UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Further Foreign Language Skills for Tourism - English

2122-2-F7601M063

Learning objectives

Learning objectives

The programme develops the oral capabilities of students in discussing and expressing their views on economic aspects but also the current situation in the tourism and leisure business. The course objectives will be achieved through a careful investigation of a variety of tourism issues which will take place on the course of ‘Lingua inglese per le scienze turistiche’, the 6 credit, annual tourism course**.**

During the Covid-19 emergency period, the lessons may take place in a mixture of remote synchronous videoconference mode and normal classes.

Contents

Contents

The course covers such themes as;

A background to tourism

Why study tourism?

What are the main impacts of tourism?

Tourism today

Types of holidays

Niche market tourism

What makes countries attractive?

Culture and tourism

Trends in tourism

Chinese tourists pave a new route across Europe

Tourism development

Writing skills – emails

Economic impacts of tourism

Hotel and tourism English

Sustainable tourism

A career in tourism

Writing skills – basic principles for a good CV

Applying for jobs

Writing skills – the content of a covering letter of application

Chinese domestic tourism

Marketing and tourism

Promoting a destination

Describing a tourist attraction

Factors affecting the travel and tourism industry

Tourism in a world of technology

The future of tourism

Detailed program

Detailed program

The process of globalization of markets has given a strong impetus to the product "tourism", expanding the range of resources and requiring those who work in the sector to update skills and competences increasingly. Tourism is one of the leading sectors of the Italian economy and will become increasingly important with the increase in leisure

time and geographical mobility of people. The growth of the sector offers significant employment opportunities but also requires the training of qualified operators, able to understand and deal with a very competitive market. Faced with an increasingly complex and competitive professional environment, in a world in which consumers / tourists require new and customized products, tourism enterprises are facing changes in cultural innovation, organization and management in order to maintain their competitive advantage. The hospitality world must adapt to the constant demand for improvement of quality of service and must be capable of measuring the effectiveness and efficiency of the management systems used in a perspective of growth and development. The course of study will lead students to learn how to manage and organize cultural and tourist services, with a particular focus on territoriality, its communication to sustainable tourism. The mastery of the English language enables students to enhance their professional validity at national and international levels.

Prerequisites

Prerequisites

Students are expected to have already reached level B2 (Common European Framework of Reference for Languages ??/ Common European Framework of Reference for Languages)

Teaching methods

Teaching methods

Lessons in class. However; during the Covid-19 emergency period, the lessons will take place in a completely remote synchronous videoconference mode.

Assessment methods

Course assessment methods

The final exam is an oral exam and it is based on the topics covered in the booklet: ‘Laurea Magistrale in Economia del Turismo - UCL’, Dott. R. Anderson**.**

Textbooks and Reading Materials

Textbooks and Reading Materials

The booklet – ‘Lingua Inglese - Laurea Magistrale in Economia del Turismo - UCL’. Dott. R Anderson. Available on the website of dott. Robin Anderson. **This is updated every academic year.

Semester

Timetable

2 semestre.

Teaching language

Teaching language

English