



| General information | | |
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| Course instructor | Brigita Bosnar-Valković, Ph. D., Assistant Professor | |
| Name of the course | First Foreign Language – English 1 | |
| Study programme | Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management | |
| Status of the course | compulsory | |
| Year of study | 1st | |
| ECTS credits and manner of instruction | ECTS credits | 3 ECTS |
| | Number of class hours (L+E+S) | 30 (15+15+0) |
| 1. COURSE DESCRIPTION | | |
| 1.1. <i>Course objectives</i> | | |
| <p>English 1 is aimed at the development of fundamental language/communicational/social/cultural skills on the B1 level that include understanding of a clear, standard conversation on familiar topics used on daily basis at work, school, in leisure time, etc. It also includes successful coping with most situations related to travelling to countries where the respective language in question is spoken. Writing a simple text on a familiar topic or a topic of personal interest as well as the ability to describe experiences and events with giving reasons for a particular opinion and plans also build a part of the skills that should be acquired.</p> | | |
| 1.2. <i>Course enrolment requirements</i> | | |
| No course enrolment requirements | | |
| 1.3. <i>Expected learning outcomes</i> | | |
| <ol style="list-style-type: none"> 1. to interpret the key concepts in tourism and hospitality 2. to name the processes in tourism and hospitality 3. to demonstrate acquired skills and knowledge in various social / professional situations related to tourism and hospitality | | |
| 1.4. <i>Course content</i> | | |
| <p>What is tourism. World destinations. Issues in sustainable tourism. Visitor management strategies for destinations. Ecotourism – the conscience of sustainable tourism. Tour operators. Tourist motivations. Travel agencies. Transport in tourism. Accommodation. Marketing and promotion. The airline industry. Holidays with a difference. Reservations and sales. Airport departures.</p> | | |
| 1.5. <i>Manner of instruction</i> | <input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork | <input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other |
| 1.6. <i>Comments</i> | | |
| 1.7. <i>Student responsibilities</i> | | |
| Active participation in the learning/teaching process, critical approach to the course content, independent work is expected of students. | | |
| 1.8. <i>Monitoring of student work¹</i> | | |

¹ IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.



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| Class attendance | 1 | Class participation | | Seminar paper | | Experimental work | |
| Written exam | 0,4 | Oral exam | 0,4 | Essay | 0,4 | Research | |
| Project | | Continuous assessment | 0,8 | Report | | Practical work | |
| Portfolio | | | | | | | |

1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment of the students' work in class and at the final exam is performed in accordance with the Book of regulations on students' assessment of the FTTHM. For each course a detailed curriculum is developed which coordinates the activities, student workload, learning outcomes and assessment methods.

1.10. Mandatory literature (at the time of submission of study programme proposal)

Walker, R. & Harding, K. (2010). *Tourism 1*. Oxford: Oxford University Press.

1.11. Optional/additional literature (at the time of submission of the study programme proposal)

Cook, A.R., Hsu, C.H.C. & Taylor, L.L. (2018). *Tourism: The Business of Hospitality and Travel* (6th ed.). New York: Pearson.

1.12. Number of assigned reading copies in relation to the number of students currently attending the course

| <i>Title</i> | <i>Number of copies</i> | <i>Number of students</i> |
|--|-------------------------|---------------------------|
| Walker, R. & Harding, K. (2010). <i>Tourism 1</i> . Oxford: Oxford University Press. | 36 | |
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1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the programme, teaching process, *teaching* skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of Tourism and Hospitality Management.