

VOCATIONAL FOREIGN LANGUAGE III (ENGLISH)

1	Course Title:	VOCATIONAL FOREIGN LANGUAGE III (ENGLISH)
2	Course Code:	TRBZ211
3	Type of Course:	Compulsory
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	5.00
8	Theoretical (hour/week):	3.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	None
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Dr. Öğr. Üyesi EMEL ADAMIŞ
15	Course Lecturers:	Öğr. Gör. Dr. Emel Adamiş emeladamis@uludag.edu.tr
16	Contact information of the Course Coordinator:	aysenacun@uludag.edu.tr
17	Website:	
18	Objective of the Course:	Making the students in tourism department gain the terms related to their field, develop them to explain themselves in foreign language and use the foreign language during the activities related to tourism.
19	Contribution of the Course to Professional Development:	Students become aware of professional terms related to their field in English and improve their ability to express themselves in a foreign language in a business environment.
20	Learning Outcomes:	
	1	Be able to introduce himself/herself and introduce his/her company and business environment
	2	Be able to use the subjects and terms related to his/her field
	3	Be able to learn and use the advanced terms related to his/her field
	4	Be able to correspond with international companies in foreign language
	5	Be able to communicate orally in foreign language
	6	Be able to explain historical buildings and destinations
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21	Course Content:	
	Course Content:	
Week	Theoretical	Practice

1	What is tourism? : The customer is always right – Facts and statistics on your country – Three jobs – Tourism: the biggest business in the world – Careers questionnaire, job skills – Country fact sheet – Describing job skills, Describing job routines – Adjectives for job skills, industry sectors	Subject exercises / listening / comprehension / video		
2	World destinations: Different destinations-different customs – Country/region fact sheet, brochure, presentation – Where do tourists go?, favourite places – Where do tourists come from? – The biggest spenders and the biggest earners, describing a destination – Describing resources and features – Tourism features and attractions	Subject exercises / listening / comprehension / video		
3	Tour operators: The personal touch – Tour operators in your country – Why choose a package holiday, The 'Peace in Burma' tour – The role of tour operators, an inclusive tour – Talking to tour operators, designing a package tour – A web page for a package tour, describing local tour operations – Asking questions, prepositions of time – Tour operations	Subject exercises / listening / comprehension / video		
4	Tourist motivations: Old and new tourism – Reasons for travel and money spent on travel, passenger survey, interview with e Kenyan tour operator – Why do people travel, the changing face of tourism – Changes in	Subject exercises / listening / comprehension / video		
Activites		Number	Duration (hour)	Total Work Load (hour)
5	Travel agencies : Identifying needs – Local	Subject exercises / listening / comprehension / video		
Practicals/Labs		14	2.00	28.00
Self study		0	0.00	0.00
Homeworks		14	6.00	84.00
Projects		0	0.00	0.00
Field Studies		0	0.00	0.00
6	Mid-term exam	Subject exercises / listening / comprehension / video		
Others		0	0.00	0.00
Final Exam		1	1.00	1.00
Total Work Load				157.00
Total work load				5.20
ECTS Credit of the Course				5.00
7	Accommodation: Smile on the phone – Local accommodation – A place to stay, taking a reservation by telephone – Giving information about hotels, unusual accommodation, taking a telephone booking – Local accommodation – Describing location – Types of accommodation, services and facilities, describing accommodation adjectives and nouns	Subject exercises / listening / comprehension / video		
8	Mid-term exam	Subject exercises / listening / comprehension / video		
9	Marketing and promotion: Learn from customers – Local tourism promotion – Analysing your product, promotion in tourism – What is marketing?, promotional campaign news – Comparative-superlatives – Marketing terminology, the language of advertising	Subject exercises / listening / comprehension / video		

10	The airline industry: Questionnaire tactics – Carbon offset schemes and blacklists – The ups and downs of flying, low-cost or traditional? – Tourism and air-travel, revolution in the skies – The air travel route map – Producing a questionnaire – ‘Like’ or ‘dislike’, asking questions politely – Airport names and codes	Subject exercises / listening / comprehension / video	
11	Holidays with a difference: Ability and suitability – Cultural tips – At the trade fair, interview with a mountaineer – The Karakoram Experience, Cultural difference – Tourist types and holiday types – Cultural tips – Asking and talking about experience, describing service provision – Different holiday types	Subject exercises / listening / comprehension / video	
12	Reservations and sales: Local use of GDSs – Taking a booking, the origins of CRSs, handing over tickets – Holiday bookings- getting the right information, computer reservation systems, abbreviations and codes, the small print – Confirming a booking – ‘If’ – Reservation systemsfor tourism	Subject exercises / listening / comprehension / video	
13	Airport departures: Care or control? – Your nearest airport – An airport worker, two airport dialogues – Working in airports, air passenger rights – The check-in and information desks – Airport fact file – Responding politely to questions and requests, giving orders and stopping people doing something – Airport facilities and services, airport language	Subject exercises / listening / comprehension / video	
14	Revision	Subject exercises / listening / comprehension / video	
22	Textbooks, References and/or Other Materials:		
23	Assesment		
TERM LEARNING ACTIVITIES		NUMBE R	WEIGHT
Midterm Exam		1	40.00
Quiz		0	0.00
Home work-project		0	0.00
Final Exam		1	60.00
Total		2	100.00
Contribution of Term (Year) Learning Activities to Success Grade		40.00	
Contribution of Final Exam to Success Grade		60.00	
Total		100.00	
Measurement and Evaluation Techniques Used in the Course		In order to decide on the success in this course, 1 midterm exam with 40 points and 1 final exam with 60 points are made. By comparing the scores collected by each student at the end of the semester with the course passing criteria in accordance with the Bursa Uludağ University Associate and Undergraduate Education Regulations sent by Uludağ University, it is decided that each student is successful or failed.	
24	ECTS / WORK LOAD TABLE		

25	CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS															
	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PQ7	PQ8	PQ9	PQ10	PQ11	PQ12	PQ13	PQ14	PQ15	PQ16
ÖK1	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1
ÖK2	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1
ÖK3	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1
ÖK4	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1
ÖK5	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1
ÖK6	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							