



Guía docente				
Datos Identificativos				2016/17
Asignatura (*)	Primer Idioma Moderno II: Inglés	Código	662G01028	
Titulación	Grao en Turismo			
Descriptorios				
Ciclo	Periodo	Curso	Tipo	Créditos
Grado	2º cuatrimestre	Tercero	Obligatoria	6
Idioma	Inglés			
Modalidad docente	Presencial			
Prerrequisitos				
Departamento				
Coordinador/a	Moss , Sarah	Correo electrónico	smoss@udc.es	
Profesorado	Moss , Sarah	Correo electrónico	smoss@udc.es	
Web				
Descripción general	An upper intermediate English for Special Purposes module in English for Tourism. Common European Framework of Reference for Languages level B2.			

Competencias del título	
Código	Competencias del título
A1	Comprender los principios del turismo: su dimensión espacial, social, cultural, política, laboral y económica.
A6	Tener una marcada orientación de servicio al cliente.
A13	Manejar técnicas de comunicación.
A15	Trabajar en inglés como lengua extranjera.
B4	Razonamiento crítico.
B6	Aprendizaje autónomo.
B7	Adaptación a nuevas situaciones.
C2	Dominar la expresión y la comprensión de forma oral y escrita de un idioma extranjero.
C3	Utilizar las herramientas básicas de las tecnologías de la información y las comunicaciones (TIC) necesarias para el ejercicio de su profesión y para el aprendizaje a lo largo de su vida.
C7	Asumir como profesional y ciudadano la importancia del aprendizaje a lo largo de la vida.

Resultados de aprendizaje			
Resultados de aprendizaje			Competencias del título
<p>To obtain an insight into the similarities and differences between English and Spanish through contrastive analysis.</p> <p>To resolve grammatical difficulties that may prevent effective communication.</p> <p>To communicate orally.</p> <p>To translate a tourism-base text written in Spanish into English</p> <p>To read, comprehend, summarise and answer questions both orally and in writing on tourism and travel industry related texts.</p> <p>To use the specialised language of the travel and tourism industry, with particular emphasis on the use of persuasive and descriptive language.</p> <p>To become familiar with and use academic and business English in a variety of forms, using appropriate levels of clarity, relevance and economy, plus a suitable layout and tone.</p>	A1	B4	C2
	A6	B6	C3
	A13	B7	C7
	A15		

Contenidos	
Tema	Subtema



Hotel branding: writing, reading and translation.	<p>Types of hotels: descriptions - locations, facilities and services, etc. Current and future hotel trends</p> <ol style="list-style-type: none"> <li>1. The value of translation as a language learning exercise.</li> <li>2. The object /importance of translation in the tourism industry.</li> <li>3. The importance of effective communication.</li> <li>4. Mediation between two or more cultures.</li> <li>5. The use of ICTs in translation.</li> <li>6. Tourism as a language for specific purposes.</li> <li>7. The sub-genres of the language of tourism.</li> <li>8. The process of translation: before, during and after.</li> </ol>
Hotel grading and standards: writing, reading and speaking	<p>Classification of accommodation options around the world. Hotel inspection. Customer service: guest satisfaction: responding to comments and complaints. Written internal and external communications: websites: selling; terms and conditions; customer relations; online reputation;</p> <ol style="list-style-type: none"> <li>1. Layout</li> <li>2. Informal and formal language</li> <li>3. Structure and organisation.</li> <li>4. Communicative impact</li> </ol>
Running a hotel: speaking	<p>Qualities and skills of an effective manager.</p> <ol style="list-style-type: none"> <li>1. Discussion of previous/future work experiences and/or internships.</li> <li>2. Organising a hotel - talking about departments, employees, renovation, etc.</li> <li>4. Discussion of workplace situations and work ethics issues.</li> </ol>

Planificación				
Metodologías / pruebas	Competencias	Horas presenciales	Horas no presenciales / trabajo autónomo	Horas totales
Prueba objetiva	A1 A6 A13 A15 B4 B6 B7 C2 C3 C7	3	20	23
Lecturas	A1 A6 A13 A15 B4 B6 B7 C2 C3 C7	5	15	20
Discusión dirigida	A1 A6 A13 A15 B4 B6 B7 C2 C3 C7	6	0	6
Seminario	A1 A6 A13 A15 B4 B6 B7 C2 C7	40	60	100
Atención personalizada		1	0	1

(\*) Los datos que aparecen en la tabla de planificación són de carácter orientativo, considerando la heterogeneidad de los alumnos

Metodologías	
Metodologías	Descripción
Prueba objetiva	Written exam consisting of any or all of the following: translation (Spanish - English); formal business communication (letter, memo or email); reading comprehension; use of English exercises
Lecturas	Reading of articles, chapters from tourism and travel related texts for analysis and discussion in class. Students will be expected to read the texts beforehand class and prepare answers, opinions, etc.
Discusión dirigida	In-class debates, discussions and presentations aimed at providing students with the opportunity to improve their oral skills. Their performance will be assessed and will contribute to their overall grade.
Seminario	Essentially practical classes in which the students will work with the required explanations and receive the necessary information to develop their written and oral communicative skills. Prior preparation will be required for these classes.



## Atención personalizada

Metodologías	Descripción
Seminario Discusión dirigida	In addition to these activities, students will have access to the lecturer on a one-to-one basis to clarify any queries, etc.

## Evaluación

Metodologías	Competencias	Descripción	Calificación
Seminario	A1 A6 A13 A15 B4 B6 B7 C2 C7	Attendance, participation and completion of written work for correction as required.	20
Prueba objetiva	A1 A6 A13 A15 B4 B6 B7 C2 C3 C7	Written exam consisting of any or all of the following: translation (Spanish - English); formal business communication (letter, memo or email); reading comprehension; use of English exercises.  Students that have met the attendance requirements (80%) of all classes and have completed the required written work: Continuous assessment: 20% (Participation and standard of written work) Written exam: 50%	50
Discusión dirigida	A1 A6 A13 A15 B4 B6 B7 C2 C3 C7	Students that have met the attendance requirements (80%) and whose oral class assessment is at a pass or higher level are exempt from the final oral exam.  Students that do not meet the attendance requirement or whose oral skills are not of a satisfactory standard will be required to take an oral exam at the end of the course.  In all cases, the oral section of the course is worth 30% of the final assessment grade.	30

## Observaciones evaluación

Students who fail to comply with the 80% attendance requirement may not opt for the 20% of the final grade assigned to seminar work; instead, their written exam will be graded as 70%.

In order to pass this subject, students are required to obtain a passing grade (50%) on BOTH the oral and written sections of the exam.

Students who are unable to comply with the 80% attendance requirements due to exemption from attendance as stipulated in regulations to this effect published by the University of A Coruña (Art. 3.b e 4.5 Normas de avaliación, revisión e reclamación das cualificacións dos estudos de grao e mestrado universitario (Art 3 e 8b), will be assessed in the following way: 70% written exam; 30% oral test.

In the second opportunity (July) students will be assessed as follows: 70% written exam and 30% oral exam. If students passed either the written exam or oral test in the first opportunity, this grade will be maintained for the second opportunity. This is ONLY valid for the two opportunities corresponding to the academic year in course.

## Fuentes de información

<b>Básica</b>	<ul style="list-style-type: none"> <li>- M. McCarthy (2008). Academic Vocabulary in Use. Cambridge</li> <li>- R. Walker (2009). Tourism 3 Oxford English for Careers. Oxford University Press</li> <li>- C. Talcott (2007). Target Score. Cambridge Professional English</li> <li>- P. Emmerson (2002). Business Grammar Builder. Macmillan</li> <li>- P. Leggott (2010). LCCI English for Business Testbuilder. Macmillan</li> <li>- P. Strutt (2013). English for International Tourism Upper Intermediate. Pearson</li> <li>- A. Pohl (2002). Professional English: Hotel and Catering. Penguin English Guides</li> <li>- A. Rowe (2002). Travel and Tourism . Cambridge International Examinations</li> </ul>
<b>Complementaria</b>	

## Recomendaciones



**Asignaturas que se recomienda haber cursado previamente**

Idioma Moderno: Inglés/662G01006

Primer Idioma Moderno I: Inglés/662G01015

**Asignaturas que se recomienda cursar simultáneamente**

**Asignaturas que continúan el temario**

Inglés en el Entorno Profesional/662G01045

**Otros comentarios**

The learning outcomes of this module are pitched at a B2 level of the Common European Framework of Reference for Languages.&nbsp;Students are reminded that this is a subject covering English for Specific Purposes, and is NOT a General English course.&nbsp;Likewise, they are reminded that the study of language requires perseverance and continuity over time.&nbsp;

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