

**1. General information****Course:** ENGLISH LANGUAGE III**Type:** CORE COURSE**Degree:** 408 - GRADO EN TURISMO**Center:** 401 - FACULTY OF SOCIAL SCIENCES OF CUENCA**Year:** 3**Main language:** English**Use of additional languages:****Web site:** <https://www.uclm.es/cuenca/csociales>**Code:** 67325**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 30**Duration:** C2**Second language:** Spanish**English Friendly:** Y**Bilingual:** Y**Lecturer:** EUGENIO ENRIQUE CORTES RAMIREZ - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
Gil de Albornoz 5.07	FILOLOGÍA MODERNA	926053780 Ext. 4737	eugenioe.cortes@uclm.es	Wednesday: 18 - 21.30h; Thursday: 18 - 21.30h. Tuitions must be required by email.

**2. Pre-Requisites**

In compliance with the objectives of the European Higher Education Area, the university degree requires knowledge of a second language at a first level of independent user, a level specifically related to their studies and their profession.

The university graduate will acquire the competence to establish communication at a first level of independent user, related to the field of work and study in which the student moves during the degree and at the end of it.

The undergraduate student will need to consult books, search the Internet in a foreign language, or understand what is being said in a video. It will also make it easier for you to enter an exchange program such as Socrates, Erasmus +.

At the end of their studies, the graduate with specialized knowledge in a second language applied to the world of work, academia, and the tourism industry, so they will have more chances of finding work abroad and enjoying mobility grants such as the Leonardo project. . With this course, the student is facilitated to continue on their own until the acquisition of the B1 learning level certificate, a level required by the common European framework for learning a foreign language as the level necessary to obtain the degree as established by the regulations. current of the UCLM.

Students starting the Degree in Tourism must have an intermediate level of English (A2-B1), therefore they must be familiar with the learning and functioning of the English language as well as the culture that it implies.

The English Language II subject has the specific objective of acquiring skills that allow you to communicate in English in common situations within the world of tourism. Likewise, issues directly related to the tourist environment will be discussed, such as the resolution of complaints, telephone language, vacation planning, accommodation, travel and means of transport, etc.

The subject also provides students with the acquisition of the necessary knowledge that allows them to function in this environment in oral and written English.

**3. Justification in the curriculum, relation to other subjects and to the profession**

The competencies or educational purposes pursued by this course are the following:

1. Know and use different sources of oral and documentary information (bibliographic directories, archives, etc.) and references on the Web.
2. Write various types of texts in their own language (specialized and informative).
3. Acquisition of a specialized vocabulary and formal expressions related to specialized English (historical, touristic, travel and artistic, developed in the subjects 44742 ENGLISH LANGUAGE I, 44745 ENGLISH LANGUAGE II and 44746 ENGLISH LANGUAGE III of the Humanities Degree: Cultural History) of this field of knowledge.
4. Express yourself orally in a foreign language (English) at an intermediate level, using the specific vocabulary associated with the historical and artistic field of English specialization in its appropriate context.
5. Mastery of a second foreign language at level B1 of the Common European Framework of Reference for Languages.
6. Ability to work autonomously within a framework of individual responsibility.
7. Carry out the tasks of Tourism, the tourist industry, public relations, and commercial diplomacy, in L1 and L2.

Regarding the justification of their learning methods, they are subject to the academic criteria of the subject professor, by virtue of the Principle of Academic Freedom established by the Spanish Constitution, in its Title I, Chapter 2, Section 1, Art. 20 and Letter C.

**4. Degree competences achieved in this course****Course competences**

Code	Description
CB01	Prove that they have acquired and understood knowledge in a subject area that derives from general secondary education and is appropriate to a level based on advanced course books, and includes updated and cutting-edge aspects of their field of knowledge.
CB02	Apply their knowledge to their job or vocation in a professional manner and show that they have the competences to construct and justify arguments and solve problems within their subject area.

CB03	Be able to gather and process relevant information (usually within their subject area) to give opinions, including reflections on relevant social, scientific or ethical issues.
CB04	Transmit information, ideas, problems and solutions for both specialist and non-specialist audiences.
CB05	Have developed the necessary learning abilities to carry on studying autonomously
CE13	Use English as a foreign language adapted to the tourism context.
CG01	Ability to work in disciplinary and multidisciplinary teams, in a national and international context, in the area of Tourism.
CG03	Knowledge and sensitivity to cultural diversity and environmental issues in the area of tourism.
CG04	Critical thinking and capacity for analysis and synthesis in tourism.
CG05	Information management skills in tourism.
CG06	Problem-solving and decision-making skills in tourism
CG07	Capacity for continuous, self-directed and autonomous learning in tourism.
CT01	Knowledge of ICT as tools in the management, promotion and marketing of companies and institutions in the tourism industry, both internally and externally.
CT02	Oral and written communication skills.
CT03	Knowledge of ethical commitment and professional deontology.

## 5. Objectives or Learning Outcomes

### Course learning outcomes

Description

### Additional outcomes

## 6. Units / Contents

### Unit 1: NEW TRENDS IN TOURISM.

**Unit 1.1** Continuous Aspects. History of Tourism. Tourist Motivations. Push and Pull Factors. Describing Visuals. Using Visuals.

**Unit 1.2** Case Study: Tailor a Package.

### Unit 2: HOW TO GET THE MESSAGE.

**Unit 2.1** Countable and Uncountable Nouns. Advertising and publicity, web words, collocations maintaining a web site

**Unit 2.2** Case Study: Improve a Media Profile.

### Unit 3: HOTEL BRANDING.

**Unit 3.1** Boutique Management. Chain Management. Public Relations. Commercial Diplomacy.

**Unit 3.2** Case Study: Investing in a Hotel.

### Unit 4: SUSTAINABILITY

**Unit 4.1** Reporting Verbs. Tourism and Community. Ecotourism. Verb+Noun Collocation. Chairing a Meeting.

**Unit 4.2** Case Study: Develop an Eco-Resort.

### Unit 5: COME & FLY WITH ME.

**Unit 5.1** The Passive. Airport Facilities. Airport Security Procedures. Dealing with Difficult Situations.

**Unit 5.2** Case Study: Develop Airport Infrastructures

### Unit 6: HERITAGE.

**Unit 6.1** Talking about the Past. Describing a Heritage Site. Architecture. Guiding Expressions. Working as a Tour Guide.

**Unit 6.2** Case Study: Design a Museum Exhibition.

### Unit 7: MANAGING EVENTS.

**Unit 7.1** Hypothetical Situations. Collocations with Event Management. Contracts. Understanding Contracts.

**Unit 7.2** Case Study: Make a Festival Profitable.

### Unit 8: CAREERS.

**Unit 8.1** Dependent Prepositions. Applying for a Job. Remuneration. Adjectives. Describing Personality. Interviews.

**Unit 8.2** Case Study: Recruit the Right Person.

### Unit 9: GASTRONOMY.

**Unit 9.1** Relative Clauses. Food & Drinks. Culinary Tourism. Describing Food & Drinks. Giving Feedback.

**Unit 9.2** Case Study: Plan a New Itinerary.

### Unit 10: RISK.

**Unit 10.1** Modal Verbs. Types of Risk. Risk Prevention. Adventure Sports. Dealing with Crises.

**Unit 10.2** Case Study: Sport Events Management.

## ADDITIONAL COMMENTS, REMARKS

The training activities of the subject have been prepared with the aim of adapting the learning process to the different abilities, needs and interests of the students.

The training activities of this subject have been divided into three themes, under two work systems:

- Continuous work. These are development activities of the five skills: Reading, Listening, Use of English, Writing, Speaking.
- Participation in events. These are events scheduled throughout the course: assignments, discussion forums, tests, etc.
- Practices. These are assessable and recoverable activities of these five skills.

In addition, its contents are endorsed by the academic criteria of the subject professor, by virtue of the Principle of Academic Freedom established by the Spanish Constitution, in its Title I, Chapter 2, Section 1, Art. 20 and Letter C.

## 7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description

Problem solving and/or case studies [ON-SITE]	Case Studies	CB01 CB02 CB03 CB04 CB05 CE13 CG01 CG03 CG04 CG05 CG06 CG07 CT01 CT02 CT03	0.6	15	Y	Y	Understanding and use of grammar for testing tasks.
Study and Exam Preparation [OFF-SITE]	Reading and Analysis of Reviews and Articles	CB01 CB02 CB03 CB04 CB05 CE13 CG01 CG03 CG04 CG05 CG06 CG07 CT01 CT02 CT03	1.8	45	N	-	Elaboration of texts that are based on a given case.
Writing of reports or projects [OFF-SITE]	project-based learning	CB01 CB02 CB03 CB04 CB05 CE13 CG01 CG03 CG04 CG05 CG06 CG07 CT01 CT02 CT03	2.28	57	Y	N	Oral presentation of projects or case analysis.
Class Attendance (theory) [ON-SITE]	Group Work	CB01 CB02 CB03 CB04 CB05 CE13 CG01 CG03 CG04 CG05 CG06 CG07 CT01 CT02 CT03	1.2	30	N	-	Readings and acquisition of vocabulary in class explained by the professor.
Final test [ON-SITE]	Assessment tests		0.12	3	Y	Y	Subject knowledge test.
Total:			6	150			
Total credits of in-class work: 1.92			Total class time hours: 48				
Total credits of out of class work: 4.08			Total hours of out of class work: 102				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System			
Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	50.00%	100.00%	The final test will be compulsory in order to achieve sufficiency.
Oral presentations assessment	25.00%	0.00%	Oral presentation of cases, critically analysing the information. In the case of not exceeding these presentations, students will have to take a final oral exam.
Assessment of problem solving and/or case studies	25.00%	0.00%	Presentation by the student of the requested work.
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

#### Evaluation criteria for the final exam:

##### Continuous assessment:

The final exam will be worth 50% of the grade.  
The rest is achieved with the activities described.

##### Non-continuous evaluation:

The final exam will be worth 100% of the grade.

#### Specifications for the resit/retake exam:

100% of the final grade is achieved with the test.

#### Specifications for the second resit / retake exam:

It will consist on a final exam.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
<b>Hours</b>	<b>hours</b>
Study and Exam Preparation [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	45
Writing of reports or projects [AUTÓNOMA][project-based learning]	57
Final test [PRESENCIAL][Assessment tests]	3
<b>Unit 1 (de 10): NEW TRENDS IN TOURISM.</b>	
<b>Activities</b>	<b>Hours</b>
Problem solving and/or case studies [PRESENCIAL][Case Studies]	1
Class Attendance (theory) [PRESENCIAL][Group Work]	2
<b>Teaching period:</b> Week 1 and 2	
<b>Comment:</b> The professor will explain the contents of Topic 1, raising the corresponding assumptions.	
<b>Unit 2 (de 10): HOW TO GET THE MESSAGE.</b>	
<b>Activities</b>	<b>Hours</b>
Problem solving and/or case studies [PRESENCIAL][Case Studies]	1
Class Attendance (theory) [PRESENCIAL][Group Work]	3
<b>Teaching period:</b> Weeks 3 and 4	
<b>Comment:</b> The professor will address Topic 2 and will review the contents of Topic 1. He will present practical cases that the students will solve.	
<b>Unit 3 (de 10): HOTEL BRANDING.</b>	
<b>Activities</b>	<b>Hours</b>
Problem solving and/or case studies [PRESENCIAL][Case Studies]	1
Class Attendance (theory) [PRESENCIAL][Group Work]	3
<b>Teaching period:</b> Weeks 5 and 6	
<b>Comment:</b> The professor will address Topic 3 and will review the contents of Topic 2. He will propose practical cases that the students will solve.	

Unit 4 (de 10): SUSTAINABILITY	
<b>Activities</b>	<b>Hours</b>
Problem solving and/or case studies [PRESENCIAL][Case Studies]	1
Class Attendance (theory) [PRESENCIAL][Group Work]	3
<b>Teaching period:</b> Weeks 7 and 8	
<b>Comment:</b> The professor will address Topic 4 and will review the contents of Topic 3. He will propose practical cases that the students will solve.	
Unit 5 (de 10): COME & FLY WITH ME.	
<b>Activities</b>	<b>Hours</b>
Problem solving and/or case studies [PRESENCIAL][Case Studies]	1
Class Attendance (theory) [PRESENCIAL][Group Work]	3
<b>Teaching period:</b> Weeks 9 and 10	
<b>Comment:</b> The professor will address Topic 5 and will review the contents of Topic 4. He will propose practical cases that the students will solve.	
Unit 6 (de 10): HERITAGE.	
<b>Activities</b>	<b>Hours</b>
Problem solving and/or case studies [PRESENCIAL][Case Studies]	1
Class Attendance (theory) [PRESENCIAL][Group Work]	3
<b>Teaching period:</b> Week 9 and 10	
<b>Comment:</b> The professor will address Topic 6 and will review the contents of Topic 5. He will propose practical cases that the students will solve.	
Unit 7 (de 10): MANAGING EVENTS.	
<b>Activities</b>	<b>Hours</b>
Problem solving and/or case studies [PRESENCIAL][Case Studies]	1
Writing of reports or projects [AUTÓNOMA][project-based learning]	2
Class Attendance (theory) [PRESENCIAL][Group Work]	3
<b>Teaching period:</b> Week 11	
<b>Comment:</b> The professor will address Topic 7 and will review the contents of Topic 6. He will propose practical cases that the students will solve.	
Unit 8 (de 10): CAREERS.	
<b>Activities</b>	<b>Hours</b>
Problem solving and/or case studies [PRESENCIAL][Case Studies]	1
Class Attendance (theory) [PRESENCIAL][Group Work]	2
<b>Teaching period:</b> Week 12	
<b>Comment:</b> The professor will address Topic 8 and will review the contents of Topic 7. He will propose practical cases that the students will solve.	
Unit 9 (de 10): GASTRONOMY.	
<b>Activities</b>	<b>Hours</b>
Problem solving and/or case studies [PRESENCIAL][Case Studies]	1
Class Attendance (theory) [PRESENCIAL][Group Work]	3
Final test [PRESENCIAL][Assessment tests]	2
<b>Teaching period:</b> Week 13	
<b>Comment:</b> The professor will address Topic 9 and will review the contents of Topic 8. He will propose practical cases that the students will solve.	
Unit 10 (de 10): RISK.	
<b>Activities</b>	<b>Hours</b>
Problem solving and/or case studies [PRESENCIAL][Case Studies]	1
Class Attendance (theory) [PRESENCIAL][Group Work]	3
Final test [PRESENCIAL][Assessment tests]	3
<b>Teaching period:</b> Week 14	
<b>Comment:</b> The professor will address Topic 10 and will review the whole subject contents. He will propose global cases that the students will solve.	
Global activity	
<b>Activities</b>	<b>hours</b>
Problem solving and/or case studies [PRESENCIAL][Case Studies]	10
Study and Exam Preparation [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	45
Class Attendance (theory) [PRESENCIAL][Group Work]	28
Final test [PRESENCIAL][Assessment tests]	8
Writing of reports or projects [AUTÓNOMA][project-based learning]	59
<b>Total horas: 150</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
O'Keeffe, Margaret & Dubicka, Iwonna	English for International Tourism	Pearson Longman	London	978 1447923916	2014	Libro de Consulta. Última Edición.
Strutt, P.	English for International Tourism	Longman	Essex	978 0582479838	2016	Libro de Consulta. Última Edición.
Harding, Keith & Walker, Robin	Tourism. Oxford English for Careers	Oxford University Press	Oxford	978 0194551069	2021	Libro de Consulta. Última Edición.
Scott, Trish & Pohl, Alison	Highly Recommended	Oxford University Press	Oxford	978 0194577533	2018	Libro de Consulta. Última Edición
Lockwood, Andrew & Medlik, S.	Tourism and Hospitality in the 21st Century	Routledge	London	978 0750646765	2019	Libro de Consulta. Última Edición.
Muñoz Camino, M. P.	Inglés profesional para turismo.	IC Editorial	Málaga	978 8491989189	2021	Libro de Consulta. Última Edición.
Lickorish, Leonard J & Jenkins, Carson L	An Introduction to Tourism.	Routledge	London	978 0750619561	2018	Libro de Consulta. Última Edición.

Medlick, S & Ingran, H.	The Business of Hotels	Routledge	London	B019TM10BC	2015	Libro de Consulta. Última Edición.
Davidson, Rob & Cope, Beulah	Business Travel	FT Prentice Hall	London	0582404444	2019	Libro de Consulta. Última Edición.
Inkson, Clare & Minnaert, Lynn	Tourism Management. An Introduction.	SAGE Publications	London	978 1848608702	2016	Libro de Consulta. Última Edición.
Riley, Michael	Managing People. A guide for Managers in the Hotel and Catering Industry	Taylor & Francis	London	B01K0PEX9I	2017	Libro de Consulta. Última Edición.
Jones, L.	WELCOME. English for Tourism and Travel Industry.	Cambridge University Press	Cambridge	978 0521606615	2015	Libro de Consulta. Última Edición.