous assessment (CA) constitutes 30% of the final grade. The aim of continuous evaluation is to develop specific competencies for every subject, monitor and evaluate the individual work of each student through their attendance and active participation in the development of the lessons, delivery of assignments, attendance at tutorials, etc., as well as the degree of acquisition of the skills proposed in each subject. The continuous assessment consists of two parts: **practical activities** (15%) and **course project** (15%).

2.1. Practical activities (15%). These activities are carried out by the student individually, in the classroom and on the date established by the lecturers, to practice and develop the skills of comprehension and expression of oral and written communication, such as writing different types of genres (brochures, essays, emails ...), oral presentations, participation in debates, etc. In order to be able to have the activities that make up the continuous evaluation assessed, these must be done in the classroom on the date and in the form that is stipulated for each one of them. The delivery of activities outside the indicated date will not be allowed.

2.2. Course project (15%). This is a long project carried out by the students in groups in the classroom. It is developed throughout the semester, with a weekly / bi-weekly follow-up on the dates established by the lecturers. The aim is to develop transversal skills such as teamwork, creativity, innovation, digital skills, written and oral expression, among others. Due to the nature of the subject and the characteristics of the work, in which both the process and the product are evaluated, the course project can **only** be submitted by students attending the lessons on a regular basis (current UV regulations, minimum of attendance: 80%).

The **global final grade** consists of the weighted average between the marks obtained in the written exam (50%), oral exam (20%) and continuous assessment (CA) (30%) –if there is some. The mark obtained in the **continuous assessment** (CA) can only be considered if all the parts of the written and oral exam have been passed. In order to pass the whole subject, students must obtain a minimum of 50% in each part (written exam, oral exam and continuous assessment).

Students who do **not** follow the **continuous assessment** (CA) (30%) will only be able to obtain a maximum of **70%** in the final grade. In this case, to pass the subject, it is necessary that the weighted average obtained between the written exam and the oral exam be a minimum of 7.2 out of 10, having passed both the written and oral exams. The final grade will result from the weighted sum of the written exam, oral exam and continuous assessment. If students fail one of these two exams (or one part of them), the maximum mark of the final grade will be 4.5 out of 10. The mark corresponding to the parts that have been passed will be carried over to the second call. The activities that make up the continuous assessment, due to its own nature, cannot be done and handed in later on.

***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 may bring about sanctions 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.