UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Further Foreign Language Skills for Tourism - English

2324-2-F7601M063

Learning objectives

The course aims to extend student language competence for use at a professional level in the Italian tourist industry.

Contents

The course investigates the Italian offer of holiday destinations by means of the articles published in the British press -this in order to further student familiarity with the wide variety of offers, as well as the and the specific lexical field adopted in order to attract clientele.

A second part of the course covers the kind of language and strategies used at staff and customer levels. Space is also given to planning and giving presentations, the appropriate language and successful techniques.

Detailed program

The articles familiarize with the wide variety of holiday locations on offer, from historic triangle of Rome, Florence and Venice, the lakes and mountain areas, the islands and breath-taking beaches, as well as the lesser-known beauty spots and the surprise off-the- beaten-track discoveries.

As well as reviewing the kind of lexis used to attract tourism, the course also indepths the kind of language and style and strategies used in managerial roles dealing with both staff, suppliers and clients. A section is dedicated on “ how to say it”, in situations like dealing with complaints and chairing meetings.

Time will also dedicated to planning and acting presentations.

Prerequisites

B2 (Common European Framework of References for Languages)

Teaching methods

Lectures

Assessment methods

Oral presentation of practical aspects of the tourist business. Students are required to plan a holiday in Italy of some mother-tongue English clients, identifying their typology and offering a suitable holiday (including travel, accommodation, activities, attractions).

Textbooks and Reading Materials

All the course material is loaded on E-Learning

Semester

Second semester

Teaching language

English

Sustainable Development Goals

SUSTAINABLE CITIES AND COMMUNITIES