



COURSE DATA

DATA SUBJECT

Code: 35120
Name: Communication in the English language for tourism III
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	3	First quarter
1926 - Double Degree Program Tourism and BMA	Facultat d'Economia	3	First quarter

SUBJECT-MATTER

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

COORDINATION

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SUMMARY

The course English Language Communication for Tourism III is a basic training and compulsory subject that is part of the module "Foreign Languages Applied to Tourism". It is taught in the first semester of the third year of the Tourism and TADE degree programmes. A fourth level is also offered, the optional subject Intercultural Communication in English for Tourism.

English Language Communication for Tourism III is a subject with a clearly instrumental nature, just like the other foreign language courses applied to tourism offered in the degree programme. This instrumental nature, combined with the evident need for specific English communication skills both in international tourism (outbound market) and in domestic tourism (receiving foreign tourists, particularly British), makes this subject an essential tool for the effective professional performance of a wide range of tasks in the tourism sector. Being able to communicate in several foreign languages is vital for the professional life of future tourism professionals. English is, without doubt, the international language par excellence, and it is also the most widely spoken language among tourists and visitors in the Valencian Community. Therefore, Tourism students, as future professionals in the sector, need to be able to communicate fluently in English, as well as in at least one other foreign language, to broaden their opportunities to work both within and beyond our borders.



The course English Language Communication for Tourism III is designed to reinforce and expand on the specific knowledge introduced in lower-level subjects, as well as to develop communication skills at a more advanced level. This course strengthens specialized content related to international communication in the tourism field.

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 Double Degree in Tourism and ADE

R4 OBLIGATION TO HAVE SUCCESSFULLY COMPLETED THE SUBJECT

35105 Communication in the English language for Tourism I

35119 Communication in the English language for Tourism II

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. STAYCATIONS

Speaking: Staycations

Reading: Staycations in the UK

Communication skills: Presentation slides



Viewing: The perfect staycations
Language focus: Participles & to-infinitive
Vocabulary: Tourism: Tourism terms UNWTO
Writing: Presentation scripts

2. VR TOURISM

Speaking: Digital trends in tourism
Reading: Virtual reality dining
Communication skills: Delivering oral presentations

Listening: Fear of travel?
Language focus: Use of articles
Vocabulary: Travel idioms
Writing: Destination descriptions

3. SMART HOTELS

Speaking: Smart hotels
Reading: High-tech hospitality
Communication skills: Hotel guest interaction I
Viewing: Smart hotels and privacy
Language focus: Multi-word verbs
Vocabulary: Adjectives in hotel reviews
Writing: Hotel information

4. RESTAURANT STORIES

Speaking: Types of restaurants
Reading: Kitchen Confidential
Communication skills: Hotel guest communication
Listening: Restaurant unstoppable
Language focus: Comparatives
Vocabulary: Food & Beverage service
Writing: Regional food

5. SOLO TRAVEL

Speaking: Solo travel
Reading: Why travel solo?
Communication skills: Networking I
Viewing: Voluntourism
Language focus: (Un) Countable nouns
Vocabulary: Business texting acronyms



Writing: Business texting

6. GENERATIONS X & Y

Speaking: Generational differences in travel

Reading: Millennials travel trends

Communication skills: Networking II

Viewing: Travel with meaning

Language focus: The passive

Vocabulary: Travel compounds & collocations

Writing: Memos

7. WELLNESS

Speaking: Wellness tourism

Reading: The wellness tourism boom

Communication skills: Dealing with customers

Listening: Making better conversation

Language focus: Questions in hospitality

Vocabulary: BrE & AmE travel & shopping terms

Writing: Customer service

8. PERSONALIZATION

Speaking: Personalization

Reading: Personalization in hotels

Communication skills: Non-verbal communication

Viewing: Culture of care in hospitality

Language focus: Expressing contrast

Vocabulary: Phrasal verbs

Writing: Reports

9. SUSTAINABILITY

Speaking: Sustainable travel

Reading: Traveling more sustainably

Communication skills: Managers and employees

Listening: Conservation travel

Language focus: Ecotourism

Writing: Business plans

10. BLEISURE



Speaking: Bleisure
Reading: Hotels and hybrid travel trends
Communication skills: Effective negotiations
Viewing: Decoding bleisure travel
Language focus: Brochures
Vocabulary: IATA Codes
Writing: Leaflets

11. RESTAURANT TRENDS

Speaking: Food trends
Reading: Is your restaurant really different?
Communication skills: Promoting your business
Listening: Value of a meal
Language focus: Travel mistranslations
Vocabulary: Restaurant terms
Writing: Travel blogs

12. BRANDING

Speaking: Franchise vs independent hotels
Reading: Are there too many hotel brands?
Communication skills: Social media marketing
Viewing: The death of the hotel Brand
Language focus: Travel articles
Vocabulary: Social media marketing terms
Writing: Newsletters

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, 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.

***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.**

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.

REFERENCES

Basic

- Hewings, M. (2013). *Advanced Grammar in Use*. Third Edition. Cambridge: Cambridge University Press.
- Martínez-Cabeza, Miguel A. & Espínola Rosillo, M. Carmen (2024). *English for Tourism Studies. Coursebook*. Granada: Editorial Universidad de Granada.
- Martínez-Cabeza, Miguel A. & Espínola Rosillo, M. Carmen (2022). *English for Tourism Studies. Workbook*. Granada: Editorial Universidad de Granada.

Additional

- Alcaraz-Varó, E., Campos-Pardillos, M.A., Hugues, B., Pina-medina, V.M., & Carbonell-Aleson, M.A. (2006). *Diccionario de Términos de Turismo y de Ocio Inglés-Español/Spanish-English*. Ariel.
- Foley, M. & Hall, M. (2012). *MyGrammarLab. Advanced*. Harlow: Pearson Education Ltd.
- Sweeney, S. (2003). *English for Business Communication*. Cambridge: Cambridge University Press.
- Walker, R. & Harding, K. (2009) *Tourism 3. Oxford English for Careers. Student's Book*. Oxford University Press.