



## Teaching Guide

Identifying Data					2017/18
Subject (*)	First Modern Language II: English		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		E-mail			
Web					
General description	<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>				

## 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.
A16	Comunicarse de forma oral e escrita nunha segunda lingua estranxeira.
A17	Comunicarse de forma oral e escrita nunha terceira lingua estranxeira.
B1	Capacidade de análise e síntese.
B2	Comunicación oral e escrita en lingua nativa.
B3	Resolución de problemas.
B4	Razoamento crítico.
B5	Compromiso ético.
B6	Aprendizaxe autónoma.
B7	Adaptación a novas situacións.
C1	Expresarse correctamente, tanto de forma oral coma escrita, nas linguas oficiais da comunidade autónoma.
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.
C4	Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida, democrática e solidaria, capaz de analizar a realidade, diagnosticar problemas, formular e implantar solucións baseadas no coñecemento e orientadas ao ben común.
C5	Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras.
C6	Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.
C7	Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.
C8	Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade.

## 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	B1	C1
To obtain an insight into the similarities and differences between English and Spanish through contrastive analysis.	A6	B2	C2
To resolve grammatical difficulties that may prevent effective communication.	A13	B3	C3
To discuss and present information and opinions orally.	A15	B4	C4
To translate texts covering various aspects of the hospitality industry written in Spanish /Galician into English.	A16	B5	C5
To read, comprehend, summarise and answer questions both orally and in writing on hospitality industry related texts.	A17	B6	C6
To distinguish between and use formal and informal registers.		B7	C7
			C8

Contents	
Topic	Sub-topic
Hotel branding	Types of hotels: descriptions, locations, facilities and services, etc. Current and future hotel trends  Language skills: speaking, listening, writing, reading and translation.
Translation in the hospitality industry	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. The use of ICTs in translation. 5. 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. 9. Practice in translating hospitality industry based texts of various types - e.g. descriptions of hotels, facilities and services, websites, booking and other procedures, hotel information and communications to guests before, during and after their stay.
Hotel grading and standards: writing, reading and speaking	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; 1. Layout 2. Informal and formal language 3. Structure and organisation. 4. Communicative impact
Running a hotel: speaking, listening and reading	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 B1 B3 B4 B5 B6 B7 C2 C3 C7	6	0	6



Seminar	A1 A6 A13 A15 A16 A17 B2 B4 B6 B7 C1 C2 C4 C5 C6 C7 C8	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 comprehension and vocabulary, 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 A16 A17 B2 B4 B6 B7 C1 C2 C4 C5 C6 C7 C8	Written assignments completed either inside or outside the classroom.	10
Objective test	A1 A6 A13 A15 B4 B6 B7 C2 C3 C7	Written examination consisting of the following exercises:  a) Translation (ES_EN).  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.	60
Directed discussion	A1 A6 A13 A15 B1 B3 B4 B5 B6 B7 C2 C3 C7	Oral tests based on work covered in class.	30

Assessment comments
<p>Students who fail to comply with the 80% attendance requirement may not opt for the 10% 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 avilación, 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>



## Sources of information

<b>Basic</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>Complementary</b>	

## Recommendations

### Subjects that it is recommended to have taken before

Modern Language: English/662G01006

First Modern Language I: English/662G01015

### Subjects that are recommended to be taken simultaneously

### Subjects that continue the syllabus

English in the Workplace/662G01045

### Other comments

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;

(\*The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.