

1. BASIC INFORMATION

Course	English for Tourism III
Degree program	Degree in Tourism and Leisure Management
School	Social Sciences
Year	Third
ECTS	6
Credit type	Basic
Language(s)	English
Delivery mode	Campus-based
Semester	1º
Academic year	2023/2024
Coordinating professor	Eva Piera

2. PRESENTATION

This course aims to introduce the student to the specific skills and language in order to be able to communicate with different agents of the industry of tourism as a whole as well as the communicative skills the field requires of the professionals who will work on international teams and do business world-wide. The course takes as reference the Common European Framework of Reference for Foreign Languages and the descriptors of the independent user level at an advanced level.

The objective is to improve the students' communicative skills and oral comprehension and expression, as well as emphasizing the understanding of a solid cultural and work-environment base.

3. COMPETENCIES AND LEARNING OUTCOMES

Basic competencies:

- CB4 – That students can transmit information, ideas, problems and their solutions to an audience that is specialized or not in the field of tourism.
- CB5 – That students have developed the necessary learning abilities to undertake further studies with a high degree of autonomy.

Transversal competencies:

- CT04 – Oral and Written Communication: Ability to transmit and received data, ideas, opinions and attitudes in order to achieve understanding and action. Oral communication is understood as via words and gestures. Written communication is via the written word and graphic support.
- CT05 – Analysis and problem solving: the student is able to evaluate information in a critical way and deconstruct complex situations in order to identify patterns in problems and so consider alternative forms and perspectives in solving them in the optimum way using efficient negotiation.
- CT09 – Global Mentality: the student is able to show interest and understand other standards and cultures, recognising their characteristics in order to work effectively in a global community.

Specific competencies:

- CE7 - Use information and communication technologies in the different fields related to tourism.
- CE9 – Ability to manage the basic tools to guide the client, understanding the characteristics of the tourist sector, the different types of client, their needs and demands.
- CE10 – Knowledge of the English language that allows understanding, expression and adequate use of specific terminology related to the tourism field.

Learning outcomes:

- RA1: Communicate orally and in writing effectively in English at an intermediate level.
- RA2: Use specialist vocabulary related to the tourist and leisure industry adequately.

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

Competencies	Learning outcomes
CB4, CB5, CT04, CT05, CT09, CE7, CE9	RA1: Communicate orally and in writing effectively in English at an intermediate level.
CB4, CT04, CT09, CE9	RA2: Use specialist vocabulary related to the tourist and leisure industry adequately.

4. CONTENT

MODULE I. Personal Growth

Unit 1. Reframing failure through success.

Unit 2. The art of saying NO.

Unit 3. Gratitude & Happiness.

MODULE II. Working on International Environments

Unit 4. International Teams.

Unit 5. Doing Business Internationally.

Unit 6. Negotiation Skills.

MODULE III. Getting ready for the professional world

Unit 7. Presentation skills.

Unit 8. Work on your CV & Letter of Interest.

Unit 9. Interview like a pro.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Lectures
- Case studies
- Problem-based learning

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. Classes, Lectures: Explanation of content theory/practical given in class	40 h
AF2. Autonomous work	40 h
AF3. Oral presentations	8 h
AF4. Case Studies, problem solving.	10 h
AF5. Visits	10 h

AF6. Group activities	20 h
AF7. Reports and written work	10 h
AF8. Tutorial	12 h
Total	150 h

7. ASSESSMENT

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

Assessment system	Weight
Final Test	20%
Presentation I – Cultural Iceberg (Comfort zone)	10%
Presentation II - Fine Arts Museum – (Outside Comfort Zone)	10%
Asynchronous Sessions (5 gradable ones)	30%
Book Essay – <i>How to Win Friends and Influence People</i>	20%
Attendance and Participation	10%

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 submission deadline and assessment procedure for each one.

7.1. Ordinary Call

To pass the subject in the ordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the Tourism and Leisure Management degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 50% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

7.2. Extraordinary Call

To pass the subject in the extraordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

Uncompleted activities from the ordinary examination must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the Tourism and Leisure Management degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that in the extraordinary examination, the Objective Knowledge Test (POC) will determine whether an examination attempt is used or not. In the exceptional case where the student only needs to pass evaluation systems other than the POC, they will be considered "NP" if they do not present them and will receive a numerical grade if they present at least one of them.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 50% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Students who, due to non-compliance with this requirement, must take the extraordinary examination, must complete whatever activities the teacher determines to recover this part.

8. BIBLIOGRAPHY

A. Obligatory:

- How to Win Friends and Influence People. Dale Carnegie. Free edition.

(This is the obligatory book that all students should read to be prepared for the oral interview in December. Students are not required to bring it to class)

B. Recommended:

This course is not based on any particular textbook but on a compilation of several of them like:

- Key Words for Fluency (2004). George Woolard (2nd ed.). Thomson. ISBN:0-7593-9627-2
- Grammar and Vocabulary for Cambridge Advanced and Proficiency (2003). Richard Side and Guy Wellman. Longman. ISBN: 978-0194325387

9. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.

10. ONLINE SURVEYS

Your opinion matters!

Universidad Europea de Valencia 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.

WORK PLAN FOR THE COURSE

HOW TO COMMUNICATE WITH YOUR PROFESSOR

Whenever you have a question about the content or activities, don't forget to post it to your course forum so that your classmates can read it.

You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send me a private message to eva.piera@universidadeuropea.es. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.

It's a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

PLAGIARISM REGULATION

In accordance with the current student disciplinary regulations at Universidad Europea:

- Plagiarism, in full or in part, of intellectual works of any kind, is considered a very serious offense.
- Very serious offenses relating to plagiarism and the use of fraudulent means to pass assessment tests shall result in exclusion from the exams for the relevant period, as well as the inclusion of the offense and its details in the student's academic record. For more information you can find all information regarding disciplinary regulations at the following link: