

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

<b>Code</b>	42977
<b>Name</b>	Professional communication in english for tourism
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	3.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
2135 - M.U. en Dirección y Planificación del Turismo 12-V.2	Faculty of Economics	1	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
2135 - M.U. en Dirección y Planificación del Turismo 12-V.2	1 - Professional communication in English for tourism	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
GIMENEZ MORENO, ROSA	155 - English and German
MARTINEZ LOPEZ, MIGUEL	155 - English and German

**SUMMARY**

The aim of the subject is to acquire and develop knowledge, skills and competences required to perform an effective and fluent oral presentation in English language within the context of international tourism.

**PREVIOUS KNOWLEDGE****Relationship to other subjects of the same degree**

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



## Other requirements

## OUTCOMES

### 2135 - M.U. en Dirección y Planificación del Turismo 12-V.2

- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Capacidad para presentar en público el diseño de un proyecto de manera clara y coherente y responder satisfactoriamente a críticas sobre el mismo, mediante juicios argumentados, defendiéndolo con rigor y tolerancia.
- Entender y adaptarse a las particularidades culturales de cada mercado turístico.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

## LEARNING OUTCOMES

- Oral communication in socio-cultural and professional contexts in the field of tourism.
- Managing interpersonal communication skills in English.
- Knowledge and use of specialized vocabulary.
- Familiarization with the features of tourism discourse and appropriate use in 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. Formal and contextual aspects

- Topics, aims and audiences in Tourism
- Content, structure and cohesion

**2. Speaking effectively**

- Dealing with interaction in English
- Increasing the impact of academic and professional presentations
- Persuasive strategies to achieve success

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	15,00	100
Development of group work	10,00	0
Development of individual work	15,00	0
Study and independent work	15,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	10,00	0
Preparation of practical classes and problem	5,00	0
<b>TOTAL</b>	<b>75,00</b>	

**TEACHING METHODOLOGY**

The methodology applied is a communicative methodology, in which students are at the center of the teaching and learning process, based on the communicative interaction in the classroom, in pairs, in groups, large group and/or with the teacher. Communicative practice occurs in each lesson and there is a tendency towards real communication. This will foster practice and development of the four basic communication skills: Listening, Speaking, Reading and Writing.

Students' autonomous work, both in the classroom and outside, is also a fundamental element in the process of learning the language, as well as tutoring, either individual or in group.

**EVALUATION**

Oral presentation of an initial research paper, following the procedures set and practised in class. In the final evaluation, attendance to the sessions and an active participation in the class will be evaluated, together with communicative fluency, grammatical accuracy and discourse appropriateness.

**REFERENCES**



### Basic

- Wilding, E. & A. Manning (2015). Presentations. Transferable Academic Skills. Reading: Garnet Education.
- Bell, D. (2014). Passport to academic presentations. Reading: Garnet Education
- Burton, G. (2013). Presenting: Deliver presentations with confidence. English for Academic Purposes. London: Collins.
- Mol, H. (2008). English for Tourism and Hospitality in Higher Education Studies. Reading: Garnet Education.

### Additional

- English, L. M. & S. Lynn (1995). Business Across Cultures. Effective Communication Strategies. Harlow: Pearson Education Limited.
- Tomalin, B. & S. Stempleski (1993). Cultural Awareness. Oxford: Oxford University Press.