

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	ENGLISH FOR TOURISM INDUSTRY				
Course code (VAIS):	Valo1022				
Study programme:	Tourism experience design and entrepreneurship				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input checked="" type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization course (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional course (Part B, optional)			
	<input type="checkbox"/>	Elective course (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	32	48
	part-time studies:			10	70
Course Author/ Tutor:	Selga Goldmane				
	Lecturer, Mg. philol.				
	selga.goldmane@va.lv				
Course Form:	Full time studies/ part-time studies				
Study year, semester:					
full time studies:	1 st year, 1 st semester				
part-time studies:	1 st year, 1 st semester				
Language:	English				
Prerequisites for the Course:	Suggested level of English – B2				
Course Summary:	<p>The goal of the course is to enhance the students' competence level in English while acquiring English in tourism specialty related and general topics at an advanced level; to develop their fluency and contextual accuracy at the appropriate level of formality; to activate their writing skills through training how to organise information accordingly, to master public speaking skills and apply them while performing in front of the audience; to activate discussion skills; to expand and activate tourism industry vocabulary; to reinforce the knowledge of grammar and the use of language structures in new contexts and functions; to learn cross-cultural communication skills and be aware of the role of verbal and non-verbal communication in the context of cross-cultural communication.</p>				
Course Methods:	Lectures, practical sessions, seminars, individual and group work, case studies, literature studies, text summaries, presentations, tests, final exam.				
Assessment:	Exam				
Requirements for Credits:	<p>Attendance of lectures, active participation in practical sessions, all the independent and group assignments completed, all presentations done, all written assignments submitted in a timely fashion (adhering to the requirements), all tests should have a positive assessment (at least 51%), the final exam should have a positive assessment (the received grade – at least 4).</p> <p>The final grade consists of semester work (70%) and final exam (30%).</p>				
	<p>Exam will be evaluated in 10 grades system regarding the following specific criteria: Outstanding (10) – knowledge, skills and competence exceeds requirements stated for individual work in auditorium and at home and participation in study course seminars; Excellent (9) – knowledge, skills and competence fully corresponds to requirements stated for individual work in auditorium and at home and participation in study course seminars; Very good (8) – there are completed all requirements for individual work in auditorium and at home and participation in study course seminars but level of knowledge, skills and competence does not fully corresponds to required level; Good (7) – there are completed all basic requirements for individual work in auditorium</p>				

	<p>and at home and participation in study course seminars but individual skills of practical use of acquired knowledge must be improved;</p> <p>Almost good (6) – there are completed basic requirements for individual work in auditorium and at home and participation in study course seminars but student has no broader understanding of subject and his/her ability to use theory in practice is sometimes insufficient for complex cases;</p> <p>Satisfactory (5) – there are completed minimal level of requirements for individual work in auditorium and at home and participation in study course seminars but student has no complete understanding of core subject and his/her ability to use theory in practice is insufficient in specific cases;</p> <p>Almost satisfactory (4) – there are completed minimal level of requirements for individual work in auditorium and at home and participation in study course seminars but student has difficulties with understanding of core subject and his/her ability to use theory in practice is insufficient in many cases;</p> <p>Bad (3) – the proven knowledge of student is under the minimal level of requirements for individual work in auditorium and at home and participation in study course seminars, student has difficulties with understanding of subject and his/her ability to use theory in practice is insufficient in the most cases;</p> <p>Very bad (2) – student understand just some separate parts and concepts from subject, the proven knowledge of student is under the critical level of requirements for individual work in auditorium and at home and participation in study course seminars, student has completed just some parts from study course topics;</p> <p>Very, very bad (1) – student does not understand any basic concepts of subject, the proven knowledge of student is under the critical level of requirements for individual work in auditorium and at home and participation in study course seminars, student has completed almost none from study course topics;</p> <p>Not graded (0) – student registered for this course but formally did not attend it.</p>																								
Course Contents:	<p>The history of tourism industry, its development and structure. Holiday types. Niche tourism.</p> <p>Jobs and career possibilities in tourism industry. Travel agents and tour operators. Hospitality industry, hotels and catering.</p>																								
Learning Outcomes¹; the evaluation methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="549 1267 1027 1301">Learning Outcomes</th> <th data-bbox="1027 1267 1442 1301">The evaluation methods and criteria</th> </tr> </thead> <tbody> <tr> <td colspan="2" data-bbox="549 1301 1442 1335">Knowledge</td> </tr> <tr> <td data-bbox="549 1335 1027 1384">Students will know the most commonly used abbreviations in tourism industry.</td> <td data-bbox="1027 1335 1442 1384">Tests, exam</td> </tr> <tr> <td data-bbox="549 1384 1027 1464">Students will understand tourism industry related terms, definitions, various tourism types.</td> <td data-bbox="1027 1384 1442 1464">Seminars, tests, exam</td> </tr> <tr> <td data-bbox="549 1464 1027 1545">Students will understand functional differences between travel agents and tour operators.</td> <td data-bbox="1027 1464 1442 1545">Tests, exam</td> </tr> <tr> <td colspan="2" data-bbox="549 1545 1442 1579">Skills</td> </tr> <tr> <td data-bbox="549 1579 1027 1653">Students will be able to independently acquire, select and analyse information on tourism and hospitality industry.</td> <td data-bbox="1027 1579 1442 1653">Literature studies, text summaries, seminars</td> </tr> <tr> <td data-bbox="549 1653 1027 1816">Students will be able to independently structure their studies; use scientific research article data bases and other sources of information; adhere to requirements for applied writing and critical analysis assignments.</td> <td data-bbox="1027 1653 1442 1816">Literature studies, text summaries, seminars, all writing assignments</td> </tr> <tr> <td data-bbox="549 1816 1027 1897">Students will be able to explain the terms related to tourism and hospitality industry in English.</td> <td data-bbox="1027 1816 1442 1897">All assignments</td> </tr> <tr> <td data-bbox="549 1897 1027 1951">Students will improve their presentation skills.</td> <td data-bbox="1027 1897 1442 1951">Seminars, presentations</td> </tr> <tr> <td colspan="2" data-bbox="549 1951 1442 1984">Competency</td> </tr> <tr> <td data-bbox="549 1984 1027 2004">Students will be able to evaluate their own</td> <td data-bbox="1027 1984 1442 2004">Seminars, case studies</td> </tr> </tbody> </table>	Learning Outcomes	The evaluation methods and criteria	Knowledge		Students will know the most commonly used abbreviations in tourism industry.	Tests, exam	Students will understand tourism industry related terms, definitions, various tourism types.	Seminars, tests, exam	Students will understand functional differences between travel agents and tour operators.	Tests, exam	Skills		Students will be able to independently acquire, select and analyse information on tourism and hospitality industry.	Literature studies, text summaries, seminars	Students will be able to independently structure their studies; use scientific research article data bases and other sources of information; adhere to requirements for applied writing and critical analysis assignments.	Literature studies, text summaries, seminars, all writing assignments	Students will be able to explain the terms related to tourism and hospitality industry in English.	All assignments	Students will improve their presentation skills.	Seminars, presentations	Competency		Students will be able to evaluate their own	Seminars, case studies
	Learning Outcomes	The evaluation methods and criteria																							
	Knowledge																								
	Students will know the most commonly used abbreviations in tourism industry.	Tests, exam																							
	Students will understand tourism industry related terms, definitions, various tourism types.	Seminars, tests, exam																							
	Students will understand functional differences between travel agents and tour operators.	Tests, exam																							
	Skills																								
	Students will be able to independently acquire, select and analyse information on tourism and hospitality industry.	Literature studies, text summaries, seminars																							
	Students will be able to independently structure their studies; use scientific research article data bases and other sources of information; adhere to requirements for applied writing and critical analysis assignments.	Literature studies, text summaries, seminars, all writing assignments																							
	Students will be able to explain the terms related to tourism and hospitality industry in English.	All assignments																							
Students will improve their presentation skills.	Seminars, presentations																								
Competency																									
Students will be able to evaluate their own	Seminars, case studies																								

¹ <http://www.nki-latvija.lv/par-lki>

	and their groupmates' work.	
	Students will be able to independently obtain, select and analyse information and use it in completing course assignments.	Seminars, case studies, critical analysis written work
	Students will be able to analyse situations and provide solutions.	Presentations, case studies, critical analysis written work
	Students will understand and observe professional ethics.	All course assignments
Course Compulsory literature:	<ul style="list-style-type: none"> • Harding, Keith. Going International : English for tourism. Oxford : Oxford University Press, 2001. ISBN 0194574008 • Strutt, Peter. English for International Tourism. Essex : Longman, 2010. ISBN 9780582479845 • Tour guide vocabulary • Tourism vocabulary • Tourism vocabulary glossary • http://www2.unwto.org/en • Tourism Law 	
Course additional literature:	<ul style="list-style-type: none"> • Latvia travel • Sustainable tourism • Niche tourism • TED talks • Verb tenses 	
Course confirmation date:	31.08.2022.	
Date of course description update:		

Study Course Plan for full time (FT) studies and part-time (PT) studies:

Date	Theme	Academic hours				Study Form/ Organization of independent work of students and task description
		FT contact hours	FT independ ent work hours	PT contact hours	PT independent work hours	
<i>The date is specified before the implementation of the course</i>	Tourism industry terms and abbreviations Holiday types Niche tourism Tourist profile Verb tenses	10	15	3	22	Lectures, practical sessions, seminars, group work, case study, test
	Festivals Jobs and career opportunities in tourism industry Functions of travel agents and tour operators Business travel Making presentations Graph analysis	12	17	3	26	Lectures, practical sessions, group work, literature studies, presentations, test
	Hotel structure Hotel icons Other tourism industry related companies and their structure Critical analysis of a scientific research article	8	14	3	19	Lectures, practical sessions, individual and group work, literature studies, text summaries, presentations
	Exam	2	2	1	3	Written exam
	Hours total:	32	48	10	70	