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**Department of Tourism Organizations Administration**

**College of Administration and Economics**

**Salahaddin University – Erbil**

**Subject: English for Tourism and Hospitality**

**Course Book –Year 3.**

**First Semester**

**Lecturer's name:**

1. **Hussein Ahmad Mustafa**
2. **Rebaz Nooradeen Aziz**

**Academic Year: 2023 -2024**

**Course Book**

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| **1. Course name** | | **English for Tourism and Hospitality** |
| **2. Course Code** | | **AETO 1305** |
| **3. Units** | | **2** |
| **4. Lecturers in charge** | | **Hussein Ahmad Mustafa and**  **Rebaz Nooradeen Aziz** |
| **5. Department/ College** | | **Tourism Organizations Administration** |
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| **7. Time (in hours) per Week** | | **Integrated Skills 6** |
| **8. Office hours** | | **Availability of the lecturer to the student during the Week** |
| **9. Course overview:**  The coursebook (English for Tourism and Hospitality) is designed for students who take a course in tourism and hospitality entirely in English. English for Tourism and Hospitality aims to teach students to cope with the discipline's input texts, i.e., listening and reading. However, students will be expected to produce output texts in speech and writing throughout the course. | | |
| **10. Course Objective:**  To provide third-year students with a deeper foundational understanding of the English language for tourism and hospitality, this course seeks to introduce them to various real-based language elements and issues. Additionally, they should improve their English-language communication skills and convey their enthusiasm for travel and hospitality. | | |
| **11. Student's Obligation**   * Regular attendance is required according to the university rules. * The use of a mobile phone during class is prohibited. * Only the students who are officially enrolled can attend the class; guests and children are not admitted. * Daily participation and conducting assignments are required. | | |
| **12.** **Forms of Teaching**  An approach will be implemented using a communicative approach (integrated skills), lexical approach, and task-based, considering the student’s multiple intelligences. Additionally, extensive education, such as student presentations, encourages group, pair, and individual self-sufficiency. Furthermore, the scientific department and the lecturer use technical phrases employed in actual circumstances. | | |
| **13. Assessment Scheme**  Students are assessed depending on their exam results. Marks are given based on student's performance in the exams as follows:   1. First monthly exam 20%, so 15% (Speaking), and 5% Listening   2. Second monthly exam 20% (Reading, Vocabulary, Writing)  3. Final exam 60% (Speaking 20M, listening 10M, and Reading, Vocabulary, Writing 30M).  Total average: 40 + 60 =100% marks | | |
| **14. Course Reading List:** | | |
| **14 Weeks: From the early September to the 30th of January** | | |
| *English for Tourism and Hospitality* has units based on a different aspect of tourism or hospitality. Odd-numbered units are based on listening and lecture/seminar extracts. Even-numbered units are based on treading. **Each unit is divided into four lessons: Lesson 1:** vocabulary for the discipline; vocabulary skills such as word-building, use of affixes, and synonyms for paraphrasing. **Lesson 2:** reading or listening to text and skills development. **Lesson 3:** reading or listening skills extension. In addition, inlater reading units, students are introduced to a writing assignment which is further developed in Lesson 4; in later listening units, students are introduced to a spoken language point (e.g., making an oral presentation at a seminar), which is further developed in Lesson 4 **Lesson 4:** aparallel listening or reading text to that presented in Lesson 2, in which students have to use their new skills (Lesson 3) to decode; written or spoken word is further practiced. | | |
| **1st Week**  **2nd Week** | **Unit One**: **What is tourism?**  **Topics:** English with a special meaning in tourism and hospitality, also aspects of tourism. Prefixes and suffixes related to tourism and hospitality.  **Skills Focus:**  **Listening:** preparing for a lecture, predicting lecture content from the introduction, understanding lecture organization, choosing an appropriate form of notes, and making lecture notes.  **Speaking:** speaking from notes. | |
| **3rd Week**  **4th Week** | **Unit Two: What is your kind of tourism?**  **Topics:** types of tourism, e.g., adventure tourism - backpacking ‘Flashpacking’ transitive/intransitive, events tourism, sports tourism, and eco-tourism.  **Skills Focus:**  **Reading**: using research questions to focus on relevant information in a text using topic sentences to get an overview of the text.  **Writing**: writing topic sentences and summarizing a text. | |
| **5th Week**  **6th Week** | **Unit Three: Hospitality Research**  **Topics:** hospitality research: history - methods - theories - researchers.  **Skills Focus:**  **Listening**: preparing for a lecture, predicting lecture content, making lecture notes, and using different information sources.  **Speaking**: reporting research findings and formulating questions. | |
| **7th Week**  **8th Week** | **Unit Four:**  **Topics:** employment in the travel, tourism, and hospitality industry, computers for research.  **Vocabulary Focus:** Computer jargon, abbreviations and acronyms, job titles, discourse, stance markers, and verb and noun suffixes.  **Skills Focus:**  **Listening**: identifying topic development within a paragraph, using the Internet effectively, evaluating Internet search results  **Writing**: reporting research findings. | |
| **9th Week** | **Midterm Exam** | |
| **10th Week**  **11th Week** | **Unit Five: Tourism marketing**  **Topics:** definition of marketing, the importance of marketing, types of market, and market research: primary - secondary qualitative quantitative.  **Vocabulary Focus:** Word sets synonyms, antonyms, etc., the language of trends, and common lecture language.  **Skills Focus:**  **Listening**: understanding’ signpost language’ in lectures, using symbols and abbreviations in notetaking.  **Speaking**: making practical contributions to a seminar. | |
| **12th Week**  **13th Week**  **14th Week** | **Unit Six: The Business of events tourism**  **Topics:** types of events: festivals, conventions, concerts, etc., the life cycle of an event, and the management of complex events  **Skills Focus:**  **Reading**: locating essential information in complex sentences.  **Writing**: writing complex sentences, reporting findings from other sources: and paraphrasing.  **Overall review** | |
| **15th Week** | **Final Exam** | |

**Learning Outcomes English for Tourism and Hospitality**

1. Improve students’ oral and written English communication abilities, especially in the context of travel and hospitality. They should be able to communicate successfully with English-speaking clients, coworkers, and visitors while offering advice, support, and information.
2. Enhancing students’ ability to learn to write professional documents commonly used in the tourism and hospitality industry, such as emails, memos, reports, and promotional materials. They should be able to convey information clearly and effectively in written English.
3. Enhancing students’ vocabulary includes words and phrases often used in hotels, restaurants, travel agencies, and other tourism-related businesses.
4. Students should develop an awareness of cultural variations and customs pertinent to travel and hospitality. They should be able to modify their conduct and speech to satisfy the cultural expectations of visitors and clients from other countries.
5. Ability to develop customer service skills and learn how to handle various situations professionally and courteously. Also, dealing with complaints, providing recommendations, helping, and ensuring customer satisfaction.
6. Ability to deliver presentations and public speeches in English, focusing on tourism and hospitality topics. They should develop confidence in delivering information, engaging an audience, and using visual aids effectively.