

61947 - Travel English

Syllabus Information

Academic year: 2023/24

Subject: 61947 - Travel English

Faculty / School: 228 - Facultad de Empresa y Gestión Pública

Degree: 471 - Master's in Tourism Management and Planning

ECTS: 3.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

The main objective of this subject, taught in English, is for students to improve their oral and written communication skills in this language in order to be able to work at an international level. The subject will be approached from the point of view of communicative tasks and specific objectives, reinforcing the practice of the language in its five skills, situations and professional conventions.

Its approaches and objectives are aligned with Sustainable Development Goals of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to the achievement of Objective 4.7 of Goal 4 and Objective 11.4 of Goal 11.

2. Learning results

- To solve communicative situations, simulations and practical cases in French that involve the understanding of the fundamental concepts of the subject and their correct application.
- To perform tasks and activities that demonstrate a knowledge of the contents of the subject.
- To apply phonetic and grammatical rules to oral and written discourse in English.
- To show fluency and correctness in oral and written expression in English, especially in the areas of tourism promotion and customer service.
- To understand different types of texts in English, valuing them as sources of information necessary for professional activity.
- To identify sociocultural aspects and differences of the English-speaking customer in the tourism industry.

3. Syllabus

Part I. Presentation and Promotion of Tourism Products and Services

- Types of Tourism and Tourism Products
- Main Promotional Methods
- Presentation Techniques and Promotional Language
- Case Studies of Destinations and Tourism Products
- Creating and Promoting a Tourism Product

Part II. Customer Service in the Tourism Industry

- Welcoming Guests and Clients
- Giving information and Advice to Guests and Clients
- Dealing with complaints in the Tourism Industry
- Customer Service Language

4. Academic activities

- Participatory master class: 25 hours.
The linguistic contents of the subject will be presented from a practical point of view.
- Exercises and case studies. 12,5 hours
- Teamwork: 12.5 hours
Design and write in English of a project on a tourism product and its promotion.
- Autonomous learning: 20 hours

Consultation of websites specialized in the tourism industry sector, consolidation of specific vocabulary, etc.
Assessment tests: 5 hours.

5. Assessment system

Global assessment through the completion of two tests that include oral and written communicative activities in English. The subject will be considered passed when the student reaches at least 50% of the points assigned to the oral and written activities detailed below.

Test 1. Final individual test (exam): 7 points

- Activities of use of specific vocabulary in communicative situations: 2.5 points
- Written comprehension and expression activities: 1 point
- Presentation and oral interaction activities: 2 points
- Listening comprehension activities: 1.5 points

Test 2. Project on a tourism product and its promotion coordinated with other subjects: 3 points

Assessment criteria are as follows:

- The level of preparation of the tasks (sources of information, specialized vocabulary, etc.).
- Fluency and pronunciation with respect to oral skills.
- Syntactic correctness and proper use of conventions in each communicative situation.
- The use of specific tourism vocabulary relevant to each communication context.
- Comprehension of written texts related to the tourism sector.