

61947 - Travel English

Información del Plan Docente

Academic Year	2017/18
Faculty / School	228 - Facultad de Empresa y Gestión Pública
Degree	471 - Master's in Tourism Management and Planning
ECTS	3.0
Year	1
Semester	Half-yearly
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.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.

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5.2.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

5.3.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

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- Welcoming guests
- Giving information and advice to guests

2.2 Customer Satisfaction

- Dealing with complaints
- Customer service language

5.4.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.

5.5.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.