

ENGLISH FOR TOURISM II

Degree in Touristic Activities Management

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Code: 15815

Main Scientific Area: Ethics, communication, languages and humanities for management

Lecturer: Sílvia Raquel Silva Leite Pereira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The main goal of the curricular unit English for Tourism II is to provide the students of Tourism Management with the language skills that are necessary for their future careers in this economic sector. This curricular unit goals are: to consolidate the knowledge acquired in English for Tourism I, to develop the students' ability to communicate in English using the four main skills (listening, writing, speaking and reading), and to develop the students' confidence and accuracy when using the English language. In English for Tourism I students had already developed their capacity to ask and answer questions as well as respond and understand discourse in different contexts. In English for Tourism II their knowledge of the language, their fluency and their accuracy are expected to improve.

Learning Outcomes

In the end students should:

- Master fluently and correctly English language;
- Master the English Language in its different skills: listening, speaking and writing;
- Master adequate and necessary vocabulary for tourism;
- Interpret different texts about different issues;
- Be able to participate/ chair a meeting;
- Be able to explain a product or a service;
- Be able to present in English a product, a service, a journey, and an itinerary;
- Master grammar structures that are basic and important to an accurate use of the foreign language.

Course Contents

I. The organization and structure of tourism:

- Reasons for travelling;

- Displaying statistical information about travel and tourism;
- Describing graphs and statistics;
- Describing trends;

II. Tickets, reservations and insurance:

- Travel agency documents;
- Computerized reservations systems and the travel agent;
- Booking a holiday;
- Writing and saying numbers (revision);
- Calculating and quoting prices;
- Explaining holiday terms and conditions;
- Travel insurance.

III. Promotion and marketing in tourism:

- Selling a holiday;
- Types of advertising and promotion;
- Holiday types and market segments;
- Promotion on the Internet;
- Grammar: Passive Voice.

IV. Developments in tourism:

- Types of tourism
- The effects of tourism;
- Sustainable tourism;
- Mass/ niche tourism.

Recommended Bibliography

Cowper, A. (2013). English for International Tourism: Upper Intermediate Workbook. Harlow: Pearson Education.

Harding, K. (2009). Going International: English for Tourism Student's Book. New York: Oxford University Press.

Duckworth, M. (2009). *Going International: English for Tourism Workbook*. New York: Oxford University Press.

Strutt, P. (2013). *English for International Tourism: Upper Intermediate Coursebook*. Harlow: Pearson Education.

Walker, R. Harding, K. (2009). *Oxford English for Careers: Tourism 2*. New York: Oxford University Press.

Walker, R. Harding, K. (2009). *Oxford English for Careers: Tourism 3*. New York: Oxford University Press.

Learning and Teaching Methods

In the travel and tourism industries English is a daily requirement to communicate, so the English for Tourism II contents are designed to help students prepare to use English in their day-to-day work in the travel and tourism industries. The syllabus is created according to the needs of the students to start their career in the tourism industry, so that grammar, vocabulary, and skills practice are fully contextualized in real work situations. Contents cover a wide range of themes that develop a broad tourism-related vocabulary. The contents are divided into four themes, focusing in particular on the organization and structure of tourism; tickets, reservations, and insurance; promotion and marketing in tourism and developments in tourism. English for Tourism II contents prepare students to deal with many different situations in which they may find themselves in their work, not just the most predictable ones. To be effective English speakers, students have to be able to cope with unexpected occurrences, not just predictable. Students have to be able to engage in conversations with clients, offer them advice and reassurance, speak to others on their behalf, and so on. Anyone who deals with visitors or tourists needs to be able to describe the tourism sector, take reservations and interpret appropriate documents, present local characteristics and express opinion about the developments of tourism, if necessary in English and often using English as a lingua franca with foreign people whose own English may not be very good. Through the study and practice in tourism-related contexts, students will be able to build up their confidence and fluency, expand their vocabulary, be able to understand written and spoken English easily, and improve their accuracy. Also, they will develop a polite, friendly, confident tone of voice, particularly essential in tourism contexts.

Assessment Methods

The curricular unit of English for Tourism I follows a mandatory attendance scheme, so students must attend to at least 80% of the defined contact hours for the curricular unit (a total of 60 contact hours) to be eligible to be assessed through continuous evaluation. Students who exceed the absence limit (20%) will not be able to take the continuous assessment and will be assessed by exam. Students with a Student-Worker status or those enrolled in the curricular unit for the second time are exempt from this requirement for continuous assessment.

Continuous assessment consists of three mandatory assessment items:

- 2 individual tests, with a weighting of 60% (30%+30%) of the final grade (minimum grade of 7.5 points in each)
- Individual oral presentation, with a weighting of 40% of the final grade (minimum grade of 7.5 points).

In the case of assessment by final exam, it includes two mandatory components:

- a written test, weighting 60% of the final grade (minimum grade of 8.0).
- an oral exam, weighting 40% of the final grade (minimum grade of 8.0).