

| English for Business Travel and Tourism | |
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| Course number | 8016 |
| Lecturer | Prof. Dr. Link |
| ECTS | 2.5 |
| Number of semester hours | 2 |
| Workload | 75 h |
| Type | Elective |
| Duration | 1 Term |
| Prerequisites | Good English language skills |
| Type of exam | Oral examination (20 min.) |
| Objectives | <p>The student is able to name current trends on the tourism market. He is capable of differentiating among tourism- and business travel-specific terms.</p> <p>The student is enabled to deal successfully with typical business travel scenarios in English while training his oral and written business English including reception, production, mediation and interaction skills. He is able to compare tourism websites, describe tourism-related statistics and analyse organisational structures of tourism companies (a study trip to such a company is part of the course).</p> <p>For his oral presentation focusing on tourism marketing, the student is capable of working in teams and of drafting a concept for advertising a German tourist destination abroad with other students, at the same time avoiding intercultural misunderstandings.</p> <p>The student is enabled to interact more confidently on business trips to countries where German is not the native tongue. He is capable of following English-taught courses students and prepared for academic studies and/or an international working environment as well as visits to international trade fairs</p> |
| Content | <p>This course addresses students of all disciplines that are interested in enhancing their Business English skills and learning more about English for Travel and Tourism.</p> <p>The course takes a look at various tourism companies as well as travel-related situations and also includes an excursion to an international hotel in Frankfurt. Key travel-specific terms will be introduced and complemented by training reception, production, mediation and interaction skills.</p> <p>Content:</p> <ul style="list-style-type: none"> • Comparing tourism web-sites • Analyzing organisational structures of tourism companies • Preparing and making travel-related phone calls • Describing statistical tourism trends |



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| | <ul style="list-style-type: none"> • Developing tourism-specific advertising strategies • Writing and dealing with travel-specific enquiries, offers, orders, complaints and applications (letters and emails) • Reserving hotel and conference rooms • Visiting trade fairs • Avoiding intercultural misunderstandings when travelling • Excursion to an international hotel in Frankfurt |
| International applicability | This module is particularly suited also for international students and students who would like to prepare for academic (i.e. tourism) studies and/or work abroad in the tourism/services industry and/or follow English-taught courses. |
| Bibliography | <p>Link, Renate: English for Travel and Tourism, Winklers Verlag, 1st edition 2010. ISBN: 978-3-8045-5075-9.</p> <p>Handouts and downloads will be made available during term.</p> |
| Forms of instruction | lecture + practice |
| Language of instruction | As far as possible, instruction in all language electives will be held in the target language including supplementing explanations in German and/or English. The only exceptions are Japanese I + II where the language of instruction is English |
| Availability | Every summer term |
| Further applicability | deal for preparing to study at an international English-speaking university or working in the tourism/services industry or preparing/complementing an English-taught major (e.g. International Sales Management) |