

Plan 253 Dip. en Turismo  
 Asignatura 30703 INGLÉS III  
 Grupo 1

Presentación

Programa Básico

This course is oriented mainly to develop oral and writing skills. Activities will be centred on discussion, reading and listening comprehension

Objetivos

INGLÉS III is conceived as a study in depth of the English language in the context of Tourism. Based on the subjects INGLÉS I and INGLÉS II, the contents and objectives under study will try to provide students with the required knowledge for their prospective and near entrance to the labour market.

Programa de Teoría

COMMUNICATIVE CONTENTS (Units 10 to 12)

Unit 10: "Guiding"

- Working as a tour guide: basic characteristics, roles and tasks of a guide.
- How to book a guide.
- Telephone language: requests and responses.
- Guide instructions and commentaries.
- Guiding language.
- Describing places

Unit 11: "Promotion and marketing in tourism"

- Types of advertising and promotion.
- How to sell a product.
- Holiday types and market segments.
- Specialist holiday enquiries.
- Advertising holidays.
- Planning a promotional campaign.

Unit 12: Developments in Tourism

- Expressing opinion on statements about travel and tourism.
- Predicting future trends in Tourism.
- Discussing on advantages and drawbacks of tourism.
- The impact of Tourism in the developing world.
- Sustainable Tourism.
- Responsibility in the tourism industry.

### GRAMMAR

Since the textbook for the subject is conceived as a specific approach to the Touristic field in English language, extra-material on English grammar will be also provided. The basic aspects to consider are:

0. Verb tenses
  1. Morphology: word formation
  2. Modal verbs (Can, could, be able to; may, might; must, have to, ought to, should, ...)
  3. Passive voice
  4. Conditionals
  5. Direct and reported speech
  6. Sentence focus
  7. Cohesive devices
  8. Bank of further exercises and practice
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### Evaluación

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#### ASSESSMENT

Students will be tested through a written exercise and an oral examination. The written test, implying the 70% of the subject, will cover the grammatical, lexical and conceptual aspects studied in the subject. Any of the exercises considered during the lessons may be included in the final exam; for that reason, assistance is not compulsory but highly advisable. Listening and reading comprehension tasks as well as writing exercises will be included in different sections.

The oral exam (30% of the final mark) will consist of an individual interview of around 5 to 7 minutes. For this part of the assessment, some communicative aspects worked in class will be asked. Fluency, intonation and a correct use of the English language will count as key-points. Moreover, the inclusion of vocabulary typical from the Tourist field—and studied in our sessions— will be absolutely necessary for those students who aspire to marks between 9 and 10.

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### Bibliografía

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