



## 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.<br>Current and future hotel trends<br><br>Language skills: speaking, listening, writing, reading and translation.  |
| Translation in the hospitality industry                    | 1. The value of translation as a language learning exercise.<br>2. The object /importance of translation in the tourism industry.<br>3. The importance of effective communication.<br>4. The use of ICTs in translation.<br>5. Tourism as a language for specific purposes.<br>7. The sub-genres of the language of tourism.<br>8. The process of translation: before, during and after.<br>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.<br>Hotel inspection.<br>Customer service: guest satisfaction: responding to comments and complaints.<br>Written internal and external communications:<br>websites: selling; terms and conditions; customer relations; online reputation;<br>1. Layout<br>2. Informal and formal language<br>3. Structure and organisation.<br>4. Communicative impact  |
| Running a hotel: speaking, listening and reading           | Qualities and skills of an effective manager.<br>1. Discussion of previous/future work experiences and/or internships.<br>2. Organising a hotel - talking about departments, employees, renovation, etc.<br>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<br>B7 C2 C3 C7             | 3                    | 20                            | 23          |
| Workbook              | A1 A6 A13 A15 B4 B6<br>B7 C2 C3 C7             | 5                    | 15                            | 20          |
| Directed discussion   | A1 A6 A13 A15 B1 B3<br>B4 B5 B6 B7 C2 C3<br>C7 | 6                    | 0                             | 6           |



|   |  |    |    |     |
|---|--|----|----|-----|
| Seminar   | A1 A6 A13 A15 A16<br>A17 B2 B4 B6 B7 C1<br>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.<br>Oral tests.<br>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<br>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<br>A17 B2 B4 B6 B7 C1<br>C2 C4 C5 C6 C7 C8 | Written assignments completed either inside or outside the classroom.  | 10            |
| Objective test      | A1 A6 A13 A15 B4 B6<br>B7 C2 C3 C7                           | Written examination consisting of the following exercises:<br><br>a) Translation (ES_EN).<br><br>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<br>B4 B5 B6 B7 C2 C3<br>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 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> |



## 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.