

**COURSE DATA****Data Subject**

Code	35120
Name	Communication in the English language for tourism III
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	3	First term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	3	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	17 - Professional English	Obligatory
1926 - D.D. in Tourism-Business Management Administration	4 - Asignaturas de tercer curso	Obligatory

Coordination

Name	Department
CEREZO MERCHAN, BEATRIZ	155 - English and German
MONTAÑES BRUNET, ELVIRA	155 - English and German

SUMMARY

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

Communication in English for Tourism III 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 III**, is designed to reinforce and expand the specific knowledge introduced at lower levels, as well as the development of communication skills at a higher level. This subject reinforces the specialty content (ESP) related to international communication in English within the field of tourism.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

1317 - Degree in Tourism :

1926 - Doble Grado Turismo y ADE :

R4-OBLIGATION TO HAVE SUCCESSFULLY COMPLETED THE COURSE

35105 - Communication in the English language for tourism I

35119 - Communication in the English language for tourism II

35105 - Communication in the English language for tourism I

35119 - Communication in the English language for tourism II

Other requirements

OUTCOMES

1317 - Degree in Tourism

- Have a strong customer service orientation.
- Have communication skills.
- Work in English as a 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 use of tourism discourse appropriate to each communicative situation.
- Knowledge of the diverse cultures of the countries where the foreign languages and their linguistic varieties are spoken.
- Respect for diversity, cultural, social, racial, gender, and recognition of cultural differences.

DESCRIPTION OF CONTENTS

1. Trends in Tourism

Grammar: continuous aspect

Vocabulary: tourist motivations, describing visuals

Professional skills: using visuals

Case study: Getaway Travel tailor a package

2. Get the message

Grammar: countable and uncountable nouns

Vocabulary: advertising and publicity, web words, collocations

Professional skills: maintaining a website

Case study: Genesis Valley improve a media profile

3. Hotel branding

Grammar: making predictions

Vocabulary: brands

Professional skills: creating a business plan

Case study: the winners invest in a hotel



4. Sustainability

Grammar: reporting verbs

Vocabulary: tourism and community, verb + noun collocations

Professional skills: chairing a meeting

Case study: the Brijuni Archipelago develop an eco-resort

5. Come fly with me

Grammar: the passive

Vocabulary: airports: facilities, security procedures

Professional skills: dealing with difficult situations

Case study: Claybourne Airport develop airport infrastructure

6. Heritage

Grammar: talking about the past

Vocabulary: describing a heritage site, architecture, guiding expressions

Professional skills: working as a tour guide

Case study: Ascoby Hall design a museum exhibition

7. Managing events

Grammar: hypothetical situations

Vocabulary: collocations with event

Professional skills: understanding contracts

Case study: Asia Sound make a festival profitable

8. Careers

Grammar: dependent prepositions

Vocabulary: remuneration; adjectives describing personality

Professional skills: interviews

Case study: recruit the right person

9. Gastronomy

Grammar: relative clauses

Vocabulary: food and cooking

Professional skills: giving feedback

Case study: Mucho Gusto plan a new itinerary

**10. Risk**

Grammar: modal verbs

Vocabulary: disasters, adventure sports

Professional skills: dealing with crises

Board game: the Olympic Game

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
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. Upper Intermediate. Harlow: Pearson Education Ltd.
- Murphy, R. (2012). English Grammar in Use. Fourth Edition (with answers and ebook). Cambridge: Cambridge University Press.

Additional

- Foley, M. & D. Hall (2012). MyGrammarLab. Advanced. Harlow: Pearson Education Ltd.
- Sweeney, S. (2003). English for Business Communication. Cambridge: Cambridge University Press.
- Hall, D. & M. Foley (2012). MyGrammarLab. Advanced. Harlow: Pearson Education Ltd.
- Walker, R. & K. Harding (2009) Tourism 3. Oxford English for Careers. K. Harding & R. Walker. Student's Book. Oxford University Press.

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