



CARRERAS DE

## TURISMO Y HOTELERÍA

UNIVERSIDAD TECNOLÓGICA NACIONAL

# LICENCIATURA EN GESTION DE EMPRESAS TURISTICAS

IDIOMA IV

Segundo cuatrimestre

2011

### Goals

- To contribute to the intellectual, personal and vocational development of the individual
- To acquire the competence to use English in real-life situations for the development and maintenance of interpersonal as well as working relationships
- To be able to communicate efficiently in speaking and writing.

### Objectives

- Describe and compare impacts
- Suggest and recommend products
- Deal with meetings and workshops

### Normas de regularidad

- 75 % de asistencia Describe and compare destinations
- Aprobación de mini evaluaciones y trabajos prácticos
- Aprobación de dos exámenes parciales

## Contenidos/Content

### Unit 7: The impacts of tourism

- Functions: describing impacts
- Grammar: sequence connectors
- Vocabulary: impacts; meetings

### Unit 8: Built attractions

- Functions: presenting products
- Grammar: sequence connectors
- Vocabulary: attractions

### Unit 9: Events management

- Functions: explaining and clarifying
- Grammar: collocations and compounds
- Vocabulary: events managements

### Unit 10: Sustainable tourism

- Functions: presenting policies
- Grammar: advise

- Vocabulary: ecotourism

## Unit 12: Tomorrow's tourism

- Functions: Predicting
- Grammar: Futures
- Vocabulary: future trends

## Unit 11: Social tourism

- Functions: participating in meetings
- Grammar: recommendations
- Vocabulary: social tourism

## Assessment

- Quizzes
- Practical Works
- Oral production
- Attitude
- Mid term tests

## Activities

- Reading
- Listening
- Writing
- Speaking
- Role plays
- Pair work
- Multimedia
- Others

## Bibliography

- Walter and Harding; Oxford English for Careers, Tourism 3, units 7-12, UK, Oxford (2007)

## Intensive Reading

- (online magazine) Tourism Review (July-August 2011):

1) *Swiss Hotel Schools ranked among world's best*

2) *Unfamiliar Grenada is Authentic Caribbean*

3) *Nakuru, Kenya: help the villagers through community tourism projects*

- **Short story:** *The voyage* by Katherine Mansfield

## Extensive Reading

- (online magazine) Tourism Review (July-August 2011):

1. *Careers in the Global economy – educational spa and wellness expo*

2. *Kiribati: atolls, lagoons and battles*

- **Travel books/guides**



