



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

English Language for Tourism

2425-1-E1501N088

Learning objectives

The course aims at strengthening the already-existing knowledge of English up to a B1+/B2 level by developing the four linguistic skills (listening, reading, speaking, writing) and consolidating the useful skills needed in the touristic field.

The course also aims to improve the knowledge and understanding of English language and will allow students to acquire practical reading and speaking skills, to learn to read, understand and produce texts about social, cultural and touristic themes.

Contents

During the course we will focus on the following issues:

Brief history of tourism – Economics and Tourism – World destinations – Types of tourism/tourists – Tourist vs Traveller – Tourist motivations – Globalization – Communication, tourism marketing and advertising – Environment, pollution and sustainability – Tourism organizations – Tourism and the world events – Tourism trends – Transport and Accommodation – Cultural awareness - Cultural heritage – Professions in the tourism industry

Detailed program

The course will focus on the analysis of language, grammar and syntax and on the reading and examination of specific texts, about English language as an international communication tool, as well as globalization, local, national and international tourism, sustainable tourism, cultural heritage, geography, economics. The centre of the course will be the understanding and analysis of specific texts and the acquisition of sectorial vocabulary related to the following topics: Brief history of tourism – Economics and Tourism – World destinations – Types of

tourism/tourists – Tourist vs Traveller – Tourist motivations – Globalization – Communication, tourism marketing and advertising – Environment, pollution and sustainability – Tourism organizations – Tourism and the world events – Tourism trends – Transport and Accommodation – Cultural awareness - Cultural heritage – Professions in the tourism industry

Prerequisites

Knowledge of English Language A2-B1 level.

Teaching methods

The 56-hour course will be divided approximately in two parts: 50% of the hours devoted to teacher-centred lessons (didattica erogativa) with slides and videos and the remaining 50% devoted to student-centred lessons (didattica integrativa) with group or individual projects, case studies, debates, etc.

The professor reserves the right to adjust this division according to students' specific learning needs.

Assessment methods

Assessment of students' skills in English is through a written test (compulsory) and the implementation of "tasks", multimedia projects which can be either recorded or presented during the course (more details will be given at the beginning of the course).

The written test consists of a test with questions related to the course (multiple choice, T/F, matrix, completion) and a reading comprehension divided into 4 sections: Section A - with exercises about some relevant words taken from the text to be matched with the related synonyms; section B - with sentences to be completed with an appropriate word so that the sentences reflect the same meaning as in the text and are grammatically correct (fill-in the gap exercise); section C - with some sentences to be marked as True or False.

The list of multimedia projects will be provided at the beginning of the lessons.

Textbooks and Reading Materials

1. Peter Strutt, Iwona Dubicka, Margaret O'Keeffe - English for International Tourism Upper Intermediate New Edition Coursebook and DVD-ROM Pack - Pearson Education Limited, 2013

2. Anna Cowper, English for International Tourism: Upper Intermediate. New Edition Workbook with Key and Audio CD Pack, Pearson Education Limited, 2013

During the classes, the teacher will provide students with further materials about the themes of the course, which will be part of the programme. Materials will be available for all the students on the teacher's e-learning page.

Sustainable Development Goals

NO POVERTY | GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | GENDER EQUALITY | CLEAN WATER AND SANITATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION | LIFE ON LAND | PEACE, JUSTICE AND STRONG INSTITUTIONS
