UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Advanced English for Tourism

2324-2-F7601M057-F7601M052M

Learning objectives

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The course offers a thematic approach to the acquisition or reading, listening and speaking skills, relevant to the sector of tourism and hospitality. Along with these sector-related skills both communication and linguistic skills are consolidated. The course will provide linguistic tools, useful for interacting in the context of international tourism.

The student will be able to;

• Know the language structures well to be able to deal with communication situations in the tourism sector and possess the vocabulary necessary to express oneself in social, business and commercial situations.

• To deepen the use and understanding of specific language at an intermediate-advanced level, in order to build their linguistic autonomy in professional situations.

• Acquire the fundamental vocabulary for the sector through the articles presented in the classroom.

• The course aims to develop the receptive capacity of the written language by practising the various reading strategies to deal with texts of a specialized nature in the tourism field.

• It will also develop speaking skills through discussions of the themes covered in class (although this aspect of the course will be limited due to the impact of Covid-19 on the didactical approach). It aims to give the student a solid linguistic foundation focused on language of the sector.

• It will also introduce and develop specific writing skills such as; letters, memos, reports and e-mails.

Contents

Course contents

• The course aims to develop the receptive and productive capacities by practising the various reading strategies to deal with texts of a specialized nature in the tourism field. These themes will then be discussed in class. It aims to give the student a solid linguistic foundation focused on language of the sector.

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

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The future of tourism

Detailed program

The process of globalization of markets has given a strong impetus to the product "tourism", expanding the range of resources and by requiring those who work in the sector to continuously update skills and competences. 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 sector, a world in which consumers / tourists require new and customized products, tourism enterprises are facing changes in their work cultures, in organization and management in order to provide adequate services to the industry. 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 mastery of the English language enables students to enhance their professional validity at national and international levels.

Prerequisites

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

Teaching methods

Lectures in English. Readings, discussion of themes and listenings. Along with specific vocabulary development. During the Covid-19 emergency period the lessons will take place in a mixed mode: partial presence and asynchronous / synchronous videotaped lessons.

Course assessment methods

The exam consists of a written test of 60 questions (960 minutes). The exam is based on the material covered on the course.

Textbooks and Reading Materials

A collection of articles is available on the website of dott. Anderson entitled. 'Laurea Magistrale

in Economia del Turismo' by Robin Anderson. *This is updated every year.

Timetable

The course is held in the 2° semester – 4 hours per week.

Teaching language

English

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Semester

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Sustainable Development Goals

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