

Academic Year/course: 2021/22

61947 - Travel English

Syllabus Information

Academic Year: 2021/22

Subject: 61947 - Travel English

Faculty / School: 228 - Facultad de Empresa y Gestión Pública

Degree: 471 - Master's in Tourism Management and Planning

ECTS: 3.0

Year: 1

Semester: Second semester

Subject Type: Optional

Module:

1. General information

1.1. Aims of the course

This course aims to expand and consolidate students' communicative skills in the area of English for Tourism. The course activities and tasks will focus mainly on promotion of tourism products and services and customer service in the tourism industry

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The course will be essentially practical with the aim of enabling students to develop their communication skills through role plays, simulations and activities involving actual interaction between different speakers. It includes specific business vocabulary and relevant language to be used in professional settings and common situations such as company visits, trade fairs, telephone conversations with customers, business presentations and job interviews. Students will be required to be active participants in classroom activities and also to be able to autonomous language practice, mainly in the case of writing tasks.

4.2. Learning tasks

Language learning will be structured around a variety of activities including the following:

1. Presentation and explanation of key concepts and language relevant for professional communication in the context of tourism industry.
2. Discussion of sample communicative tasks.
3. Individual activities and team work
4. Students' search for materials and resources relevant for the course
5. Preparation of course assignments with teacher's support
6. Students' class presentations

4.3. Syllabus

The course will address the following topics:

Topic 1. Presentation and Promotion of Tourism Products and Services

1.1 Types of tourism and tourism businesses

1.2 Promotion of tourism products and services

- Main promotional methods
- Presentation techniques and promotional language
- Case studies of specific destinations
- Writing a promotional brochure

Topic 2. Customer Service in the Tourism Industry

2.1. Customer Service

- Welcoming guests
- Giving information and advice to guests

2.2 Customer Satisfaction

- Dealing with complaints
- Customer service language

4.4. Course planning and calendar

The specific timetable and deadlines for students' oral presentations and class assignments will be announced in class and on the virtual platform Moodle at the beginning of the course.

4.5. Bibliography and recommended resources

A relevant list of bibliographical and online references will be provided by the teacher at the beginning of the course.

For some recommended resources, students can also check the Faculty Library database.