



COURSE DATA

DATA SUBJECT

Code: 42977
Name: Professional communication in english for tourism
Cycle: Master's Degree
ECTS Credits: 3
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2135 - Master's Degree in Tourism Management and Planning	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2135 - Master's Degree in Tourism Management and Planning	Professional communication in English for tourism	COMPULSORY

COORDINATION

GIMENEZ MORENO ROSA
 MARTINEZ LOPEZ MIGUEL

SUMMARY

The aim of the subject is to acquire and develop knowledge, skills and competences required to perform an effective and fluent oral presentation in English language within the context of international 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

COMPETENCES / LEARNING OUTCOMES

2135 - Master's Degree in Tourism Management and Planning



Capacidad para presentar en público el diseño de un proyecto de manera clara y coherente y responder satisfactoriamente a críticas sobre el mismo, mediante juicios argumentados, defendiéndolo con rigor y tolerancia.

Entender y adaptarse a las particularidades culturales de cada mercado turístico.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

DESCRIPTION OF CONTENTS

1. Formal and contextual aspects

- Topics, aims and audiences in Tourism
- Content, structure and cohesion

2. Speaking effectively

- Dealing with interaction in English
- Increasing the impact of academic and professional presentations
- Persuasive strategies to achieve success

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	15,00
Total hours	15,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	25,00
Independent study and work	20,00
Preparation of lessons	5,00
Preparation for assessment activities	10,00
Resolution of case studies	0,00
Total hours	60,00



TEACHING METHODOLOGY

The methodology applied is a communicative methodology, in which students are at the center of the teaching and learning process, based on the communicative interaction in the classroom, in pairs, in groups, large group and/or with the teacher. Communicative practice occurs in each lesson and there is a tendency towards real communication. This will foster practice and development of the four basic communication skills: Listening, Speaking, Reading and Writing.

Students' autonomous work, both in the classroom and outside, is also a fundamental element in the process of learning the language, as well as tutoring, either individual or in group.

EVALUATION

The evaluation will be as follows:(1) 10% Attendance and active participation.(2) 60% in Practical Activities. This block is evaluated in the final exam.

REFERENCES

- Wilding, E. & A. Manning (2015). Presentations. Transferable Academic Skills. Reading: Garnet Education.
- Bell, D. (2014). Passport to academic presentations. Reading: Garnet Education
- Burton, G. (2013). Presenting: Deliver presentations with confidence. English for Academic Purposes. London: Collins.
- Mol, H. (2008). English for Tourism and Hospitality in Higher Education Studies. Reading: Garnet Education.
- English, L. M. & S. Lynn (1995). Business Across Cultures. Effective Communication Strategies. Harlow: Pearson Education Limited.
- Tomalin, B. & S. Stempleski (1993). Cultural Awareness. Oxford: Oxford University Press.