



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	INT150	SEMESTER	4 th
COURSE TITLE	English in International Tourism		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	4	5	
COURSE CATEGORY	Skills Development		
COURSE TYPE	Elective		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1182/		
ECLASS	https://opencourses.ionio.gr/courses/DT0138/		

2. TEACHING RESULTS

Teaching Results
Upon successful completion of the course students are expected to
- consolidate the tourism terminology and language structures related to the international tourism sector, such as travel terminology, hotel terminology, business organization and management terminology
- produce scientific texts on tourism using the terminology of their field of study
- acquire communication skills in English in practical situations related to tourism
- describe, interpret, and evaluate the results of tourism data analysis
- develop their listening and speaking skills by taking part in discussions and making oral presentations
General Skills
<ul style="list-style-type: none">• Autonomous work• Team work• Work in international environment• Freedom of thought

3. CONTENT

The course aims at enhancing language and communication skills in international tourism. Students will further practice reading, writing, listening, and speaking in practical tourism-related situations, such as hotels, tour operators, airlines, sightseeing, etc. Teaching activities include enrichment of specialized tourism English terminology, problem-solving, case studies, role-playing, and teamwork exercises. In addition, students will study real cases and examples from the tourism industry, analyzing and discussing trends and practices affecting international tourism. They will practice describing and interpreting statistical data, graphs, and charts. Upon completion of all course activities, students will be better prepared to meet communication and language challenges that arise when working in international tourism destinations.

Week 1. Introductory course. Prerequisites, aims and purposes. Introductory terminology



Week 2. Definition of tourism. Aspects of tourism. Types of tourism. Words of general English with a special meaning in tourism. Prefixes and suffixes. Listening and speaking skills practice.

Week 3. Careers in tourism and hospitality. Employment in the travel, tourism and hospitality industry. Job titles. Abbreviations and acronyms.

Week 4. Hospitality marketing (marketing of small businesses, marketing strategies, internal and external marketing. Essay types. Writing skills development.

Week 5. Tourism marketing. Types of market. Market research (primary, secondary, qualitative, quantitative). Describing graphs and charts. Speaking skills development.

Week 6. Exhibitions and conference management. Skills, knowledge and terminology required to undertake the venue or site selection process for exhibitions and conferences

Week 7. Tourism and Culture. Impact of tourism on culture. Sustainable tourism. Note-taking skills development.

Week 8. Communicate effectively with different types of customers taking into consideration cultural differences. Managing cultural misunderstandings using proper language. Speaking skills development

Week 9. Terminology regarding services provided to customers requiring special assistance: people with disability e.g. mobility, sight, hearing impaired; elderly; clients with young children; people with special diets.

Week 10. External influences on the tourism and hospitality industry: demographic, political, environmental. Words/phrases to link ideas. Writing press releases. Strategies and techniques.

Week 11. Writing business reports. Analyzing options and making recommendations

Week 12. Describing diagrams, graphs, and charts. Writing and speaking skills development.

Week 13. Making presentations. SWOT analysis terminology.

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	Lectures								
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Use of ICT to enhance and support teaching (e-class platform) Use of ICT for communication with students								
TEACHING STRUCTURE	<table> <tr> <td>Activity</td> <td>Semester Workload</td> </tr> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Literature Study and Analysis</td> <td>73</td> </tr> <tr> <td>Course Total (ECTS: 5)</td> <td>125</td> </tr> </table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	Course Total (ECTS: 5)	125
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Lectures	52								
Literature Study and Analysis	73								
Course Total (ECTS: 5)	125								
EVALUATION OF STUDENTS									

5. BIBLIOGRAPHY

Αποστόλου Ελ., (1993), «Translating, General Economics, Business Administration, Maritime Economics, European Communities». Αθήνα: Σταμούλη.

Corballis T., Jennings W., McLisky M., Mol H., Roberts M., Walker C. (2019). *Αγγλικά των Επιστημών Διοίκησης, Οικονομίας και Τουρισμού*. Κύπρος: BROKEN HILL PUBLISHERS LTD.

Mol, H. (2008). *English for tourism and hospitality*. UK: Garnet.

Powel, M. (2004). *In company*. Oxford: McMillan.

Perdiki F. & Z. Malivitsi (2012). *Economic and Business English in a Nutshell –A course book for Specific and Academic Purposes*. Thessaloniki: F Perdiki. & Z. Malivitsi.

Paterson K.& Wedge R. (2013). *Oxford Grammar for EAP*. Oxford: Oxford University Press.



Courses' Descriptions

DEPARTMENT OF TOURISM
IONIAN UNIVERSITY



Rizouli, C. (2015). *English for Academic Purposes. Focus on Writing*. Thessaloniki: University of Macedonia Press.