Universidad Europea VALENCIA

1. BASIC INFORMATION

Course	English for Tourism I
Degree program	Tourism
School	Social Sciences
Year	First
ECTS	6
Credit type	Basic
Language(s)	English
Delivery mode	On campus
Semester	1
Academic year	24-25
Coordinating professor	Ibrahim Casanova ibrahim.casanova@universidadeuropea.es

2. PRESENTATION

This course focuses on the acquisition of communicative competence in English for Specific Academic Purposes. Therefore, the discursive, grammatical, sociolinguistic and strategic sub-competences will be worked on with an action-oriented approach based on a notional-functional learning system in the specific field of study of the student's degree programme. From the perspective of the Common European Framework of Reference for Languages, and the descriptors of the level of independent user (B2), the sessions will be organized around improving the student's reading and writing skills and oral comprehension and expression. In order to develop these skills and contribute to an overall improvement in communication abilities, emphasis is placed on understanding a solid grammatical and lexical base.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB1 – That the students can demonstrate that they possess and understand knowledge about the area of study that derives from a general base of Secondary School Education and that usually has a level that requires reading of advanced texts and previous knowledge of the subject.

- CB3 – That students have the capacity to meet and interpret relative data (normally within their area of study) to pass judgement that include opinions about relevant issues of social, scientific or ethical nature.

- CB5 – That students have developed the necessary learning abilities to undertake posterior studies with a high degree of autonomy.

- CT05 - Interpersonal understanding: the student is able to make an active listening in order to reach agreements, using an assertive communication style.

- CT06 - Flexibility: the student is able to adapt and work in different and varied situations and with diverse people. It involves assessing and understanding different positions by adapting your own approach as the situation requires.

- CT07 – Team work: The student is able to participate in an active way in achieving a common goal, listening, respecting and valuing the ideas and proposals of the rest of the members of their team.

Specific competencies:
- CE9: Competence - Use information and communications technologies to search and obtain legal information (database of legislation, jurisprudence, bibliography, etc.), as well as work and communication tools.

Learning outcomes:
- RA1: Acquire the capacity of knowledge and understanding of the concepts related to Personal and Professional Effectiveness, recognizing and acting on personal conflicts and solving problems independently. de

- RA2: Acquire the capacity for analysis, investigation and/or debate with students about different aspects of Personal and Professional Effectiveness (solving conflicts, professional ethics, taking decisions, self/regulation, stress management….) that show the knowledge, understanding and interaction of the fundamental principles of the subject.

- RA3: Acquire the capacity to practically resolve cases based around the subject delivering valued judgements about attitudes and behaviour interior and exterior based on established norms.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CG18, CG19, CG3, CB1, CE10	**RA1.** Understanding of oral communication in English on topics of general interest and/or related to technical studies.
CG11, CG18, CG3, CB1, CB5, CE10	**RA2.** Understanding of written texts and reports in English on topics of general and/or technical interest, i.e. articles, descriptive brochures, manuals, process descriptions.
CG18, CG19, CG3, CB4, CT10, CT2, CT3, CT6, CE10	**RA3.** Presentation and oral argumentation of topics of different nature.
CG18, CG3, CB4, CT9, CE10	**RA4.** Writing of reports and texts on different topics.
CG19, CB4, CB5, CT10, CT2, CT6	**RA5.** Making multimedia presentations in English

4. CONTENT

Unit	Topic	Grammar	Vocabulary	Professional Skills	Case Study
1	**Trends in tourism**	Continuous aspects	History of tourism Tourist motivations Describing visuals	Using visuals	Tailor a package
2	**Get the message**	Countable and uncountable nouns	Advertising and publicity Web words Collocations	Mantaining a social media profile	Social Media plan
3	**Hotel Branding**	Making predictions - degrees of certainity	Brands and branding Boutique hotels Hotels of the future	Creating a business plan	Invest in a hotel Boutique Hotel
4	**Sustainability**	Reporting verbs	Tourism and community Verb+noun collocations	Market research	Develop an eco-resort Ecoturism
5	**Cultural Tourism**	Passive	Cultural development	Dealing with difficult situations	Develop a cultural offer for your hotel

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:
- Lectures
- Collaborative learning
- Autonomous learning
- Simulation and integrated curricula

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
AF1: Portfolio	20 h
AF2: Group work	50 h
AF3: Presentations	5 h
AF4: Debates	50 h
AF5: Tutorials	25 h
TOTAL	**150 h**

Online mode:

Learning activity	Number of hours
AF1: Portfolio	20 h
AF2: Group work	50 h
AF3: Presentations	5 h
AF4: Debates	50 h
AF5: Tutorials	25 h
TOTAL	**150 h**

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests: -Written Test x1 (30%) -Oral Test x1 (20%)	50%
Debates: Working in class	10%
Projects: -Case studies (10% each)	40%
Total	100%

Online mode:

Assessment system	Weight
Knowledge tests: -Written Test x1 (30%) -Oral Test x1 (20%)	50%
Debates: Working in class	10%
Projects: -Case studies (10% each)	40%
Total	100%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

Since our university requires a minimum attendance of 50% of the sessions, this circumstance will be an indispensable requirement to take the exams and pass the course. In the case of virtual sessions, the previously accredited student's virtual presence is considered the attendance, throughout the session, from the beginning to the end of it.

Very important information for the evaluation :

1. **In order to be able to take the exams** (both oral and written), the student must have met, prior to the date of the first evaluation exam, the 50% minimum attendance requirement. Otherwise, the student will lose the right to take any exam, and will be graded as NP (No Presentado) in the first exam period. The student who does not attend the first exam of the period (either the oral test or the written test), will not be able to take the second one and they will obtain an NP in their final grade.

2**. In order to pass the course**, the student must also meet the following requirements:
- To get, as a minimum, a 5 (out of 10) in the average grade on the written test (30%).
- To get at least a 5 (out of 10) in the oral test (20%).
- To attend at least 50% of the sessions, according to the regulations of the UEV (art. 1.4 Reglamento de las Titulaciones de Grado).

The Universidad Europea de Valencia sets the continuous evaluation as a system of assessment of knowledge, skills and basic, general, transversal and specific competences of the degree of Tourism and Leisure Management, in accordance with the provisions of the Regulation of evaluation of undergraduate degrees. In this regard and for the purposes of the consumption of calls the student must be aware that, if any evaluation system provided in the Learning Guide, in the ordinary call the student will have an overall grade of the subject, thus consuming call.

In accordance with the aforementioned Regulations, students taking face-to-face degree courses are required to justify at least 50% of class attendance, as a necessary part of the evaluation process and in the case of theoretical or practical classes determined as compulsory by the teacher in the schedules of the subject, the student must register an attendance of 90%, whether the absence is justified or not. The lack of accreditation by the means proposed by the University will entitle the professor to grade the subject as failed in the ordinary call, according to the grading system.

7.2. Second exam period

In order to pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average) and the same requirements will be applied as in the first exam period.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

The Universidad Europea de Valencia establishes the continuous evaluation as a system of assessment of knowledge, skills and basic, general, transversal and specific competencies of the degree of Tourism and Leisure Management, in accordance with the provisions of the Regulation of evaluation of undergraduate degrees. In this regard and for the purposes of the consumption of calls the student must be aware that in the extraordinary call will be the Objective Test of Knowledge (POC) which determines whether or not consumes call and in the exceptional case that only has pending to overcome evaluation system / s that are not the POC, will be considered NP if not presented and will obtain a numerical grade if you present at least one of them.

In accordance with the aforementioned Regulations, students taking face-to-face degree courses are required to justify at least 50% of class attendance, as a necessary part of the evaluation process and in the case of theoretical or practical classes determined as compulsory by the teacher in the schedules of the subject, the student must register an attendance of 90%, whether the absence is justified or not. Those students who, due to non-compliance with this requirement, must attend the extraordinary call, must perform as many activities as the teacher determines in order to recover this part.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Case Study 1 Tailored Package	5th October
Case Study 2 Marketing Plan	19th October
Case Study 3 Boutique Hotel	8th November
Case Study 4 Make your hotel sustainable	22nd November
Knowledge Tests: Written Test	14th December
Knowledge Tests: Oral Test	21st December

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

A – Specific: Coursebook:

- English For International Tourism (B1+ - B2). Pearson. ISBN 978-1-4479-2391-6

B - Complementary:

- Michael Swan. A Practical English Usage. Oxford University Press.
- Michael McCarthy and Felicity O'Dell. English Phrasal Verbs in Use – Intermediate to Upper Intermediate. Cambridge University Press.
- Michael McCarthy and Felicity O'Dell. English Idioms in Use. Cambridge University Press.
- Mark Hancock. English Pronunciation in Use. Cambridge University Press.

10. DIVERSITY MANAGEMENT UNIT

From the Educational Guidance and Diversity Unit (ODI) we offer support to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility in the different campuses of the university and equal opportunities.

This Unit offers students

1. Accompaniment and follow-up through counseling and personalized plans for students who need to improve their academic performance.

2. In terms of attention to diversity, non-significant curricular adjustments are made, i.e., at the level of methodology and evaluation, in those students with specific educational support needs, thus pursuing equal opportunities for all students.

3. We offer students different extracurricular training resources to develop different competencies that will enrich their personal and professional development.

4. Vocational guidance through the provision of tools and counseling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at: unidad.diversidaduev@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.