



Guía Docente

| Datos Identificativos | | | | | 2016/17 |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------|-----------|---------|
| Asignatura (*) | Primeiro Idioma Moderno II: Inglés | | Código | 662G01028 | |
| Titulación | Grao en Turismo | | | | |
| Descritores | | | | | |
| Ciclo | Período | Curso | Tipo | Créditos | |
| Grao | 2º cuatrimestre | Terceiro | Obrigatoria | 6 | |
| Idioma | Inglés | | | | |
| Modalidade docente | Presencial | | | | |
| Prerrequisitos | | | | | |
| Departamento | | | | | |
| Coordinación | Moss , Sarah | Correo electrónico | smoss@udc.es | | |
| Profesorado | Moss , Sarah | Correo electrónico | smoss@udc.es | | |
| Web | | | | | |
| Descrición xeral | <p>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.</p> <p>The subject is pitched at a level between B2 (pass) and C1 (merit, distinction) of the Common European Framework of Reference for Languages.</p> | | | | |

Competencias / Resultados do título

| Código | Competencias / Resultados do título |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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. |

Resultados da aprendizaxe

| Resultados de aprendizaxe | Competencias / Resultados do título | | |
|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----|----|
| 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. | | | |

Contidos

| Temas | Subtemas |
|-------|----------|
| | |



| | |
|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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"> 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 | <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"> 1. Layout 2. Informal and formal language 3. Structure and organisation. 4. Communicative impact |
| Running a hotel: speaking | <p>Qualities and skills of an effective manager.</p> <ol style="list-style-type: none"> 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. |

| Planificación | | | | |
|------------------------|------------------------------------|-----------------------------------------|-------------------------|--------------|
| Metodoloxías / probas | Competencias / Resultados | Horas lectivas (presenciais e virtuais) | Horas traballo autónomo | Horas totais |
| Proba obxectiva | 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 dirixida | 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 |

*Os datos que aparecen na táboa de planificación son de carácter orientativo, considerando a heteroxeneidade do alumnado

| Metodoloxías | |
|--------------------|---------------------------------------------------------------------------------------------------------|
| Metodoloxías | Descrición |
| Proba obxectiva | Written exercises. Oral tests. Final examination |
| Lecturas | Reading comprehension exercises of authentic tourism materials based on summarising, paraphrasing, etc. |
| Discusión dirixida | In-class discussions and oral exercises. |
| Seminario | Theory classes and practical exercises. |

| |
|------------------------|
| Atención personalizada |
|------------------------|



| Metodoloxías | Descrición |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Seminario Discusión dirixida | 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. |

| Avaliación | | | |
|--------------------|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Metodoloxías | Competencias / Resultados | Descrición | Cualificación |
| Seminario | A1 A6 A13 A15 B4 B6 B7 C2 C7 | Written assignments completed either inside or outside the classroom. | 20 |
| Proba obxectiva | 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 |
| Discusión dirixida | 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 |

| Observacións avaliación |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>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%.</p> <p>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.</p> <p>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.</p> <p>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.</p> |

| Fontes de información | |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Bibliografía básica | <ul style="list-style-type: none"> - 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 |
| Bibliografía complementaria | |

| Recomendacións |
|----------------------------------------------------------|
| Materias que se recomenda ter cursado previamente |



Idioma Moderno: Inglés/662G01006

Primeiro Idioma Moderno I: Inglés/662G01015

Materias que se recomenda cursar simultaneamente

Materias que continúan o temario

Inglés no Contorno Profesional/662G01045

Observacións

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 perseverance and continuity over time.

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