

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

Code	35130
Name	Intercultural communication in the English language for tourism
Cycle	Grade
ECTS Credits	4.5
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	23 - Intercultural communication in English	Optional

Coordination

Name	Department
MONTAÑES BRUNET, ELVIRA	155 - English and German

SUMMARY

The subject **Intercultural Communication in English for Tourism** is an optional subject taught in the 4th year of the Degree in Tourism. It has a value of 4.5 credits and is part of the "Urban Tourism" itinerary, although being a transversal subject, it can be studied as part of any of the other two itineraries. Likewise, it is possible to obtain the mention in "Urban Tourism" without having studied the subject. It is taught in the first semester of the 4th year of the degree in Tourism.

Intercultural Communication in the English Language for Tourism is a subject of marked instrumental character, as well as the other foreign language subjects applied to tourism offered in the degree. Being able to communicate in several foreign languages is essential for the working life of future professionals in the world of tourism and English is undoubtedly the international language par excellence. However, communicating in English is not sufficient for communication in international settings; It is necessary to be aware, know and apply communicative strategies that allow intercultural communication in the professional field - and in the personal one.



Therefore, the specific weight of the content in this subject is much higher than in previous courses. Based on the manual, *Communicating across cultures* (Dignen, 2011), the aim of this course is to get students to develop communicative strategies that prepare them to interact effectively with colleagues and international clients in their professional life.

The subject **Intercultural Communication in English Language for Tourism** is an optional subject, therefore it is designed to be followed by students with an intermediate level of English, interested in the language and motivated to work inside and outside the classroom in intercultural projects, such as debates, surveys, reports, or argumentative essays, among others, in order to develop both oral and written communication skills.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

1317 - Degree in Tourism :

R4-OBLIGATION TO HAVE SUCCESSFULLY COMPLETED THE COURSE

35120 - Communication in the English language for tourism III

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.
- Familiarization with the features of tourism discourse and appropriate use in each communicative situation.
- Respect for diversity, cultural, social, racial, gender, and recognition of cultural differences.

DESCRIPTION OF CONTENTS

1. Developing intercultural skills

Describing corporate cultures
Developing flexible thinking

2. Managing first meetings

Strategies for managing first meetings
Building relationships

3. Communicating effectively

Communicating clearly good and bad news
Managing conversational styles

4. Managing international meetings

Decision making
Dealing with different and difficult styles of communication

5. Becoming a better listener

Clarifying meaning
Listening effectively

6. Presenting across cultures

Customising your message for different audiences
Managing questions effectively

**7. Writing effectively**

Communicating clearly in emails

Communicating sensitive messages effectively

8. Negotiating across cultures

Setting clear objectives for a negotiation

Influencing strategies for negotiations

9. Working in an international team

Introducing yourself to your team

Giving and responding to team feedback

10. Profiling ones intercultural competence

Self-profiling of intercultural competence

Development of a personal action plan

WORKLOAD

ACTIVITY	Hours	% To be attended
Classroom practices	45,00	100
Development of group work	15,00	0
Development of individual work	10,00	0
Study and independent work	15,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	15,00	0
Preparing lectures	10,00	0
TOTAL	120,00	

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 field of tourism and international business. Consequently, the four communicative skills, *Listening*, *Speaking*, *Reading* and *Writing* are practiced, together with intercultural communication, developed at upper-intermediate level, focusing on academic English.



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

FINAL MARK = FINAL EXAM: Written test + Oral test (80%) + CONTINUOUS ASSESSMENT (20%)

- **FINAL EXAM: written test + oral test (80%)**

The **written test** will determine 60 % of the final mark, and it will consist of two different parts: **Part I:** theoretical and/or theoretical and practical questions about the content of the course 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).

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 tests.

- **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, both in and outside the class.

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.

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

- Dignen, Bob (2011). Communicating Across Cultures. Cambridge: Cambridge University Press.

Additional

- Hall, D. & M. Foley (2012). MyGrammarLab. Advanced. Harlow: Pearson Education Ltd.
- Dignen, B. & J. Chamberlain (2009). Fifty ways to improve your intercultural skills. London: Summertown Publishing.
- Stephens, B. (2009). Meetings in English. Macmillan.
- Pilbeam, A. (2010). Working Across Cultures. Market Leader. Pearson Longman.

ADDENDUM COVID-19

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

BLENDDED TEACHING MODE (HYBRID)

1. CONTENTS

The contents initially collected in the teaching guide are maintained.

2. WORKLOAD AND PLANNING OF TEACHING

Increased weight of continuous assessment activities (WITHOUT INCREASING THE STUDENT'S WORK VOLUME: 4.5 ECTS = 120 h.)

Teaching planning is maintained, both on the days and at the assigned time.

3. TEACHING METHODOLOGY

Teaching will be face-to-face, if circumstances allow. In any case, the indications that the UV and the Faculty recommend regarding sanitary measures will be followed.

As a complement to face-to-face teaching, various tools will be used for online, synchronous and asynchronous teaching, depending on the specific activities to be carried out:

1. Publication of materials in Virtual Classroom
2. Proposal of activities through Virtual Classroom (questionnaires, tests, case studies, resolution of exercises, glossaries ...)
3. Synchronous video conferences (BBC/Teams)
4. Asynchronous video conferences (BBC/Teams)



5. Recorded transparencies
6. Development of projects, individual or in group, defended orally individually.
7. Discussions in the forum
8. Videoconference tutoring
9. Others.

The tutorials -individual and/or group- will be virtual and will be attended by email, through the Virtual Classroom forum and/or by videoconference (BBC/Teams). Previous appointment is recommended, using the official email address from the UV (xxx.yyyyy@alumni.uv.es).

4. EVALUATION AND ASSESMENT

The evaluation system for this subject is divided into the following components (based on percentages that can be adjusted depending on the needs and characteristics of each academic year):

1. **Face-to-face exams:** exams will be face-to-face whenever circumstances allow. Its weight decreases with respect to the Teaching Guide (current 40% compared to the previous 80%). It will consist of a written exam (20%) and an oral exam (20%). It is necessary to pass both tests to pass the subject, obtaining at least 50% of the maximum grade.

If due to circumstances, attendance is not possible, both the written and oral exams will be conducted online: written exam via AV and oral exam via videoconference (BBC/Teams) with recording (video + audio).

2. Increase of the weight in the final grade of the **continuous assessment** (60% current, compared to the previous 20%):

1. Assessment of academic projects, carried out individually and/or in groups, defended orally, individually marked.
2. Objective tests (different test types, questionnaires, tasks, glossaries) carried out through AV to practice the four basic skills: Listening, Speaking, Reading and Writing.
3. Activities to reflect on the learning processes, through forums, video recordings, etc.

3. Others.

5. BIBLIOGRAPHY

The recommended bibliography is maintained because it is accessible