UNIVERSIDADE DA CORUÑA

Teaching Guide					
Identifying Data				**2016/17**	
Subject (*)	Primeiro Idioma Moderno II: Inglés		**Code**	662G01028	
Study programme	Grao en Turismo				
Descriptors					
Cycle	**Period**	**Year**	**Type**	**Credits**	
Graduate	2nd four-month period	Third	Obligatoria	6	
Language	English				
Teaching method	Face-to-face				
Prerequisites					
Department					
Coordinador	Moss , Sarah		**E-mail**	smoss@udc.es	
Lecturers	Moss , Sarah		**E-mail**	smoss@udc.es	
Web					
General description	This module is designed to provide students with terminology and language competence to work in the tourism industry, with a particular focus on the hospitality industry, covering both oral and written communicative acts. The subject is pitched at a level between B2 (pass) and C1 (merit, distinction) of the Common European Framework of Reference for Languages.				

Study programme competences	
Code	**Study programme competences**
A1	Comprender os principios do turismo: a súa dimensión espacial, social, cultural, política, laboral e económica.
A6	Ter unha marcada orientación de servizo ao cliente.
A13	Manexar técnicas de comunicación.
A15	Traballar en inglés como lingua estranxeira.
B4	Razoamento crítico.
B6	Aprendizaxe autónoma.
B7	Adaptación a novas situacións.
C2	Dominar a expresión e a comprensión de forma oral e escrita dun idioma estranxeiro.
C3	Utilizar as ferramentas básicas das tecnoloxías da información e as comunicacións (TIC) necesarias para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida.
C7	Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.

Learning outcomes			
Learning outcomes	**Study programme competences**		
To use the specialised language of the travel and tourism industry, with particular emphasis on the hospitality industry.	A1	B4	C2
To obtain an insight into the similarities and differences between English and Spanish through contrastive analysis.	A6	B6	C3
To resolve grammatical difficulties that may prevent effective communication.	A13	B7	C7
To discuss and present information and opinions orally.	A15		
To translate texts covering various aspects of the hospitality industry written in Spanish /Galician into English.			
To read, comprehend, summarise and answer questions both orally and in writing on hospitality industry related texts.			
To distinguish between and use formal and informal registers.			

Contents	
Topic	**Sub-topic**

Hotel branding: writing, reading and translation.	Types of hotels: descriptions - locations, facilities and services, etc.
	Current and future hotel trends
	1. The value of translation as a language learning exercise.
	2. The object /importance of translation in the tourism industry.
	3. The importance of effective communication.
	4. Mediation between two or more cultures.
	5. The use of ICTs in translation.
	6. Tourism as a language for specific purposes.
	7. The sub-genres of the language of tourism.
	8. The process of translation: before, during and after.
Hotel grading and standards: writing, reading and speaking	Classficiation 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;
	1. Layout
	2. Informal and formal language
	3. Structure and organisation.
	4. Communicative impact
Running a hotel: speaking	Qualities and skills of an effective manager.
	1. Discussion of previous/future work experiences and/or internships.
	2. Organising a hotel - talking about departments, employees, renovation, etc.
	4. Discussion of workplace situations and work ethics issues.

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Objective test	A1 A6 A13 A15 B4 B6 B7 C2 C3 C7	3	20	23
Workbook	A1 A6 A13 A15 B4 B6 B7 C2 C3 C7	5	15	20
Directed discussion	A1 A6 A13 A15 B4 B6 B7 C2 C3 C7	6	0	6
Seminar	A1 A6 A13 A15 B4 B6 B7 C2 C7	40	60	100
Personalized attention		1	0	1
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Objective test	Written exercises. Oral tests. Final examination
Workbook	Reading comprehension exercises of authentic tourism materials based on summarising, paraphrasing, etc.
Directed discussion	In-class discussions and oral exercises.
Seminar	Theory classes and practical exercises.

Personalized attention	
Methodologies	Description

Seminar Directed discussion	Within the established programme, lessons can be adapted to the general level of the group, paying closer attention to those areas in which students require greater support. Students are always welcome to request specific advice and assistance with their self-learning programmes.

Assessment			
Methodologies	**Competencies**	**Description**	**Qualification**
Seminar	A1 A6 A13 A15 B4 B6 B7 C2 C7	Written assignments completed either inside or outside the classroom.	20
Objective test	A1 A6 A13 A15 B4 B6 B7 C2 C3 C7	Written examination consisting of the following exercises: a) Translation (ES_EN) of two texts of approximately 200 -250 words each. Students will be given a choice of between three and five texts from two sub-genres of the hospitality industry divided into two sections and will be expected to choose one translation from EACH section. b) Written internal or external business communication based on ample input, written in the correct tone and applying a suitable layout, guaranteeing a correct communicative impact.	50
Directed discussion	A1 A6 A13 A15 B4 B6 B7 C2 C3 C7	One-to-one oral examination based on work covered in class lasting between 10 and minutes. Students will be provided with some form of input and will be expected to communicate fluently and appropriately using the language of tourism	30

Assessment comments
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 availación, 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.

Sources of information	
Basic	- M. McCarthy (2008). Academic Vocabulary in Use. Cambridge - R. Walker (2009). Tourism 3 Oxford English for Careers. Oxford University Press - C. Talcott (2007). Target Score. Cambridge Professional English - P. Emmerson (2002). Business Grammar Builder. Macmillan - P. Leggott (2010). LCCI English for Business Testbuilder. Macmillan - P.Strutt (2013). English for International Tourism Upper Intermediate. Pearson - A.Pohl (2002). Professional English: Hotel and Catering. Penguin English Guides - A. Rowe (2002). Travel and Tourism . Cambridge International Examinations
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Idioma Moderno: Inglés/662G01006
Primeiro Idioma Moderno I: Inglés/662G01015
Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus
Inglés no Contorno Profesional/662G01045
Other comments
The learning outcomes of this module are pitched at a B2 level of the Common European Framework of Reference for Languages. Students are reminded that this is a subject covering English for Specific Purposes, and is NOT a General English course. Likewise, they are reminded that the study of language requires preseverance and continuity over time.