

Code - Course	062207 – English Communication in Tourism II		
Thematic Area	Communication in a foreign language in tourism	Year	Second
Course Type	Compulsory	Credits	9 cr. ECTS
In-class Hours	120 hours	Hours of Individual Work	105 hours

BRIEF COURSE DESCRIPTION

The overall objective of this course is to give students the tools they need to use English as a medium of communication in professional situations, in learning situations and as a means of personal expression at an intermediate level, so that by the end the academic year students have obtained a level more or less equivalent to B.2.2 of the Common European Framework of Reference for Languages (CEFR). The focus will be the development of skills that allow for students' professional progress in an international environment and lifelong learning, as well as their academic and professional mobility.

BASIC SKILLS

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

GS09- Work in an international context

SPECIFIC SKILLS

SS09- Understand and use information technology and information management systems in tourism

ACADEMIC CONTENTS

1. Tourism today.
2. NTOs.
3. Managing tour operations.

4. Hotel management.
5. e-Travel.
6. Quality in tourism.
7. The impact of tourism.
8. Built attractions.
9. Events management.
10. Sustainable tourism.
11. Social tourism.
12. Tomorrow's tourism.

LEARNING METHODOLOGY

Along the course, tasks will be designed to be developed inside and outside the classroom that allow students to practice communication and learning strategies. Moreover, the students' resources will be assessed through the integrated observation of their linguistic performance and strategies during the academic period.

An integrated teaching-learning-assessment approach will be used, where students will need to devote time to autonomous learning outside the classroom, either on their own or in interaction with other students, and have access to a wide range of resources. This entails a continuous, multidimensional, contextualized, collaborative and learner-centered perspective, as well as the active role of the students. Preparation for lifelong learning requires a positive, responsible attitude, so learning strategies through reflexive processes will also be employed. Furthermore, the integral development of the students' skills will include simulation activities that reproduce real, everyday contexts of application.

A number of teaching-learning strategies will be applied generically; including the following:

- Explanatory lessons
- Guided discussion
- Teamwork
- Individual work
- Practical activities
- Portfolio
- Simulation
- Readings

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Partial oral production evidences	20 %	---
Partial written tests	10 %	---
Resolution of practical exercises	10 %	---
Portfolio	10 %	---
Attendance and participation	10 %	---
Final Oral Presentation	30 %	50 %
Individual Written Final Exam	10 %	50 %

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

Walker, R. & K. Harding. (2007): *Tourism 3*. Oxford: Oxford University Press.

Murphy, R. (2004): *English Grammar in Use*. Cambridge: Cambridge University Press.

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Hulot, A. (1981): 'Social Tourism: Current Dimensions and Future Developments'. *Tourism Management*, 2:207-212.

Holloway, J.C. (2006): *The Business of Tourism*. London: Pearson.

Luecke, R. & B J Hall. (2006): *Performance Management*. Harvard: Harvard Business Essentials.

Pender and Sharpley (eds). (2005): *The Management of Tourism*. London: SAGE Publications.

Yeoman, I. (2008): *Tomorrow's Tourist: Scenarios and Trends*. Oxford: Elsevier.