Syllabus

Subject

Subject / Group	20506 - English II / 23
Degree	Double Degree in Economics and Tourism (2015) - Second year
	Double Degree in Business Administration and Tourism - Second year
	Double degree in Economics and Tourism - Third year
	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
	12:45	13:45	Tuesday	09/09/2019	29/10/2019	Despacho 7 (Facultad de Turismo - edificio Arxiduc) Inglés 2, Inglés 3 y MLLM
Yolanda Joy Calvo Benzies yolandajoy.calvo@uib.es	17:00	17:30	Thursday	04/11/2019	20/12/2019	Despacho 7 (Facultad de Turismo)
	16:00	16:30	Monday	04/11/2019	20/12/2019	Despacho 7 (Facultad de Turismo) CON CITA PREVIA
	16:00	17:00	Wednesday	08/01/2020	12/02/2020	IES Joan Maria Thomàs (Tutorías para el Máster de Formación del Profesorado)

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.

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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 Framewrok 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

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 toursim 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

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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
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	22

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Modality	Name	Typ. Grp.	Description	Hours
			input needed to carry out the corresponding practical writing activities.	
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
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 *Facultat de Turisme*.	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 *Facultat de Turisme*.	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)

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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 successfuly 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.

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

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%

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Written exam

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

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 minimun of 50% of the oral task.

Final grade percentage: 30%

Practical reinforcement learning tasks

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 successfuly in practical activities.
Assessment criteria	Completion of written tasks as reinforcement work for practice sessions.

Final grade percentage: 0%

Preparatory work for practice sessions

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.

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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. 4ª 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 finacieros 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

MARKETING TEXTBOOKS

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

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