1	**Course title**	English for Tourism and Hotel Industry
2	**Course number**	2201354
3	**Credit hours**	3
	Contact hours (theory, practical)	3
4	**Prerequisites/corequisites**	---
5	**Program title**	Bachelor's Degree in Applied English
6	**Program code**	2201
7	**Awarding institution**	University of Jordan
8	**School**	School of Foreign Languages
9	**Department**	Department of English Language and Literature
10	**Level of course**	Third year
11	**Year of study and semester (s)**	2021/2022, second semester
12	**Final Qualification**	BA
13	**Other department (s) involved in teaching the course**	---
14	**Language of Instruction**	English
15	**Teaching methodology**	✓**Face to face learning** ☐Blended ☐Fully online
16	**Electronic platforms(s)**	✓**e-learning** ✓**Microsoft Teams** ☐Skype ☐Zoom ☐Others…………
17	**Date of production/revision**	February 2022

18. Course Coordinator:

Name: Nour Suleiman
Office number: 24825
Phone number:
Email: n.suleiman@ju.edu.jo
Office hours: Sun & Tues 12:30 – 1:30 & Mon 12:00 – 1:00 OR by appointment

19. Other instructors:

Name:
Office number:
Phone number:
Email:

Name:
Office number:
Phone number:
Email:

20. Course Description:

The course focuses on different areas of the tourism sector and hotel industry with the aim of providing students with basic vocabulary and jargon that are most often used. Topics include travel programs, types of offers, travel contracts, transportation, providing information on topics of interest

to tourists, writing tourism brochures, describing hotel facilities, dealing with complaints, making and confirming reservations, and organizing tours, and excursions. The ultimate goal is developing students' ability to respond quickly, fluently, and politely in high-pressure situations.

21. Course aims and outcomes:

A- **Aims**: (PLOs)

1. Demonstrate a mastery of the basic concepts and theories of linguistics in general and in the following linguistic fields, in particular, i.e. phonetics, phonology, morphology, syntax, semantics, discourse analysis, psycholinguistics and sociolinguistics.

2. Develop English language skills by engaging students in a wide range of communicative tasks and activities in academic and non-academic contexts.

3. Discuss general issues concerning nature and function of English language with reference to relevant acquisition principles and implications for teaching and learning.

4. Apply professionally the basic translation principles, skills and techniques to translate texts of various genres from Arabic into English and vice versa.

5. Communicate effectively and appropriately in both spoken and written forms by employing the main technical terms and the basic linguistic features of English in relation to specific fields, namely business, tourism, mass media, hotels, medicine, science and technology.

6. Produce spoken and written texts for a specific disciplinary context using appropriate structure and language features.

7. Utilize scientific research methodologies, higher order thinking skills, critical thinking and creativity in analyzing and observing issues related to the knowledge and skills of the English language.

8. Analyze critically English and Arabic languages in terms of various linguistic levels in different types of discourse and across different social contexts.

9. Use information and communication technology to access databases and international information to develop knowledge, skills, and to generate new knowledge in applied English field.

10. Show respect of cultural diversity, ethics and professional behavior through interacting with and demonstrating appreciation of different literary and linguistic works from a variety of cultures.

B- Intended Learning Outcomes (CLOs):
Upon successful completion of this course, students will be able to:

No.	Course Learning Outcomes	Program Outcomes										Assessment Tools									
		1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
1	Acquire the terms and expression used in tourism and be able to use them in tourism-related fields.		X			X	X						X	X	X			X				X
2	Demonstrate ability to communicate effectively in the tourism industry.		X			X	X						X	X	X			X				X
3	Recognize the core areas of tourism such as travel agency, tour operation, transport, promotion and marketing.					X							X	X	X			X				X
4	Demonstrate ability to work in various areas in tourism such as travel agencies and tour operation.	X				X	X							X	X			X				X
5	Use reading and writing skills in English to communicate effectively in the core areas of tourism.	X				X	X	X	X		X		X	X	X							X
6	Apply discussion and negotiation skills through doing the exercises in the classroom.	X				X	X				X							X				

- **Teaching methods include**: Synchronous lecturing/meeting; Asynchronous lecturing/meeting, discussion, and forums.
- **Assessment methods include**: 1. quizzes, 2. assignments, 3. midterm, 4. projects, 5. interview, 5. case studies, 6. presentation, 7. filed study 8. term papers, 9. student portfolio, 10. final exam

22. Topic Outline and Schedule:

Week	Lecture	Topic	Course Learning Outcomes	Teaching Methods*/platform	Evaluation Methods**	References
1	1.1	**Orientation**: Course Syllabus	---	Face to Face/ Group A + MS Teams for live streaming	---	---
	1.2	**Introduction** - What is Tourism? - Forms of Tourism - Classification of Visitors - Components of Tourism - Benefits and Costs of Tourism	1, 3, 4,6	Face to Face/ Group B + MS Teams for live streaming	In-class discussion + Midterm exam	Power Point Presentation
	1.3	Tourist **Attractions** and Tourist **Activities**	1, 2,3, 4,6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Midterm exam	Worksheets
2	2.1	**The History and development of Tourism:** -Tourist Attractions - Language Focus 1: Present Perfect & Past Simple Tenses	1, 2, 3, 4, 6	Face to Face/ Group A + MS Teams for live streaming	In-class discussion/ tasks + Midterm exam + presentation	Textbook / unit (1) + Worksheet

	2.2	**The History and development of Tourism:** -Vocabulary - Key Events in the Development of Tourism	1, 2,4,6	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Midterm exam	Textbook / unit (1)
	2.3	**The History and development of Tourism:** -Reading -Language Focus 2: Present Simple Passive	1,2,4,5,6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Midterm exam	Textbook / unit (1)
3	3.1	**The History and development of Tourism:** - Writing Assignment **The organization and Structure of Tourism**: - Reasons for Travelling -Language Focus 1: Indirect Questions (1)	1,2, 3,4, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Midterm exam + Writing assignment	Textbook / unit (1) Textbook / unit (2) + Worksheet
	3.2	**The organization and Structure of Tourism**: -Language Focus 1: Indirect Questions (2)	2, 4, 6	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Midterm exam	Textbook / unit (2) + Worksheet
	3.3	**The organization and Structure of Tourism**: - Displaying Statistical Information - The Structure of the Tourism Industry	1,2, 3, 4, 6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Midterm exam + presentation	Textbook / unit (2)
4	4.1	**The organization and Structure of Tourism**: - Jobs in Tourism: Vocabulary - Identifying jobs and situations	1, 2, 3, 4, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Midterm exam + Writing assignment	Textbook / unit (2)
	4.2	**The organization and Structure of Tourism**: - Jobs in Tourism: Writing CVs & Cover Letters	2, 3, 4, 6	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Midterm exam + assignment	Textbook / unit (2) + Worksheets
	4.3	**Travel agents:** - Package Holidays - Booking a Holiday	1, 2, 3, 4, 6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Midterm exam	Textbook / unit (3) + Worksheets
5	5.1	**Travel agents:** - Language Focus 1: Taking a Booking + Making Suggestions - Travel Agents (Role-play)	2, 3, 4, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Midterm exam + assignment	Textbook / unit (3)
	5.2	**Travel agents:** - The needs of a business traveller - Comparing Facilities at hotels	1, 2, 3, 4, 6	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Midterm exam+	Textbook / unit (3) + Worksheets

						presentation
	5.3	**Travel agents:** - Modal Verbs: Obligation and Permission - Hotel Facilities	1, 2, 3, 4, 6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Midterm exam	Textbook / unit (3) + Worksheets
6	6.1	**Travel agents:** - Phoning a Travel Agent - Reading **Tour Operation:** - Travel Agents & Tour Operators	1, 2, 3, 4, 5, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Midterm & Final exam + presentation	Textbook / unit (3) Textbook / unit (4)
	6.2	**Tour Operation:** - The Tour Operator's in-tray - Tour Operator's Replies	2, 3, 4, 6	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (4)
	6.3	**Tour Operation:** - Negotiations - Preparing for Meetings	2, 3, 4, 6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final exam	Textbook / unit (4)
7	7.1	**Tour Operation:** - Language Focus 1: Meetings - Meetings (Worksheet)	1, 2, 3, 4, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (4) + Worksheet
	7.2	**Tour Operation:** - Negotiations with a Hotel: Writing - Handling Complaints	2, 3, 4, 5, 6	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (4) + Worksheet
	7.3	**Tour Operation:** - Language Focus 2: Complaints - Complaint Letter	2, 3, 4, 5, 6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final exam + assignment	Textbook / unit (4)
8	8.1	**Air Travel:** - Airport Announcements & Procedures	1, 2, 3, 4, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final exam + assignment + presentation	Textbook / unit (5)
	8.2	**Air Travel:** - Language Focus 1: Explaining Procedures	2, 3, 4, 6	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (5)
	8.3	**Air Travel:** - Cabin Crew Procedures - Checking-in	2, 3, 4, 6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final exam	Textbook / unit (5)
9	9.1	**Air Travel:** Flight Attendants	2, 3, 4, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (5)
	9.2	**Air Travel:** - Language Focus 2: Indirect Questions (Revision) - Customs Regulations	2, 3, 4, 5, 6	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (5)
	9.3	**Travel by Sea, River-cruises and Ferries:**	1, 2, 3, 4, 6	Online Meeting for Groups A & B on MS	In-class discussion/	Textbook / unit (6)

		- Types of Water Holidays - Language Focus 1: Passive Voice		Teams	tasks + Final exam	
10	10.1	**Eid Al-Fitr**				
	10.2					
	10.3	**Travel by Sea, River-cruises and Ferries**: - Ships & Cabins: Vocabulary	1, 2, 3, 4, 6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final exam	Textbook / unit (6)
11	11.1	**Travel by Road and Rail**: - A rail journey - Language Focus 1: Comparison, Contrast, & Reinforcement	1, 2, 3, 4, 5, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final exam + assignment	Textbook / unit (7)
	11.2	**Travel by Road and Rail**: - Reading - Car-hire Arrangements	2, 3, 4, 5, 6	Face to Face/ Group B + MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (7)
	11.3	**Travel by Road and Rail**: - A Disastrous Coach Tour - Language Focus 1: Dealing with Problems	1, 2, 3, 4, 6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final exam	Textbook / unit (7)
12	12.1	**Travel by Road and Rail**: - Faxes to head office - The language of brochures	1, 2, 3, 4, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final exam + Project	Worksheets
	12.2	**Tickets, Reservations and Insurance:** - Travel Documents - Prices & Facilities at a Hotel/ Part 1	2, 3, 4, 6	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (8)
	12.3	**Tickets, Reservations and Insurance:** - Prices & Facilities at a Hotel/ Part 2 - Language Focus 1: Calculating & quoting Prices	1, 2, 3, 4, 6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final exam	Textbook / unit (8)
13	13.1	**Reservations and Insurance:** - Bookings & Reservations	1, 2, 3, 4, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (8)
	13.2	**Reservations and Insurance:** - Travel Agency Letters - Selling Air Tickets	2, 3, 4, 6	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (8)
	13.3	**Reservations and Insurance:** - Travel Insurance	2, 3, 4, 6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final exam	Textbook / unit (8)
14	14.1	**Tourist Information:** - Tourist Attractions & Facilities - Reading - Language Focus 1: Advice & Suggestions	1, 2, 3, 4, 5, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (9)
	14.2	**Tourist Information:** - Language Focus 2: Giving	2, 3, 4, 5, 6	Face to Face/ Group b+ MS Teams for live	In-class discussion/	Textbook / unit (9)

		Factual Information - Tourism in Stratford-upon-Avon		streaming	tasks + Final exam	
	14.3	**Guiding:** - How to be a good tour guide - Vocabulary	1, 2, 3, 4, 6	Online Meeting for Groups A & B on MS Teams	In-class discussion/ tasks + Final exam	Textbook / unit (10)
15	15.1	**Guiding:** - Reading: A Tour of Scotland - Language Focus 2: Guiding Language	2, 3, 4, 5, 6	Face to Face/ Group A+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (10)
	15.2	**Guiding:** - The language of Tour Guides: Prepositions **Vocabulary**: - Expressions with the word "time"	1, 2, 3, 4, 6	Face to Face/ Group B+ MS Teams for live streaming	In-class discussion/ tasks + Final exam	Textbook / unit (10) + Worksheets
	15.3					

23. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	Intended Learning Outcome	Period (Week)	Platform
Assignments	10	Different topics related to course material	1, 2, 3, 5	Weeks 3,4,5,7,11	e-learning
Presentation	5	Different topics related to course material	1, 2, 3, 4, 6	Weeks 2,3,5,6,8	In class
Project	5	Designing a brochure/ a package holiday	1,2,3,4,5	Week 12	e-learning
Mid term	30	Units 1+2+3 & any relevant worksheets	1, 2, 3, 4, 5	To be scheduled	On campus
Final Exam	50	Units 4+5+6+7+8+9+10 & any relevant worksheets	1, 2, 3, 4, 5	To be scheduled	On campus

24. Course Requirements:

The class is divided into 2 groups: group A and group B. Group A will attend the face-to-face lectures on Sundays only while group B will attend them on Tuesdays only. The classes on Sundays and Tuesdays will be live streamed and recorded so that remote students can attend them from outside the classroom. On Thursdays, the whole class will have an online live meeting on MS Teams. Therefore, students should have a computer, internet connection, and access to E-learning and Microsoft Teams platforms.

You need to check your e-learning account at least 3 times a week since supplementary materials,

readings, tasks & assignments will be assigned on a regular basis.

25. Course Policies:

A- Attendance policies:
Attendance will be taken each class and the students should not exceed the allowed limit of absences.

In-person and remote students are expected to take part in all the face-to-face and online lectures and keep track of the course content on e-learning.

B- Absences from exams and submitting assignments on time:
The midterm and the final exams can be made up <u>only</u> with an official excuse. Assignments should be submitted online using the e-learning platform before the assigned deadline. Overdue assignments will not be accepted.

C- Health and safety procedures:
Students should use face masks and keep social distance all the time inside and outside the classroom.

D- Honesty policy regarding cheating, plagiarism, misbehavior:
Plagiarism (Copy & Paste, Not Including Sources, Not Citing Sources Correctly, Incorrectly Paraphrasing) will not be tolerated. Any instance of plagiarism will result in 0 grade for that assignment.

E- Grading policy:
Several assignments will be given to the students throughout the semester, but only a couple of them will be randomly selected for grading and included in the computation of the total course work score.

F- Available university services that support achievement in the course:
The University's e-learning platform and Microsoft Teams.

26. References:

A- Required book (s), assigned reading and audio-visuals:

- Morris, C. E. (2017). *Flash on English for Tourism* (2nd ed.). Gloucestershire**,** UK: ELI Publishing
- Worksheets.

B- Recommended books, materials, and media:
1- Keith, H. & Paul H. (2004). *High Season: English for Hotel and Tourist Industry***.** Oxford: Oxford University Press
2- Peter, S. (2003). *English for International Tourism*. Essex: Pearson Education Limited
3- Ann, R., John, D. S. & Fiona, B. (2002*). Career Award: Travel and Tourism industry*. Oxford: Oxford University Press
4- Keith, H. (1999). *Going International:-English for Tourism*. Oxford: Oxford University Press.
5- Miriam, J. & Peter, S. (1997). *English for International Tourism*. Essex: Pearson Education

Limited

27. Additional information:

Name of Course Coordinator: ---------------------------------Signature: ------------------ Date: ------------

Head of curriculum committee/Department: ----------------------------- Signature: -------------------------

Head of Department: -- Signature: ----------------------

Head of curriculum committee/Faculty: ----------------------------------- Signature: --------------------

Dean: --- -Signature: ---