

## **TECNICATURA EN GESTIÓN DE EMPRESAS HOTELERAS**

### **Idioma IV**

**Segundo Año**  
**Segundo Cuatrimestre**  
**2011**

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#### **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 relationships.
- To develop the four skills accordingly: reading , writing , reading and speaking.
- To be able to communicate **efficiently** in speaking and writing.

#### **Objectives**

Students will be able to:

- ✓ Describe different kinds of accommodation
- ✓ Talk about local accommodation and unusual accommodation
- ✓ Give information about hotels
- ✓ Describe location
- ✓ Take a telephone booking
- ✓ Talk about what marketing is and discussing sales promotion techniques
- ✓ Analyse products, describing their strengths and weaknesses / SWOT and PEST analysis
- ✓ Analyse the developments in the airline industry
- ✓ Talk about traditional airlines and low-cost airlines
- ✓ Prepare and carrying out customer surveys
- ✓ Discuss different types of holidays Talk about experiences
- ✓ Analyse cultural do's and don'ts
- ✓ Analyse computerized reservation systems
- ✓ Explain holiday terms and conditions
- ✓ Talk about airport facilities, services and procedures

## **Normas de Aprobación**

### **Condiciones para obtener la regularidad en IDIOMA**

- 75% de asistencia a clase.
- El promedio de notas de los dos tramos debe ser entre 4 (60%) y 10 (100%). Por tramo, las notas consisten en a) un promedio general de los evaluaciones escritos, b) un promedio general de los evaluaciones orales, c) una nota actitudinal, d) la nota de/los parcial/es.
- El alumno que desaprueba uno o los dos parciales, debe recuperar sólo el parcial que desaprobó. La nota del examen recuperatorio se toma exclusivamente como nota recuperatoria del parcial. No incluye las otras notas desaprobadas.
- Las evaluaciones también tienen su instancia recuperatoria. Aquellos alumnos que desaprueben una sola evaluación escrita u oral, recuperarán esa misma sólo si lo necesitaran para llegar al 60%. Aquellos alumnos que desaprueben 2 ó más evaluaciones, recuperarán todas en un solo recuperatorio integrador.

### **Condiciones para obtener la PROMOCION a las materias.**

- 75% de asistencia a clase.
- Asistencia perfecta a las instancias evaluatorias (No se aceptan certificados por enfermedad ni por trabajo, ni ningún tipo de problemas personales como justificación de inasistencias).
- Aprobación de TODAS las instancias evaluatorias en la primera instancia evaluatoria (parciales, trabajos prácticos, etc.) No se podrá desaprobado NINGUNA instancia evaluatoria en la primera instancia.
- Promedio general de 7 (81%) en los dos tramos del cuatrimestre. Aquellos alumnos cuya nota promedio de los tramos sea 7 (81%) o mayor, pero que hayan desaprobado (por notas o ausencias) **cualquier** instancia evaluatoria **NO TENDRÁN DERECHO A PROMOCIONAR.**

## **Content**

### **Unit 1**

- Functions

Describing different kinds of accommodation

Talking about local accommodation and unusual accommodation

Giving information about hotels

Describing location

Taking a telephone booking

- Grammar

Describing location (prepositions of place)

Questions

- Vocabulary

Types of accommodation

Services and facilities

Adjectives and nouns for describing accommodation

- Pronunciation

Word and question stress

## **Unit 2**

- Functions

Talking about what marketing is and discussing sales promotion techniques  
Analysing products, describing their strengths and weaknesses / SWOT and PEST analysis

- Grammar

Superlatives  
Verb patterns

- Vocabulary

The language of advertising  
Marketing terminology

- Pronunciation

Pronunciation transcriptions (chart with symbols)

## **Unit 3**

- Functions

Analysing the developments in the airline industry  
Talking about traditional airlines and low-cost airlines  
Preparing and carrying out customer surveys/ questionnaire tactics

- Grammar

Asking questions politely  
Indirect questions  
Expressing degrees of like/dislike

- Vocabulary

Air travel

- Pronunciation

Airport codes / t / and / d /

## **Unit 4**

- Functions

Discussing different types of holidays / adventure tourism-ecotourism-'escape'  
tourism-cultural tourism  
Talking about experiences  
Analysing cultural do's and don'ts

- Grammar

Present Perfect Simple vs Simple Past

- Vocabulary

Language of service provision

- Pronunciation  
Difference between / b / , / v / and / w /

## **Unit 5**

- Functions  
Taking a booking  
Analysing computerized reservation systems  
Explaining holiday terms and conditions
- Grammar  
"If" clauses (conditionals type 1,2,3)
- Vocabulary  
Reservation systems for tourism
- Pronunciation  
/ / , / ei / , / i / and / ai /

## **Unit 6**

- Functions  
Talking about airport facilities, services and procedures
- Grammar  
Responding politely to questions and requests  
Giving orders and stopping people doing something
- Vocabulary  
Airport facilities and services  
Airport language
- Pronunciation  
Sounding firm but polite

## **Assessment**

- Regular quizzes on Vocabulary and Grammar
- Two mid-term tests
- Oral Production
- Participation in class
- Attitude

## **Activities**

- Role plays
- Communicative Activities
- Discussions

- Dialogues
- Multimedia presentations
- Videos

### **Bibliography**

- Robin Walker and Keith Harding. *Tourism 1*, Oxford University Press (Student's book from units 7 to 12 )
- Webpage from student's book to do extra practice: [elt.oup.com/student/oefc/tourism1](http://elt.oup.com/student/oefc/tourism1)
- Grammar booklet
- Travel and Tourism, Cambridge International Examinations: Chapter 5 "Marketing and Promotion"

### **Readers**

#### **INTENSIVE (for class discussion)**

- articles from the magazine Tourism Review ([www.tourism-review.com](http://www.tourism-review.com) July/August 2011) : " Travel and become part of the Thai community" and "Community-based tourism"
- Novel: "Four weddings and a funeral"

#### **EXTENSIVE (for the final exam)**

- "Tourism Education Trends and Challenges"
- "Three Must-see Destinations for the Beginners"
- Marketing and Promotion (Chapter 5 of book Cambridge International Examinations)