

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

<b>Code</b>	35130
<b>Name</b>	Intercultural communication in the English language for tourism
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	4.5
<b>Academic year</b>	2022 - 2023

**Study (s)**

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

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1317 - Degree in Tourism	23 - Intercultural communication in English	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
MONTAÑES BRUNET, ELVIRA	155 - English and German

**SUMMARY**

The subject **Intercultural Communication in English for Tourism** is an optional subject taught in the 4<sup>th</sup> 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 4<sup>th</sup> 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
<b>TOTAL</b>	<b>120,00</b>	

**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

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

### 1. FINAL EXAM (60%): written test (40%) + oral test (20%)

### 2. CONTINUOUS ASSESSMENT (40%).

#### 1. FINAL EXAM (60%)

The **final exam** accounts for 60% of the final grade. It consists of two parts: **written exam** (40%) and **oral exam** (20%).

1.1. The **written exam** consists of two parts: **Part I**: theoretical and/or theoretical and practical questions about the content of the course 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 intercultural communication 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. EVALUACIÓN CONTINUA (40%)

**Continuous assessment** constitutes 40% of the final grade. The aim of continuous evaluation is to 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 student who for duly justified cause cannot attend class, or carry out the practical activities carried out in the classroom, may obtain up to 20% of the continuous assessment by carrying out the corresponding practices at the end of the semester, on the date and in the established manner by the lecturer of the subject. Failure to appear will mean that they refuse to aspire to that 20%.

In order to be able to have the activities that make up the continuous evaluation assessed, these must be presented 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.

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.