

Syllabus

Subject

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| Subject / Group | 20506 - English II / 26 |
| Degree | Degree in Tourism - Second year |
| Credits | 6 |
| Period | 1st semester |
| Language of instruction | English |

Professors

| Lecturers | Office hours for students | | | | | |
|------------------------------------------------------------------------------------|---------------------------|----------------|-----|------------|----------|-----------------------------------------------------------------------------------|
| | Starting time | Finishing time | Day | Start date | End date | Office / Building |
| Aura Iris Canet Alibau aura.canet@uib.es | | | | | | You need to book a date with the professor in order to attend a tutoring session. |

Context

Anglès II

Anglès II is a compulsory subject within the area of Foreign Languages Applied to Tourism which, in turn, is one of the three components of the Instrumental Module.

As an instrumental subject, Anglès II (i.e. English for Tourism II), is an essential tool for communicating in international professional settings related to the tourism industry.

The learning of English for Tourism in the Degree of Tourism is organised in four levels of proficiency consisting of 3 compulsory subjects (Anglès I, Anglès II, Anglès III) and an elective one (Anglès IV).

Anglès II will deal with the language needed to discuss and work with tourism issues at a basic managerial level. The materials used throughout the course have been designed at Level B2 of the Common European Framework for Languages. The course covers the following topics: tour operation, promotion, e-commerce, man-made tourist attractions and sustainable tourism.

Requirements

Recommended

Students should have obtained a minimum pass grade in the subject Anglès I (20502).

Skills

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Specific

- * CE-1 A command of the English language at an intermediate level so that students can develop all language skills and use the specific vocabulary needed to perform effectively in the tourism sector. CE-8 Achieve a command of foreign languages and attain the information technology skills needed to interact in the tourism market, i.e. collecting and analysing data, carrying out statistics and qualitative data analysis, making on-line bookings and using computer applications.

Generic

- * CG-4 Can communicate information, ideas, problems and solutions in tourism related settings to both specialist and non-specialist audiences. CG-5 Have developed those learning skills that are necessary for them to continue to undertake further study with a high degree of autonomy.
- * CG-2 Apply the acquired technical and methodological knowledge to their work in a professional way by integrating the various areas of knowledge covered in their degree in Tourism. Prove that competences have been acquired by being able to engage in tourism related discussions and develop problem-solving techniques.

Basic

- * You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

Content

Range of topics

Module 1. Tour operation

- Unit 1. Tour operators
 - 1.1.- The role of tour operators
 - 1.2.- Designing package tours

Module 2. Promotion in tourism

- Unit 2. Marketing and Advertising
 - 2.1.- Marketing package tours
 - 2.2.- Designing marketing surveys
 - 2.3.- Promotional techniques and the language of advertising

- Unit 3. E-Travel
 - 3.1.- Online travel sales distribution
 - 3.2.- Presentation techniques I

- Unit 4. Built attractions
 - 4.1.- Theme park features and planning
 - 4.2.- Presentation techniques II

Unit 5. Sustainable tourism

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- 5.1. - Sustainable development of tourism
- 5.2.- Presentation techniques III

Module 3. Trends in tourism

- Unit 6. Developments in the tourism industry
 - 6.1.- Recent and current developments in tourism
 - 6.2.- Future trends

Teaching methodology

In-class work activities (2.4 credits, 60 hours)

| Modality | Name | Typ. Grp. | Description | Hours |
|-------------------|------------------------------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Theory classes | Theory | Large group (G) | The course methodological approach integrates theory and practice of the language. Theory contents will cover the linguistic, sociolinguistic and pragmatic skills required to interact with the customer in tourism related communicative settings. Theory modules will, therefore, look at the grammar, specific vocabulary and text type features, reading and writing techniques, principles of pronunciation, cross-cultural issues and pragmatic knowledge. Specific vocabulary will be elicited from texts and materials used in class. Concerning English language usage, students will be provided with supplementary materials. Writing techniques will be mainly taught in a deductive way i.e. students will be provided with the theory input needed to carry out the corresponding practical writing activities. | 22 |
| Practical classes | Professional skills practice | Medium group 2 (X) | The linguistic, sociolinguistic and pragmatic knowledge acquired through the theory modules will be put into practice throughout a series of task-based activities comprising simulations, pair-work tasks, and debates. All the activities will be related to tourism specific professional settings at a basic managerial stage in which students will get familiar with tour operation procedures and promotion. All activities will be designed to integrate the four skills: reading, writing, speaking and listening; and students will be expected to use the specific vocabulary relevant to every professional setting and communicative function. Project Work: Students will learn the language of presentations together with effective communication skills to address to an audience for promotional purposes. Students will be asked to design a Project Work which, when presented before the class, will be used to assess their oral competence. | 18 |
| ECTS tutorials | Group tutorials | Small group (P) | Group tutorials are advisory sessions where students will be encouraged to report on their progress related both to the learning of theory and the acquisition of practical skills. | 10 |

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| Modality | Name | Typ. Grp. | Description | Hours |
|------------|-------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Assessment | Written exam | Medium group 2 (X) | A written exam will assess the students' reading, listening, and writing skills together with their knowledge of specific vocabulary. Students missing any of the exams mentioned above will be allowed to re-sit them provided the reasons for their absence comply with the criteria established by the <i>Facultat de Turisme</i> . | 4 |
| Assessment | Oral Presentation | Medium group 2 (X) | The students' oral competence will be assessed individually. All students will be asked to present a project work promoting a tourist product before the class. Students missing the exam mentioned above will be allowed to re-sit them provided the reasons for their absence comply with the criteria established by the <i>Facultat de Turisme</i> . | 6 |

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (3.6 credits, 90 hours)

| Modality | Name | Description | Hours |
|-----------------------|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Individual self-study | Practical reinforcement learning tasks | Working with supplementary materials to reinforce the acquisition of the techniques and language skills needed to perform successfully in practical activities. | 37 |
| Individual self-study | Task-based homework | Essays and exercises will be assigned as homework to be corrected in class. | 23 |
| Group self-study | Preparatory work for practice sessions | Preparing the activities to be carried out before the class. | 30 |

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

Grading criteria:

- 1) Students need to obtain a **pass** in both the oral and the written exam.
- 2) The grade obtained in the midterm exam will only be considered when students pass both the oral and the written exam.

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Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Theory

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|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Modality | Theory classes |
| Technique | Short-answer tests (non-recoverable) |
| Description | The course methodological approach integrates theory and practice of the language. Theory contents will cover the linguistic, sociolinguistic and pragmatic skills required to interact with the customer in tourism related communicative settings. Theory modules will, therefore, look at the grammar, specific vocabulary and text type features, reading and writing techniques, principles of pronunciation, cross-cultural issues and pragmatic knowledge. Specific vocabulary will be elicited from texts and materials used in class. Concerning English language usage, students will be provided with supplementary materials. Writing techniques will be mainly taught in a deductive way i.e. students will be provided with the theory input needed to carry out the corresponding practical writing activities. |
| Assessment criteria | Test 1 (10%): use of English, vocabulary, listening or writing exercises. |
| Final grade percentage: | 10% |

Written exam

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| Modality | Assessment |
| Technique | Objective tests (recoverable) |
| Description | A written exam will assess the students' reading, listening, and writing skills together with their knowledge of specific vocabulary. Students missing any of the exams mentioned above will be allowed to re-sit them provided the reasons for their absence comply with the criteria established by the Facultat de Turisme. |
| Assessment criteria | Final written exam : Students must successfully complete 60% of the exam. |
| Final grade percentage: | 60% |

Oral Presentation

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| Modality | Assessment |
| Technique | Oral tests (recoverable) |
| Description | The students' oral competence will be assessed individually. All students will be asked to present a project work promoting a tourist product before the class. Students missing the exam mentioned above will be allowed to re-sit them provided the reasons for their absence comply with the criteria established by the Facultat de Turisme. |
| Assessment criteria | Oral presentation: Students must get a minimum of 50% of the oral task. |
| Final grade percentage: | 30% |

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Practical reinforcement learning tasks

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| Modality | Individual self-study |
| Technique | Real or simulated task performance tests (non-recoverable) |
| Description | Working with supplementary materials to reinforce the acquisition of the techniques and language skills needed to perform successfully in practical activities. |
| Assessment criteria | Completion of written tasks as reinforcement work for practice sessions. |

Final grade percentage: 0%

Preparatory work for practice sessions

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|---------------------|------------------------------------------------------------------------|
| Modality | Group self-study |
| Technique | Real or simulated task performance tests (non-recoverable) |
| Description | Preparing the activities to be carried out before the class. |
| Assessment criteria | Completion of written tasks as preparatory work for practice sessions. |

Final grade percentage: 0%

Resources, bibliography and additional documentation

Basic bibliography

CLASS BOOKS:

Textbook: Walker, R and Harding, K. (2009): Tourism 3. Oxford, Oxford University Press.

Grammar book: Prodromou, L. (2012): Grammar and Vocabulary for Cambridge First (second edition). Harlow, Pearson Education Limited.

Complementary bibliography

SUGGESTED GRAMMARS:

McCarthy, M. et al (2009): Grammar for Business. Cambridge, Cambridge University Press.

Duckworth, M. (2003): Business Grammar & Practice. Oxford, Oxford University Press.

Strutt, P. (1992): Longman Business English Usage. Harlow, Pearson Education Ltd.

Swan, M. y Walter, C. (1997): How English Works. A Grammar Practice Book with Answers. Oxford, Oxford University Press.

Vince, M. (2003): Advanced Language Practice with Key. Oxford, Macmillan Publishers Ltd.

Swan, M. (1980,1995): Practical English Usage. Oxford, Oxford University Press.

Thomson, A.J. y Martinet, A. V. (1986). A Practical English Grammar. 4^a Ed. Oxford, Oxford University Press.

SUGGESTED DICTIONARIES:

Gran Diccionario Larousse. Español-Inglés/Inglés-Español

Collins Cobuild English Language Dictionary.

Alcaráz Varó, E. y otros (2000): Diccionario de términos de turismo y de ocio. Inglés-Español/Spanish-English. Barcelona, Ariel Referencia.

Castelo Montero, M. (2003): Diccionario comentado de términos financieros ingleses de uso frecuente en español. La Coruña, Netbiblo. S.L

ENGLISH FOR PROFESSIONAL PURPOSES

Farrall, C. and Lindsley, M. (2008). Professional English in Use: Marketing. Cambridge, Cambridge University Press





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MARKETING TEXTBOOKS

Kotler, P., Bowen, J. and Makens, J. (1996): Marketing for Hospitality and Tourism, 3rd Ed. Harlow, Pearson Education International

