UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

English for Tourism

2627-1-F4902N004

Learning objectives

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

Applied knowledge and understanding:
Comprehension and production of both spoken and written academic and popular texts in English.

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

Communication skills:
Expression in English of studied concepts and their re-elaboration, with the formation of structured opinions supported by appropriate arguments, accurate use of language, and a formal linguistic register.

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

Contents

The course revolves around three macro areas:

1. English Grammar and syntax to get to level C1 in receptive skills (listening and reading) and level B2 in productive skills (speaking and writing).
2. Detailed study of the lexicon of the tourism sector by reading and viewing authentic and up-to-date material on issues that characterize Italian and foreign tourism and revolving industries.
3. Development of critical expression abilities

Detailed program

English Grammar – B2-C1 Level
Strengthening of receptive written and oral skills through authentic materials
Talking about tourism, trends, and new technologies
The language of tourism: blogs, official press releases, magazines, etc.
Presentations and public speaking

Topics covered during the course:

- Traditional and innovative transportation
- Sports and international events
- Voluntourism
- Green and sustainable tourism
- Medical and wellness tourism
- Overtourism and measures to regulate tourist flows
- The Airbnb case and its impact on the housing crisis in Italy and other European countries
- Government and non-government tourism campaigns
- AI in the tourism sector

Prerequisites

Knowledge of Italian grammar and B1+ English level.
Sufficient academic knowledge of the tourism sector, culture, and reasonable skills in learning, writing and oral communication.

Teaching methods

The 56-hour corse will be divided approximately in two parts: 16 hours devoted to teacher-centred lessons (didattica erogativa) with slides and videos and the remaining 40 hours 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.

The entire course is held in English.

Assessment methods

Written exam on the online e-learning exam platform (multiple choice, T or F, completion, etc.) and one multimedia project on tourism to be delivered, assessed as the oral mark.

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 a chosen topic in the form of an official presentation of a tourism project (e.g., redevelopment of an area, planning of an international event, etc.) with the aim of securing funds. The evaluation takes into account overall presentation skills, linguistic accuracy, 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

Textbook:
Title: Language Hub, Advanced, student's book
Author: J. Day, g. Skerritt
Publisher: Macmillan Education
ISBN 9781380017505

Any other material will be shared on the e-learning platform by the teacher.

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | AFFORDABLE AND CLEAN ENERGY | INDUSTRY, INNOVATION AND INFRASTRUCTURE | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION