

Subject identification

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| Subject | 20518 - English III |
| Credits | 2.4 de presencials (60 hours) 3.6 de no presencials (90 hours) 6 de totals (150 hours). |
| Group | Group 32, 1S, GTUR (Campus Extens) |
| Teaching period | First semester |
| Teaching language | English |

Professors

| Lecturers | Horari d'atenció als alumnes | | | | | |
|---|------------------------------|----------------|----------|------------|-------------|---|
| | Starting time | Finishing time | Day | Start date | Finish date | Office |
| Yolanda Joy Calvo Benziez yolandajoy.calvo@uib.es | 17:00 | 18:00 | Tuesday | 12/09/2016 | 22/12/2016 | Ed. Ramón Llull, despacho BE 12, primera planta |
| | 12:30 | 14:00 | Thursday | 13/02/2017 | 26/05/2017 | Edificio Ramón Llull, despacho BE 12, primera planta |

Contextualisation

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

Recommendable

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

Skills

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-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 an 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

Theme content

- 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

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.
- 4.3. Writing a report.

Unit 5. Quality in tourism

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

Unit 6. Human Resource Managment

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

Teaching methodology

In-class work activities

| Modality | Name | Typ. Grp. | Description | Hours |
|----------------|------|-----------------|--|-------|
| Theory classes | | 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 | 22 |

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|-------------------|-----------------|--------------------|--|-------|
| | | | 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. | |
| Practical classes | | 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 assessable simulations. All 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. 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>Simulation workshops:</p> <p>Students will work in small groups of 4-6 to take part in simulation tasks. Here, they will be asked to use the language and content input given in class and perform various professional roles at mid-management level in 3 basic settings (scenarios) and 6 key tasks:</p> <p>Setting 1: management team meetings.</p> <p>Setting 2: contracting i.e. negotiations with other companies.</p> <p>Setting 3: Personnel selection board.</p> | 24 |
| 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 | 2 |

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|------------|--------------|--------------------|---|-------|
| | | | <p>be assessed individually. Simulation 2 (Job Interview) will be performed individually before the examiner.</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 Facultat de Turisme, which are as follows:</p> <p>Criterios para permitir la recuperación en los períodos de evaluación complementaria de actividades de evaluación continua no realizadas:</p> <ul style="list-style-type: none"> - 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 <p>En todos los casos la circunstancia debe coincidir con la fecha de la actividad de tal manera que la imposibilite.</p> | |
| Assessment | Written exam | Medium group 2 (X) | <p>A written exam wil 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 Facultat de Turisme, which are as follows:</p> <p>Criterios para permitir la recuperación en los períodos de evaluación complementaria de actividades de evaluación continua no realizadas:</p> <ul style="list-style-type: none"> - 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 <p>En todos los casos la circunstancia debe coincidir con la fecha de la actividad de tal manera que la imposibilite.</p> | 2 |

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 Campus Extens platform.

Distance education work activities

| Modality | Name | Description | Hours |
|-----------------------|----------------------------------|---|-------|
| 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. | 45 |

| Modality | Name | Description | Hours |
|----------|------|---|-------|
| | | Students will be asked to write the necessary documents for preparing simulated meetings. | |

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

Oral exam

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| Modality | Assessment |
| Technique | Oral tests (retrievable) |
| Description | 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, 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 | Simulation 1: Meeting Simulation (30%) Simulation 2: Job Interview (10%) Students must perform successfully in at least 50% of their oral participation in simulations. |

Final grade percentage: 40%

Written exam

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|-------------|--|
| Modality | Assessment |
| Technique | Objective tests (retrievable) |
| Description | A written exam wil 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 |

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Assessment criteria Final written exam : Students must successfully complete 60% of the exam.

Final grade percentage: 60%

Resources, bibliography and additional documentation

Basic bibliography

CLASS BOOK:

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

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.

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.