

## 61945 - Travel French

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 61945 - Travel French

**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 French, is for students to improve their oral and written communication skills in this language in order to be able to function in the French-speaking business and tourism environment. Starting from the **A2 level** of the MECRL, the subject will be approached on the basis of specific objectives. Based on the need to export Aragon's tourism potential to French-speaking clients, this subject will improve the practice of the language in its five skills, situations and professional conventions.

### 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 assignments and tests and participate in activities that demonstrate knowledge of the subject's content.
- To identify sociocultural aspects and differences of the French-speaking customer in the field of tourism.
- To apply the phonetic and grammatical rules of the French language to oral and written discourse.
- To read, understand and manage different types of texts in French, valuing them as sources of information necessary for professional activity.
- To show fluency, correctness and confidence in oral expression in French.

### 3. Syllabus

Contenus communicatifs et linguistiques en langue française en rapport avec les rubriques suivantes:

1. Présentation et promotion touristiques de produits et de services.
  - 1.1. Types de tourisme et types d'hébergements touristiques.
  - 1.2. Promotion de produits et de services touristiques.
    - 1.2.1. Méthodes principales de promotion touristique.
    - 1.2.2. Présentation et promotion : registre oral et registre écrit de la langue.
2. Service au client. Satisfaction du client dans le secteur touristique.
  - 2.1. Service au client.
    - 2.1.1. Information. Accueil. Assistance.
  - 2.2. Satisfaction du client.
    - 2.2.1. Réclamations. Lettres d'excuses. Questionnaires de satisfaction.

### 4. Academic activities

The program offered to the student to help them achieve the expected results includes the following training activities:

- Master class : 25 hours.
- Exercises and case studies: 12.5 hours.
- Team work: 12.5 hours.
- Autonomous learning: 25 hours.

### 5. Assessment system

**GLOBAL ASSESSMENT** by means of an individual FINAL TEST written in person, which constitutes 100% of the final grade and will be applied to all the calls of the subject. It will consist of the following activities:

#### **A. Theoretical-practical final assessment (exam): 7 points.**

- A.1. Assessment of written competencies: (3.5 points).
  - A.1.1. Activities on grammar, vocabulary and specific communicative situations (2.5 points).
  - A.1.2. Written comprehension and expression activities (1 point).
- A.2. Assessment of oral skills (3.5 points).
  - A.2.1. Exposé type activities and oral interaction (2 points).

A.2.2. Listening comprehension activities (1.5 points).

**B. Assessment of the final project: 3 points.**

B.1. Design of a promotional document for a tourism business coordinated with the rest of the subjects (1.5 points).

B.2. Project presentation and oral interaction (1.5 points).

The final exam will be considered as "passed" when the student achieves at least half of the points assigned to the written and oral activities. ALL tests must be taken, both A (theoretical-practical assessment test) and B (final project assessment test).

Oral (50%) and written (50%) skills will be assessed according to these criteria:

- The level of preparation of the assignments.
- The use of vocabulary and register relevant to the communication situation.
- Comprehension of different types of written documents and oral situations.
- Syntactic and morphological correctness.
- Fluency, correctness and pronunciation.

## 6. Sustainable Development Goals

4 - Quality Education

11 - Sustainable Cities and Communities