

**Master's Course Title:** English for Tourism

**Instructor:** Natalia Carbajosa PhD.

### **Course description**

This course deals with the specialized use of the English language in the field of Tourism and its associated domains (industry, management, challenges and plans) from a practical perspective. Based on the use of a variety of genres and of authentic materials (documentaries, webpages, articles, interviews) and assisted by linguistic principles pertinent to the academic uses of oral and written language, the course provides the students with adequate tools for their future development in professional international environments related with the tourism activity.

### **Objectives**

By the end of the course, the students must be able to:

1. Command basic academic oral and written skills.
2. Be familiar with a substantial corpus of specialized vocabulary related with tourism.
3. Accurately deploy this vocabulary in professional environments related with tourism.
4. Critically analyze and interpret different genres related with tourism.
5. Be aware of critical concepts related with tourism, such as culture, sustainability, career paths, and research.

### **Syllabus**

ALL THE LESSONS ARE POSTED IN VIDEO AND TRANSCRIPT (POWER POINT, PDF AND/OR WORD) FORMAT.

### Theory

#### MODULE 1: SPECIFIC CONTENTS

Unit 0. Introduction to the course

Unit 1. What is Tourism?

Unit 2. Sustainable Tourism

Unit 3. HR in Tourism

Unit 4. Case Study: Rural Tourism

## MODULE 2: LINGUISTIC CONTENTS

1. Language Skills 1: Writing
2. Language Skills 2: Speaking
3. Language Skills 3: Pronunciation

### Practice

## MODULE 3: READING

1. Reading 1: The Grand Tour
2. Reading 2: Call for Papers on Tourism
3. Reading 3: Tourism News
4. Reading 4: Interviews

## BIBLIOGRAPHY

Edger, David L., et al. *Tourism Policy and Planning: Yesterday, Today, and Tomorrow*. Routledge, 2018.

Hsu, Cathy H.C. and William C Gartner, eds. *The Routledge Handbook of Tourism Research*. Routledge, 2012.

Smith, Jeremy. *Transforming Travel: Realizing the Potential of Sustainable Tourism*. CABI, 2017.

Zuelow, Eric. *A History of Modern Tourism*. Macmillan International Higher Education, 2015.

## ONLINE RESOURCES

Academic writing:

[https://www.youtube.com/watch?v=INg\\_0ygzaGY](https://www.youtube.com/watch?v=INg_0ygzaGY)  
<https://www.youtube.com/watch?v=GbWE3iuN6QQ>  
<https://www.youtube.com/watch?v=mZQgd2sPxpK>

**Oral presentations:**

[https://www.ted.com/talks/melissa\\_marshall\\_talk\\_nerdy\\_to\\_me/transcript#t-254942](https://www.ted.com/talks/melissa_marshall_talk_nerdy_to_me/transcript#t-254942)

<https://www.assertion-evidence.com/>

**Talks on Travel and Tourism:**

[https://www.ted.com/talks/nelida\\_marques\\_sustainable\\_tourism\\_authenticity\\_and\\_identity](https://www.ted.com/talks/nelida_marques_sustainable_tourism_authenticity_and_identity)

[https://www.ted.com/talks/sumesh\\_mangalasseri\\_sustainable\\_tourism\\_a\\_modern\\_eco\\_friendly\\_perspective\\_on\\_tourism](https://www.ted.com/talks/sumesh_mangalasseri_sustainable_tourism_a_modern_eco_friendly_perspective_on_tourism)

<https://www.youtube.com/watch?v=we6VG3kdkOA>

[https://www.ted.com/talks/mikkel\\_aaro\\_hansen\\_turn\\_tourism\\_into\\_a\\_force\\_for\\_the\\_global\\_good](https://www.ted.com/talks/mikkel_aaro_hansen_turn_tourism_into_a_force_for_the_global_good)

<https://www.roomsforchange.com/top-ted-talks-for-the-responsible-traveler/>

<https://www.roomsforchange.com/top-inspirational-ted-talks-about-hotels-and-hospitality/>