

Guia docent

Subject

Assignatura / Grup	20518 - English III / 29
Titulació	Double Degree in Economics and Tourism (2015) - Third year Double Degree in Business Administration and Tourism - Third year Degree in Tourism - Third year
Crèdits	6
Període d'impartició	1st semester
Idioma d'impartició	English

Professors

Professor/a	Horari d'atenció als alumnes					
	Hora d'inici	Hora de fi	Dia	Data d'inici	Data de fi	Despatx / Edifici
Matilde Roca Telleria <i>Responsable</i> matilde.roca@uib.es	10:00	11:00	Monday	09/09/2019	20/12/2019	Despatx 5, segon pis, Edifici Lluís Salvador
	10:00	11:00	Monday	17/02/2020	05/06/2020	Despatx 5, segon pis, Edifici Lluís Salvador

Context

Anglès III

Anglès III 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 III (i.e. English for Tourism III), 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 III will deal with the language needed to discuss and work with tourism issues at mid-management 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: Being a manager in the tourism industry (pros and cons, skills, duties, tips for future professional life); the language of meetings and negotiations; promotion at trade fairs, National Tourism Organisations, quality (quality standards and quality assurance techniques: dealing with complaints); human resources management (job-hunting and job interviews in the tourism sector).

Requirements

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Recomanables

Students should have obtained a minimum pass grade in the subjects *Anglès I* (20502) and *Anglès II* (20506)

Skills

Específiques

- * 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.

Genèriques

- * 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-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.

Bàsiques

- * Podeu consultar les competències bàsiques que l'estudiant ha d'haver assolit en acabar el grau a l'adreça següent: http://estudis.uib.cat/ca/grau/comp_basiques/

Content

Continguts temàtics

- Unit 1. Tourism managers
 - 1.1. Challenges for tourism managers
 - 1.2. Preliminary meeting arrangements
 - 1.3. Planning an agenda
- Unit 2. NTOs
 - 2.1. The role of NTOs
 - 2.2. Attending trade fairs: a stand at a trade fair.
 - 2.3. The language of meetings I: Chairing and running a meeting.
 - 2.4. Writing minutes

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Unit 3. Managing tour operation

- 3.1. Putting together a package holiday: components and chain of distribution.
- 3.2. New product development
- 3.3. Contracting: The language of negotiations
- 3.4. Co-creation

Unit 4. The Impacts of tourism

- 4.1. Advantages and disadvantages of developing tourism: economic, environmental, and sociocultural.
- 4.2. The language of meetings: turn-taking, summarizing and closing, follow-up.

Unit 5. Quality in tourism

- 5.1. Quality assurance techniques
- 5.2. Dealing with complaints
- 5.3. Letters of apology

Unit 6. Human Resource Management

- 6.1. The structure of the hotel trade
- 6.2. Hotel organizational chart
- 6.3. The selection process: preparing an interview.

Teaching methodology

Activitats de treball presencial (2.4 crèdits, 60 hores)

Modalitat	Nom	Tip. agr.	Descripció	Hores
Theory classes		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 both for further training and remedial purposes. 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		Medium group 2 (X)	The linguistic, sociolinguistic and pragmatic knowledge acquired through the theory modules will be put into practice throughout a series of assessable simulations. All	24



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Modalitat	Nom	Tip. agr.	Descripció	Hores
			the activities will be related to tourism specific professional settings at a mid-management stage in which students will get familiar with the language and strategies of meetings and negotiations, human resources management, and quality assurance techniques.	
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	Oral exam	Small group (P)	Students oral competence will be tested through a series of simulations. Simulation 1 (Meetings) will be performed in groups of 4-6 students and each student's performance will be assessed individually. Simulation 2 (Job Interview) will be performed individually before the examiner. 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.	2
Assessment	Written exam	Medium group 2 (X)	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.	2

A començament del semestre hi haurà a disposició dels estudiants el cronograma de l'assignatura a través de la plataforma UIBdigital. Aquest cronograma inclourà almenys les dates en què es faran les proves d'avaluació contínua i les dates de lliurament dels treballs. A més, el professor o la professora informará els estudiants si el pla de treball de l'assignatura es durà a terme a través del cronograma o per una altra via, inclosa la plataforma Aula digital.

Activitats de treball no presencial (3.6 crèdits, 90 hores)

Modalitat	Nom	Descripció	Hores
Individual self-study	Language skills learning tasks	Working with supplementary material to reinforce the acquisition of the techniques and language skills needed to perform successfully in practical activities.	45
Group self-study	Preparatory work for simulations	Students will be given input both on language items and specific content knowledge so that they can rehearse a specific role to be played at the scheduled simulation sessions. Students will be asked to write the necessary documents for preparing simulated meetings.	45

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Riscs específics i mesures de protecció

Les activitats d'aprenentatge d'aquesta assignatura no comporten riscos específics per a la seguretat i salut dels alumnes i, per tant, no cal adoptar mesures de protecció especials.

Student learning assessment

Grading criteria:

1) Students need to pass both the written exam and the oral exams.

Frau en elements d'avaluació

D'acord amb l'article 33 del Reglament acadèmic, "amb independència del procediment disciplinari que es pugui seguir contra l'estudiant infractor, la realització demostradorament fraudulenta d'algun dels elements d'avaluació inclosos en guies docents de les assignatures comportarà, a criteri del professor, una menysvaloració en la seva qualificació que pot suposar la qualificació de «suspens 0» a l'avaluació anual de l'assignatura".

Oral exam

Modalitat	Assessment
Tècnica	Oral tests (recoverable)
Descripció	Students oral competence will be tested through a series of simulations. Simulation 1 (Meetings) will be performed in groups of 4-6 students and each student's performance will be assessed individually. Simulation 2 (Job Interview) will be performed individually before the examiner. 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.
Críteris d'avaluació	Simulation 1: Meeting Simulation (30%) Simulation 2: Job Interview (10%) Students must perform successfully in at least 50% of their oral participation in simulations.

Percentatge de la qualificació final: 40%

Written exam

Modalitat	Assessment
Tècnica	Objective tests (recoverable)
Descripció	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



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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.

criteris d'avaluació Final written exam : Students must successfully complete 60% of the exam.

Percentatge de la qualificació final: 60%

Resources, bibliography and additional documentation

Bibliografia bàsica

CLASS BOOK:

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

Bibliografia complementària

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. 4^a Ed. Oxford, Oxford University Press.

Yule, G. (2006): Oxford Practice Grammar Advanced. 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

Brook-Hart, G. (2006): Business Benchmark Upper-intermediate. Cambridge, Cambridge University Press

Downes, C. (2008): Cambridge English for Job-hunting. Cambridge, Cambridge University Press

Thompson, K. (2007): English for Meetings. Oxford, Oxford University Press

Robinson, N. (2010): Cambridge English for Marketing. Cambridge, Cambridge University Press.

