

Syllabus

Subject

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

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Laura Martínez Barca laura.martinez@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

Syllabus

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

- Unit 1. Tour operators
 - 1.1.- The role of tour operators
 - 1.2.- Designing package tours
- Unit 2. Promotion in Tourism
 - 2.1 Marketing and Advertising
 - 2.2 SWOTS
 - 2.3 Designing Marketing surveys
 - 2.4 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



Syllabus

5.2.- Presentation techniques III

Unit 6. Tourism today

6.1.- Recent and current developments in tourism

6.2.- Tourism statistics

Unit 7. Tomorrow's tourism

7.1 - Future trends

7.2.- Designing a CV

Teaching methodology

In-class work activities (1.8 credits, 45 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory	Large group (G)	The course methodological approach integrates theory and practice of the language and combines both inductive and deductive learning techniques. Theory contents will cover the teaching/learning of the theoretical background needed to attain 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 that will enable students to perform successfully at managerial level. The use of English, pronunciation and reading techniques will be taught in an inductive way, i.e. students will work out the rules from their experience of using and being exposed to the language. Likewise, specific vocabulary will be elicited from texts and materials used in class or through brainstorming activities. Concerning grammar, students will be provided with supplementary materials both for further training and remedial purposes. Familiarity with the genre and domain of tourism specific text types will be achieved both inductively (in the practical sessions) and deductively (in the theory sessions). On the other hand, 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 concerning the specific text types learnt in the course. Sociolinguistic and pragmatic competence as well as cross-cultural awareness will be partially approached from a theoretical standpoint though these competences will be more extensively developed in the practical classes. Exposure to the language will be reinforced by using the English language as the medium of instruction.	15
Seminars and workshops	Group tutorials	Medium group (M)	Group sessions where students will participate in real life scenarios, draw from current industry data, learn current trends and put into practice. This part will include presentations, conferences and videos.	10



Syllabus

Modality	Name	Typ. Grp.	Description	Hours
Practical classes	Professional skills practice	Medium group 2 (X)	<p>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, and be able to identify the text-types which are relevant to every professional setting and communicative function. Regarding sociolinguistic competence, interpersonal and cross-cultural skills, students will be exposed to authentic language and made aware of language appropriateness and behaviour in every professional setting. Practical sessions will also foster pragmatic competence by progressively increasing the complexity of discourse structure and the functional range of the tasks to be carried out either individually or in group. English will be used as a medium of instruction and students will be encouraged to use English for classroom interaction.</p> <p>Project Work: Special emphasis will be put in the teaching/ learning of presentation techniques with the support of visual aids (PowerPoint). 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. The Project Work must have a promotional goal and cover one of the topics seen in the syllabus.</p>	15
Assessment	Written exam	Large group (G)	<p>A written exam will assess the students' achievement of the course objectives regarding their reading, listening, and writing skills together with their knowledge of specific vocabulary</p> <p>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>, which are as follows:</p> <p><i>Criterios para permitir la recuperación en los periodos de evaluación complementaria de actividades de evaluación continua no realizadas:</i></p> <ul style="list-style-type: none"> - <i>Enfermedad: necesidad presentación informe médico de seguro privado, seguridad social o de la UIB</i> - <i>Defunción de familiar: ascendente o descendente en línea recta o hermanos</i> - <i>Obligada asistencia a un juicio o citación de tribunal</i> <p><i>En todos los casos la circunstancia debe coincidir con la fecha de la actividad de tal manera que la imposibilite.</i></p>	2.5
Assessment	Oral Presentation	Medium group (M)	<p>The students' oral competence will be assessed individually by their English teacher. All students will be asked to present a project work promoting a tourist product before the class.</p>	2.5

Syllabus

Modality	Name	Typ. Grp.	Description	Hours
			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> , which are as follows: <i>Criterios para permitir la recuperación en los períodos de evaluación complementaria de actividades de evaluación continua no realizadas:</i> - <i>Enfermedad: necesidad presentación informe médico de seguro privado, seguridad social o de la UIB</i> - <i>Defunción de familiar: ascendente o descendente en línea recta o hermanos</i> - <i>Obligada asistencia a un juicio o citación de tribunal</i> <i>En todos los casos la circunstancia debe coincidir con la fecha de la actividad de tal manera que la imposibilite.</i>	

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 (4.2 credits, 105 hours)

Modality	Name	Description	Hours
Individual self-study	Task-based homework	Essays and exercises will be assigned as homework to be corrected in class.	35
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.	35
Group self-study	Preparatory work for practice sessions	Preparing the activities to be carried out before the class.	35

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

Frau en elements d'avaluació

In accordance with article 33 of Academic regulations, "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

Syllabus

undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Theory

Modality	Theory classes
Technique	Extended-response, discursive examinations (non-retrievable)
Description	The course methodological approach integrates theory and practice of the language and combines both inductive and deductive learning techniques. Theory contents will cover the teaching/learning of the theoretical background needed to attain 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 that will enable students to perform successfully at managerial level. The use of English, pronunciation and reading techniques will be taught in an inductive way, i.e. students will work out the rules from their experience of using and being exposed to the language. Likewise, specific vocabulary will be elicited from texts and materials used in class or through brainstorming activities. Concerning grammar, students will be provided with supplementary materials both for further training and remedial purposes. Familiarity with the genre and domain of tourism specific text types will be achieved both inductively (in the practical sessions) and deductively (in the theory sessions). On the other hand, 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 concerning the specific text types learnt in the course. Sociolinguistic and pragmatic competence as well as cross-cultural awareness will be partially approached from a theoretical standpoint though these competences will be more extensively developed in the practical classes. Exposure to the language will be reinforced by using the English language as the medium of instruction.
Assessment criteria	Test 1 (10%): use of English, vocabulary, listening or writing exercises.
Final grade percentage:	0%

Group tutorials

Modality	Seminars and workshops
Technique	Papers and projects (non-retrievable)
Description	Group sessions where students will participate in real life scenarios, draw from current industry data, learn current trends and put into practice. This part will include presentations, conferences and videos.
Assessment criteria	Regular attendance and motivation. Students will be encouraged to self-assess their work and report to the class on their learning progress.
Final grade percentage:	0%

Professional skills practice

Modality	Practical classes
Technique	Real or simulated task performance tests (non-retrievable)
Description	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, and be able to identify the text-types which are relevant to every professional setting and communicative function. Regarding sociolinguistic competence, interpersonal and cross-cultural skills, students will be exposed to authentic language and made aware of language appropriateness and behaviour in every professional setting. Practical sessions will also foster pragmatic competence by progressively

Syllabus

increasing the complexity of discourse structure and the functional range of the tasks to be carried out either individually or in group. English will be used as a medium of instruction and students will be encouraged to use English for classroom interaction. Project Work: Special emphasis will be put in the teaching/learning of presentation techniques with the support of visual aids (PowerPoint). 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. The Project Work must have a promotional goal and cover one of the topics seen in the syllabus.

Assessment criteria Submitting written assignments which reflect achievement of course objectives. Active participation in task-based activities, simulations, debates, etc. where students should demonstrate acquisition of the skill-based course contents and show the ability to perform successfully at a basic managerial level

Final grade percentage: 10%with a minimum grade of 5

Written exam

Modality	Assessment
Technique	Oral tests (retrievable)
Description	A written exam will assess the students' achievement of the course objectives regarding their 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, which are as follows: Criterios para permitir la recuperación en los períodos de evaluación complementaria de actividades de evaluación continua no realizadas: - Enfermedad: necesidad presentación informe médico de seguro privado, seguridad social o de la UIB - Defunción de familiar: ascendente o descendente en línea recta o hermanos - Obligada asistencia a un juicio o citación de tribunal En todos los casos la circunstancia debe coincidir con la fecha de la actividad de tal manera que la imposibilite.
Assessment criteria	Final written exam : Students must successfully complete 60% of the exam.

Final grade percentage: 60%with a minimum grade of 6

Oral Presentation

Modality	Assessment
Technique	Oral tests (retrievable)
Description	The students' oral competence will be assessed individually by their English teacher. 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, which are as follows: Criterios para permitir la recuperación en los períodos de evaluación complementaria de actividades de evaluación continua no realizadas: - Enfermedad: necesidad presentación informe médico de seguro privado, seguridad social o de la UIB - Defunción de familiar: ascendente o descendente en línea recta o hermanos - Obligada asistencia a un juicio o citación de tribunal En todos los casos la circunstancia debe coincidir con la fecha de la actividad de tal manera que la imposibilite.
Assessment criteria	Oral presentation: Students must get a minimum of 50% of the oral task.

Final grade percentage: 30%with a minimum grade of 5



Syllabus

Practical reinforcement learning tasks

Modality	Individual self-study
Technique	Real or simulated task performance tests (non-retrievable)
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

Modality	Group self-study
Technique	Real or simulated task performance tests (non-retrievable)
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. (1999): Grammar and Vocabulary for First Certificate. Harlow, Pearson Education Ltd.

Complementary bibliography

SUGGESTED GRAMMARS:

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.

Prodromou, Luke. (2012). Grammar and Vocabulary for Cambridge First. 2º Ed. Pearson Education Limited.

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



Syllabus

MARKETING TEXTBOOKS

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

