Inglés Turístico Especializado

Credits: 4,5  
Year: Third  
Lecturer: Marián Alesón Carbonell  
Session: 2007-2008

1.- Aims:  
The main aim of Inglés Turístico Especializado is to provide the students of Tourism with the language skills that are necessary for their future careers in this economic sector at an intermediate level.

a.- General objectives:  
- To consolidate the knowledge acquired in English I and II  
- To develop the student’s ability to communicate in English, using the four main skills: listening, reading, writing and speaking.  
- To make the student realise the existence of different dialects, levels, registers and jargons in Tourism English.  
- To develop the student’s knowledge of tourism in English.  
- To develop the student’s confidence in English.

b.- Specific objectives:  
- To make the students use their grammar knowledge in the field of tourism.  
- To make the students use the four main skills (listening, reading, writing and speaking), thus covering the following suggested areas:  
  - Tourism industry and environment, Ecotourism.  
  - The business of the Accommodation Industry.  
  - Accounting, contracts, money matters.  
  - The business of T.O.’s  
  - Job applications, Interviews and CV’s.  
  - Advertising and brochures.  
  - Letter Writing.

2.- Methodology  
There will be three sessions per week. The classes will consist of task-based activities in which the students will have to put into practise their knowledge of tourism and their speaking skills. One of the sessions will be devoted to reviewing the grammar and vocabulary contents seen in previous years.

3.- Course planning  
Unit 1: “The Tourism Industry & Fair Project”  
Tourism field: Business, organization, management.  
Grammar: Review of tenses, modals.  
Vocabulary: “The Tourism Industry”  
Writing: Letters of presentation.  
Speaking: Presenting your enterprise: The corporate image, e-mail, organization chart.  
Listening & Phonetics: Basic Tourism words, p. 18 (English for International Tourism.  
Course book)  
Reading: “An Introduction to Tourism.”  
Homework: Looking for information, make a survey on a real company similar to yours.
Unit 2: “In the Office: Establishing contact”
Tourism field: Business Relations, Travel Agencies.
Grammar: Linking Ideas
Vocabulary: At the T.A.; Legal English; Telephoning;
Writing: Requesting services: fax, e-mail.
Speaking: Telephone. Arranging a meeting.
Reading: “Transport”.
Homework: Questions from the first text.

Unit 3: “Customer Care: Handling difficulties”
Tourism field: Strategies for complaints.
Grammar: The Article: geographical nouns.
Vocabulary: Letter writing, formulae, formal address.
Writing: Answering letters of complaint, confirming agreements, memo.
Listening and Phonetics: Contrastive Stress and p. 63
Homework: Write a Memo about the meeting.

Unit 4: “Job Interview and Contracts”
Tourism field: Careers in Tourism.
Grammar: Passive and Inversions
Vocabulary: Personality adjectives, legal English.
Writing: CV’s, letters and ads.
Speaking: Job Interview.
Listening & Phonetics: long-words and secondary stress; p. 12
Reading: Job Ads and Contracts.

4.- Assessment procedure
Students will be assessed by a written test, an oral examination of approximately 10 minutes, and the presentation of a project. Course work will be submitted on demand throughout the academic year. The student will need a minimum average of 5 out of ten to pass the subject. The average mark will not be calculated with any of the partial marks under 4.5.
Partial marks will not be kept for the following academic year.

a.- Written exam (60%):
The students will have a final exam in June. They will be tested on their writing, reading and listening skills. The exam will have a set time of 2-3 hours. This exam will consist of questions regarding grammatical, lexical and conceptual contents in exercises of reading and listening comprehension, vocabulary, grammar and writing.

b.- Oral (20%):
The students will have an optional oral exam at the beginning of the course and a compulsory one in June. The oral exam will be based on a role-play situation and will have a set time of 10-15 minutes. Students are encouraged to make oral presentations in class and those presentations will be taken into account for the final mark in a positive way.

c.- Project (10%):
The students will have to prepare a project all through the year that will be handed in June (September or December as applicable). This project is a team-work project: 4 students. In the project the students will have to create a virtual company and establish business relations with other companies in the class, thus, putting into practice all the written work made during the course. In this project the students will have to include a survey made to a real company. The students are also encouraged to make a web-page. This project is compulsory in order to pass the subject.

d.- Participation and Homework (10%):
Homework will be demanded all through the course. Some of the exercises will be compulsory to pass the subject. Participation will be valued and may be decisive for the
5.- Bibliography:

a. - Textbooks:

b. - Reference:

c. - Dictionaries:
   i) Monolingual:
      *Collins COBUILD Dictionary*. Collins
   ii) Bilingual:
      *Diccionario moderno Español/Inglés-English/Spanish*. Larousse.
   iii) Tourism Dictionaries:
      Alcaraz, Enrique, M. Alesón et al. (2000): *Diccionario de términos de turismo y de ocio*. Ariel: Barcelona. (Bilingual)

iv) Pocket Dictionaries:
    *Oxford Learner’s Pocket Dictionary*. Oxford (monolingual)
    *Collins Spanish-English-English/Spanish*. Collins (bilingual)
**d.- Grammar reference:**


**d.- Manuals:**

ASHLEY, A. (2201): *A handbook of commercial correspondence.* OUP.