UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

English Language for Tourism

2526-1-E1503N003

Learning objectives

Knowledge and understanding:
Knowledge of the main trends and topics related to tourism discussed in the English language.

Applied knowledge and understanding:
Strengthening of English language skills at the intermediate/upper-intermediate level (B1/B2 of the Common European Framework of Reference for Languages), with a focus on the tourism sector.

Independent judgment:
Analysis and critical thinking based on English-language texts, formulation of ideas, and exchange of opinions.

Communication skills:
Development of the four fundamental skills (listening, reading, speaking, writing) and reinforcement of the competencies needed to navigate the world of tourism with awareness.

Learning skills:
Ability to extract concepts through the reading and comprehension of specialized tourism texts written in English.

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.
The course is held entirely in English.

Teaching methods

The 56-hour corse will be divided approximately in two parts: 30% of the hours devoted to teacher-centred lessons (didattica erogativa) with slides and videos and the remaining 70% 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

Written exam on the e-learning online exam platform (multiple choice, true or false, fill-in-the-blank, etc.) and a multimedia project to be submitted, which serves as the oral exam grade.

Non-attending students: Written exam on the e-learning online exam platform (multiple choice, true or false, fill-in-the-blank, etc.) and a multimedia project to be submitted, which serves as the oral exam grade.

The written exam is designed to assess skills related to reading comprehension, syntax, and listening comprehension through English-language texts related to tourism.

The multimedia oral exam is intended to assess presentation skills on two topics of the student's choice from a list provided by the instructor, in the form of two presentations. The evaluation considers overall presentation skills, linguistic accuracy, register appropriateness, pronunciation, and the complexity of both the topic and the presentation.

Only students who pass the written exam can submit the oral tasks. Both written and oral exams have to be passed (at least 18 out of 30) to pass the English exam.

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