



## COURSE DATA

### DATA SUBJECT

**Code:** 35119  
**Name:** Communication in the English language for tourism II  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	2	First quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	2	First quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
1317 - Degree in Tourism	Professional English	COMPULSORY
1926 - Double Degree Program Tourism and BMA	Asignaturas de segundo curso	COMPULSORY

### COORDINATION

MONTAÑES BRUNET ELVIRA

## SUMMARY

The subject, **Communication in English for Tourism II**, is a basic subject belonging to the module "Foreign Languages Applied to Tourism". It is taught in the first semester of the second year in the degrees in Tourism and TADE and it is followed in the third year with the subject **Communication in English for Tourism III**. It also offers a fourth level, the optional subject, **Intercultural Communication in English for Tourism**.

**Communication in English for Tourism II** may be considered as 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 II**, is designed so reinforce and expand the specific knowledge introduced in the subject of the previous level, **Communication in the English Language for Tourism I**, as well as the development of communication skills at the corresponding level. This subject reinforces the specialty content (ESP) related to international communication in English within the field of tourism.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

### OTHER REQUIREMENTS

#### Relationship to other subjects of the same degree

**1317 Degree in Tourism**

**1926 Doble Degree in Tourism and ADE**

#### R4 OBLIGATION TO HAVE SUCCESSFULLY COMPLETED THE SUBJECT

35105 Communication in the English language for Tourism I

## COMPETENCES / LEARNING OUTCOMES

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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

### 1. WHAT IS TOURISM?

The history of tourism  
Tailor a package

### 2. GET THE MESSAGE

Advertising and publicity  
Improve a media profile

### 3. HOTEL BRANDING

Brands and branding  
Boutique hotels  
Creating a bussiness plans

### 4. SUSTAINABILITY

Ecotourism  
Develop an eco-resort

### 5. COME FLY WITH ME

Airport facilities  
Dealing with difficult situations



## **6. HERITAGE**

Describing a heritage site  
Working as a tour guide

## **7. MANAGING EVENTS**

Event management  
Make a festival profitable

## **8. CAREERS**

Applying for a job  
Recruit the right person

## **9. GASTRONOMY**

Culinary tourism  
Giving feedback

## **10. RISK**

Types of risk  
Dealing with crises

## **WORKLOAD**

## **PRESENCIAL ACTIVITIES**



Activity	Hours
Classroom practices	60,00
<b>Total hours</b>	<b>60,00</b>

### 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
<b>Total hours</b>	<b>90,00</b>

### TEACHING METHODOLOGY

A communicative methodology is used, based on the communicative interaction in the classroom, in pairs, groups, large group 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, at various levels depending on the year.

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 all the parts of the written and oral exam have been passed. In order to pass the whole subject, students must obtain a minimum of 50% in each part (written exam, oral exam and continuous assessment).

Students who do **not** follow the **continuous assessment** (CA) (30%) will only be able to obtain a maximum of **70%** in the final grade. In this case, to pass the subject, it is necessary that the weighted average obtained between the written exam and the oral exam be a minimum of 7.2 out of 10, having passed both the written and oral exams. The final grade will result from the weighted sum of the written exam, oral exam and continuous assessment. If students fail one of these two exams (or one part of them), the maximum mark of the final grade will be 4.5. The mark corresponding to the parts that have been passed will be carried over to the second call. The activities that make up the continuous assessment, due to its



own nature, CANNOT be done and handed in later on.

**IMPORTANT:** Intellectual honesty is a core value in academic communities and essential for the fair assessment of students' work. All assignments submitted for this course must be of **original authorship**. Submissions that involve **fraudulent collaboration** or the use of **generative artificial intelligence** (such as ChatGPT or similar tools) will not be accepted, **unless their use is explicitly authorised by the teaching staff and forms part of the course content**

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.**

## REFERENCES

- Strutt, Peter (2013). English for International Tourism. Upper Intermediate. Harlow. Pearson Education Ltd. (MANUAL)
- Foley, M. & D. Hall (2012). MyGrammarLab. Intermediate. B1/B2. Harlow: Pearson Education Ltd.
- Murphy, R. (2012). English Grammar in Use. Fourth edition (with answers and ebook). Cambridge: Cambridge University Press.
- Sweeney, S. (1997). English for Business Communication. Cambridge: Cambridge University Press.
- Walker, R. & K. Harding (2009). Tourism 3. Oxford English for Careers. Oxford: Oxford University Press.