UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Further Foreign Language Skills for Tourism - English

2223-2-F7601M063

Learning objectives

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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.

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

Tourism development

Economic impacts of tourism

Hotel and tourism English

Sustainable tourism

Marketing and tourism

Promoting a destination

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

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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

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Lessons in class, held in English.

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. This is updated every year and published around May 2022.

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

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | CLEAN WATER AND SANITATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION | PARTNERSHIPS FOR THE GOALS