COURSE DATA

DATA SUBJECT

Code: 35105
Name: Communication in the English language for tourism I
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	1	First quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1317 - Degree in Tourism	Modern language	BASIC
1926 - Double Degree Program Tourism and BMA	Asignaturas de formación básica de primer curso	BASIC

COORDINATION

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SUMMARY

The subject, **Communication in English for Tourism I,** is a basic subject belonging to the module "Foreign Languages Applied to Tourism\". It is taught in the first semester of the first year in the degrees in Tourism and TADE and it is followed in the second and third years with the subjects **Communication in English for Tourism II** and **III.** In the fourth year, the elective course "Intercultural Communication in English for Tourism" is offered.
Communication in English for Tourism I is a tool for communication, as well as the other foreign language courses offered in the degree. This instrumental character, together with the obvious need for specific communication in English, with foreign tourists, makes the subject an essential tool for effective professional performance of multiple tasks within the tourism sector.
Being able to communicate in various foreign languages is a must for future tourism professionals in the workplace. English is undoubtedly the international language par excellence; likewise, it is the language most widely spoken by tourists and visitors to the Valencian Community. Therefore, students of Tourism, future tourism professionals, need to be able to communicate fluently in English and at least in another foreign language to extend the possibilities to practice their profession both inside and outside our borders.
The subject, **Communication in English for Tourism I**, is designed so that a basic knowledge of English has already been attained and, from that point on, it is extended and applied to the specific context of international communication in tourism. The content of the specialty language is taught from this very first year, offering an initial approach to the various areas covered by communication in this field of professional

action from a communicative perspective.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

It is advisable to have an intermediate knowledge of English.

COMPETENCES / LEARNING OUTCOMES

1317 - Degree in Tourism

Communicate orally and in writing in a second foreign language.

Communicate orally and in writing in a third foreign language.

Have a strong customer service orientation.

Have communication skills.

Show creativity.

Work in different socio-cultural environments.

Work in English as a foreign language.

DESCRIPTION OF CONTENTS

Describing locations
Marketing
Designing a tour

Transport and travel
Dealing with the public
Improving a service

1. Selling dreams

Describing locations
Marketing

2. Getting there

Transport and travel
Dealing with the public

3. Accommodation

Types of accommodation
Dealing with complaints
Facilities and services

Features and attractions
Statistics for economic development
Offering advice
Developing a destination

Describing attractions
Geographical features
Speaking to a group

Sectors in niche tourism
Dealing with figures and statistics
Improving client security

Culture and exhibitions
Taking part in meetings
Presenting a proposal

Hotel statistics
Hotel inspection

4. Destinations

Features and attractions
Statistics for economic development
Offering advice

5. Things to do

Describing attractions
Geographical features

6. Niche tourism

Sectors in niche tourism
Dealing with figures and statistics

7. Cultural tourism

Culture and exhibitions
Taking part in meetings

8. Running a hotel

Hotel statistics
Making presentations

9. Customer service

Questionnaires
Handling telephone calls
Personal qualities

10. Business travel

Travelling and team-building
Idioms and metaphors
Socializing and making small talk

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Classroom practices	60,00
Total hours	**60,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	30,00
Independent study and work	20,00
Preparation of lessons	15,00
Preparation for assessment activities	20,00
Resolution of case studies	0,00
Total hours	**90,00**

TEACHING METHODOLOGY

A communicative methodology is used, based on the communicative interaction in the classroom, individually or collectively and/or directly with the teacher. Communicative practice occurs in each class in order to achieve effective communication within the professional tourism field. Consequently, the four basic communicative skills, *Listening, Speaking, Reading and Writing* are practiced and developed, to achieve the acquisition of communicative competence at an intermediate level.
The students are at the centre of the teaching-learning process and are responsible for their own learning. Thus, autonomous work, both in and out of the classroom, is a fundamental element in their learning process, as well as teamwork, projects and tutorials.

EVALUATION

The assessment of the subject will be carried out through the following procedure:
1. **FINAL EXAM (70%): written test (50%) + oral test (20%)**
2. CONTINUOUS ASSESSMENT (30%): practical activities carried out in the classroom (15%) + course project (15%).
1. FINAL EXAM (70%)
The **final exam** accounts for 70% of the final grade. It consists of two parts: **written exam** (50%) and **oral exam** (20%).
1.1. The **written exam** consists of two parts: **Part I:** Use of English, Listening and Reading and **Part II**: Writing. It is necessary to obtain a minimum of 50% in each part to pass the written exam.
1.2. The **oral exam** (Speaking) assesses the oral production and interaction skills within the field of tourism and consists of two parts: **Part I**: Production and **Part II**: Interaction. It is necessary to obtain a minimum of 50% in each part to pass the oral exam.
To pass the subject, a minimum of 5 out of 10 must be obtained in each of the parts of both the written and the oral exam. The grades of the sections that have been passed are kept for the second call.
2. CONTINUOUS ASSESSMENT (30%)
Continuous assessment (CA) constitutes 30% of the final grade. The aim of continuous evaluation is to develop specific competencies for every subject, monitor and evaluate the individual work of each student through their attendance and active participation in the development of the lessons, delivery of assignments, attendance at tutorials, etc., as well as the degree of acquisition of the skills proposed in each subject. The continuous assessment consists of two parts: **practical activities** (15%) and **course project** (15%).
2.1. Practical activities (15%). These activities are carried out by the student individually, in the classroom and on the date established by the lecturers, to practice and develop the skills of comprehension and expression of oral and written communication, such as writing different types of genres (brochures, essays, emails ...), oral presentations, participation in debates, etc. In order to be able to have the activities that make up the continuous evaluation assessed, these must be done in the classroom on the date and in the form that is stipulated for each one of them. The delivery of activities outside the indicated date will not be allowed.
2.2. Course project (15%). This is a long project carried out by the students in groups in the classroom. It is

developed throughout the semester, with a weekly / bi-weekly follow-up on the dates established by the lecturers. The aim is to develop transversal skills such as teamwork, creativity, innovation, digital skills, written and oral expression, among others. Due to the nature of the subject and the characteristics of the work, in which both the process and the product are evaluated, the course project can **only** be submitted by students attending the lessons on a regular basis (current UV regulations, minimum of attendance: 80%).
The **global final grade** consists of the weighted average between the marks obtained in the written exam (50%), oral exam (20%) and continuous assessment (CA) (30%) if there is some. The mark obtained in the **continuous assessment** (CA) can only be considered if both parts of the written exam and oral exam have been passed, and it is carried over to the second call in the same academic year.
If a student **does not participate in continuous assessment**, **the final gr**ade will be calculated as **the weighted average**of the written and oral examination marks. In this case, the highest possible final grade is **70%**, provided that the weighted average of the written and oral examinations is at least 7.2 out of 10. If the student fails either part of the written examination and/or the oral examination, the maximum final grade that may be awarded is **4.5** out of 10. Due to their nature, the continuous assessment activities are **NOT eligible for reassessment or resubmission.**
IMPORTANT: Intellectual honesty is vital in academic communities and for a fair assessment of students¿ work. All assignments submitted in this course are required original authorship. Assignments using fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or the like) will not be accepted, unless their use is part of the contents of the course and is authorized by the faculty teaching the course.
In assignments where AI is used, it must be referenced accordingly. It will also be necessary to include a paragraph explaining the purpose of its use and the instructions provided to obtain the results. The omission of this information is a violation of the academic honesty policy and will be considered plagiarism.

***Coping in an exam and/or plagiarism is a serious offence which goes against academic honesty; therefore, it will not be tolerated in this subject and may bring about sanctions such as failing the whole subject.**

ct.

REFERENCES

- Fernández Carmona, R.; Fraile del Pozo, A.; Zarzalejos Alonso, A. (2001). English Grammar with Exercises. Madrid: Longman-Pearson Educación S.A.
- Foley, M. & D. Hall (2012). My Grammar Lab. Intermediate B1/B2. Harlow: Pearson.
- Strutt, P. (2013). English for International Tourism. Intermediate. Harlow: Pearson Education Ltd.
- Murphy, R. (2015) English Grammar in Use. Fourth edition (with answers and ebook). Cambridge: Cambridge University Press.