

## COURSE OUTLINE

### 1.GENERAL

<b>SCHOOL</b>	BUSINESS AND ECONOMICS		
<b>DEPARTMENT</b>	BUSINESS ADMINISTRATION		
<b>DIVISION</b>	HOSPITALITY AND TOURISM MANAGEMENT		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	3107094	<b>SEMESTER OF STUDY</b>	7
<b>COURSE TITLE</b>	TOURISM ENGLISH		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures and Workshops-Project Work		5 (3+2)	6
<b>COURSE UNIT TYPE</b>	Special Background Course		
<b>PREREQUISITES :</b>	Knowledge of General English at B2 level (CEF)		
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	English (Intermediate to upper-intermediate level)		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	Yes		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://moodle.tepir.gr/course/info.php?id=131">http://moodle.tepir.gr/course/info.php?id=131</a>		

### 2.LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>The course aims to familiarise students with different aspects of English for Tourism, working on main language points, register and vocabulary through a variety of topics related to the tourist industry. The syllabus is designed to enhance students' competence in English, by practising the essential language skills of reading, writing, listening and speaking, to enable them to function effectively in a variety of professional and academic settings.</p> <p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• understand authentic business texts (textbooks, reference material and other sources written in English);</li> <li>• employ appropriate business formats to produce a range of business documents for different audiences and purposes (letters, e-mails, memos, and reports);</li> <li>• listen and understand business-related material, such as conversations, announcements, and news bulletins;</li> <li>• communicate effectively and in appropriate style on business or professional matters (customers, international tourists and co-workers in Greece or abroad);</li> <li>• write academic essays - that contain a clear thesis, unified coherent paragraphs and relevant supporting details - supported by assigned readings, with proper citation;</li> <li>• make an oral presentation on a business-related topic.</li> </ul>
<b>General Skills</b>
The course also aims to

- improve students' business and communication skills and familiarize them with the behavioural codes of different cultures;
- engage students in collaborative learning through group work;
- encourage individual work.

### **3.COURSE CONTENT**

#### *Readings*

The 13 week syllabus includes the following specialized topics:

- Tourism defined
- The elements of the tourism system
- Tourism consumer behavior
- Marketing for tourism
- The tourism channel of distribution
- Accommodation
- Transportation
- The public sector
- The tourism destination
- The economic impact of tourism
- Tourism and the environment
- The socio-cultural impact of tourism
- Working in the tourism industry

#### *Language work*

Using persuasive techniques; retrieving and providing Information; advising; describing sequence of events; describing situations and places; reporting; making hypothetical versus factual statements; using passive versus active voice; use of modals; asking questions; expressing opinions; apologizing; explaining.

#### *Writing Skills*

- Structuring and organizing expository texts ; methods of paragraph development (example, cause and effect, process analysis, comparison and contrast, classification)
- Structuring an argument
- Describing factual information presented in graphical form
- Writing abstracts and summaries

#### *Business skills practice includes:*

- Letters of application for a job/course & CV writing
- Reports and letters on business situations (inquiries, offers, orders and order acknowledgements, payment and reminders, complaints, travel arrangements)
- Questionnaires
- Tourist information leaflets
- Business meetings
- Business presentations

#### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-class lecturing	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the LMS platform of PUAS (MOODLE)#	
<b>TEACHING METHODS</b>	<i><b>Method description</b></i>	<i><b>Semester Workload</b></i>
	Lectures	39
	Class work/Workshop	26
	Preparation of Individual or Group Project	35
	Independent and Directed Learning	50
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT METHODS</b>	<ul style="list-style-type: none"> <li>○ <b>Final Examination (80%)</b> Questions on text comprehension, terminology, and use of English (based on the material discussed in class)</li> </ul> <p><i>Task types:</i></p> <ul style="list-style-type: none"> <li>- Multiple choice questions or true/false questions</li> <li>- Cloze test</li> <li>- Short answers</li> <li>- Summary</li> <li>- Paragraph writing</li> </ul> <ul style="list-style-type: none"> <li>○ <b>Group or Individual Project (20%)</b> PowerPoint presentation and script on a topic approved by the instructor, related to tourism economics, management, and marketing.</li> </ul>	

#### 5. COURSE MATERIAL

- Koutsoyanni, E. *Themes in Tourism*. Course notes.
- Koutsoyanni, E. (2008) *Writing Skills for Academic and Professional Purposes*. Course notes.
- Koutsoyanni, E. (2013) *A Guide to English Grammar and Usage*. Course notes.
- Hardwick, C. *English for Tourism*. British Council Specialist English. [Online] Available at:  
[www.britishcouncil.org/professionals-specialisms-tourism-intro.htm](http://www.britishcouncil.org/professionals-specialisms-tourism-intro.htm)
- A selection of topics from the LCCI Spoken English for Tourism Syllabus (at the teacher's discretion)
- Selected material from textbooks, newspaper articles, journals, brochures, advertisements, etc. (at the teacher's discretion)