UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Advanced English for Tourism

2425-2-F7601M057-F7601M052M

Learning objectives

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 with a focus on sustainable issues.
• It will also develop speaking skills through discussions of the themes covered in class. 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

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.

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, customized and sustainable 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.

The course aims to present the following topics by analysing the language for both grammar and lexis. The themes will also be used to stimulate discussion.

A background to tourism
Why study tourism?
What are the main impacts of tourism? Environmental, cultural and ethical.
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

Prerequisites

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

Teaching methods

The course is divided into thematic areas which will be addressed in class with the aim of developing the listening, reading and speaking language skills. The lessons offer interactive activities that require the active participation of students.
The course consists of 42 hours of didactics (frontal lessons with the use of slides, audio and video). Lessons are held in English. Frontal lessons. Readings, discussions of topics and listening.

Assessment methods

The language assessment test is a written test lasting 90 minutes, aimed at ascertaining knowledge of the English language specialized for the tourism sector. It consists of 60 standard questions;
• CLOSED ANSWER TEST (True/False, Correspondences, Multiple Choice, etc.);

The grade obtained is expressed in 30/30.

The exam is based on the material covered in the course, found in the handout published in May of the academic year.

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.

Semester

The course is held in the 1° semester of the second year – 4 hours per week.

Teaching language

English

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | GENDER EQUALITY | AFFORDABLE AND CLEAN ENERGY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION