



UFR_LTHR

SYLLABUS & COURSE

Academic Year: 2022–2023

ECUE: ANGLAIS ET ANGLAIS DU TOURISME

Semester : Semestre 2

Code ECUE : CIN 2011

Type : TD

Course Duration: 12h

Level: Licence I

Faculty: LTHR (Logistique, Tourisme, Hôtellerie-Restauration)

UE of Attachment: Communication et Informatique

Code UE: CIN 201

Credit: 2

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I-COURSE DESCRIPTION

Aiming to verse student in English language related to tourism, this course is designed for LI_LTHR students of USP. As beginners, it is worth finding what tourism, including tourist is, what it covers, and how it is studied.

a- GENERAL OBJECTIVE

The main purpose of this course is to help students (of L I in tourism) come across English language while understanding tourism, including tourists, how tourism as business works, how it makes profits and what are the effects of its activities on destinations.

b- SPECIFIC OBJECTIVES

By the end of the tutorial, students should be acquainted with:

- tourism,
- tourists
- how tourism as a business works,
- sustainability

II-COURSE CONTENTS

N° SESSION	CONTENT	DURATION	TP
Session I	UNIT 1: THE FUNDAMENTALS OF TOURISM I- TRAVEL AND HOLIDAY WHICH ARE MORE CONCENTRATED PERIODS OF LEISURE TIME II- GRAMMAR A- PRESENT TENSES a- Present Simple Interrogative Form Negative Form b- Present Simple Continuous c- Present Perfect Simple Interrogative Form Negative form d- Present Perfect Continuous Interrogative Form Negative Form B- ACTIVITIES ON PRESENT TENSES a- Activity I b- Activity 2 III- HOW TO BE A RESPONSIBLE TOURIST Activity I	4H	TP
Session 2	UNIT 2: TOURISM AND SUSTAINABILITY I- SUSTAINABLE TOURISM II- QUESTIONS A) Closed Questions B) Opened Questions / Wh-questions Activities on Asking questions Activity I Activity 2 Activity 3 III- COULD YOU TELL ME ...? QUESTION Activity	3H	TP
Session 3	UNIT 3: HOW TOURISM AS A BUSINESS WORKS? I- Reading Comprehension II- Niche Forms of Tourism / Tourism Business III- Essay Writing (One Paragraph essay)	3H	TP
TEST	TEST	2H	TEST

III-PROGRAMME

Three sessions are devoted to this course. The first session goes on 2h of duration while the two other sessions go on 3h of duration each.

IV-METHODOLOGY

This course is fully practical.

V-ASSESSMENT

Class evaluations (40%) and final exam (60%) with possibility of reseat exam

UNIT I: THE FUNDAMENTALS OF TOURISM

Text I

New millennium has witnessed the continued growth of interest in how people spend their spare time, especially their leisure time and non-work time. Some commentators have gone as far as to suggest that it is leisure time – how we use it and its meaning to individuals and families – that defines our lives, as a focus for non-work activity. This reflects a growing interest in what people consume in these non-work periods, particularly those times that are dedicated to travel and holidays which are more concentrated periods of leisure time. This interest is becoming an international phenomenon known as ‘tourism’: the use of this leisure time to visit different places, destinations and localities which often (but not exclusively) feature in the holidays and trips people take part in.

Technology such as the internet and the growing importance of social media has made booking travel-related products easy and placed travel within the reach of a new generation of computer-literate consumers who are not necessarily going to a physically located travel agent to book the annual holiday. Such technology now opens many possibilities for national and international travel at the click of a computer mouse and to check-in for a flight via a mobile phone. Technology is also enhancing the way travel experiences are promoted, created, consumed and instantaneously shared.

There are international travel and domestic travel (travel within the country). Whilst the car has given more people access to tourism and leisure opportunities within their own country, reductions in the price of aeroplane tickets has made international travel and tourism products and services more widely available.

Tourism Management, p.2

IV- TRAVEL AND HOLIDAY WHICH ARE MORE CONCENTRATED PERIODS OF LEISURE TIME

Read the text and answer the following questions.

- 1- What is a leisure time?
- 2- What is a spare time?
- 3- In which conditions does travelling become tourism?
- 4- How does the text define tourism?
- 5- Identify two technologies in the text.
- 6- Identify in the text two roles played by technology in travel tourism.
- 7- What is a domestic travel?

V- GRAMMAR

C- PRESENT TENSES

e- Present Simple

Structure: s + v + o: I go to school.

Interrogative Form: do / does + subject + v+?: Do I go to school?

Negative Form Subject + do / does not + verb: I don't go to school

NB! Words ending by: _s; sh; _ch, _o: 3rd person singular: es

Ex: Catch → catches; go → goes

Words ending by: _y: 3rd person singular: ies

Ex: carry → carries.

Use: expresses habit, general truth, description, succession of events that are rapid

f- Present Simple Continuous

Structure: subject + be (conjugated in present simple) + v-ing

Ex: Tourist are visiting USP.

Use: used for comment, interpretation or on-going action.

g- Present Perfect Simple

Structure: Have + Past Participle. Ex: He has worked in San Pedro

Interrogative Form: Auxiliary + Subject. Has he worked in USP?

Negative form: Subject + auxiliary + not + past participle. Ex: He has not worked in USP.

Use: Present perfect simple is used for actions that begin in the past and continue or have an effect in the present. Ex: He has spent a lot of time on his computer. (for that reason, he masters his computer).

h- Present Perfect Continuous / BE + V – ing

Structure: Have + been + V – ing. Ex: He has been studying in USP.

Interrogative Form: Auxiliary + Subject + been + V+ ing. Ex: Has he been working in USP?

Negative Form: auxiliary + not. Ex: He has not been working in USP.

D- ACTIVITIES ON PRESENT TENSES

c- Activity I

Put the following verbs in present perfect then in present perfect be + V – ing

1- clean: She

2- do: it

3- go: We

4- teach: I

5- have: We

6- Say: She

7- see: They

8- steal: you

9- work: I

d- Activity 2

Write the verbs in parenthesis in the right form of present

1) Every summer, lots of touristto Iqaluit to admire the northern lights. (come)

2) look! There's a bus over there. It very fast. (come)

- 3) Well, I suppose they because the restaurant soon. (hurry – close)
- 4) And look at these American tourists. They around with their car. (drive)
- 5) Cars are very useful because they Travellers. (transport)
- 6) It's very cold today. It (freeze)

VI- HOW TO BE A RESPONSIBLE TOURIST

Activity I

Look at this advice to tourists. Which of the tips are Dos and which are Don't? Fill the blanks with Do or Don't.

- 1) ----- waste water. Tourists place a great strain on the local water supply.
- 2) ----- stick to marked path when walking in the countryside and ----- damage any plants.
- 3) ----- pick flowers – leave them for others to enjoy.
- 4) ----- take care with cigarette ends and matches.
- 5) ----- turn off the lights when you leave your room.
- 6) ---- buy local products and services rather than imported good, foods and drinks.
- 7) ----- buy souvenirs that might put at risk endangered species or the natural environment. Avoid animal skins, ivory, rare flowers, mounted butterflies, shells, turtle products and rare flowers.
- 8) ----- try to stay in locally-owed hotels, rather than multinationals where little of the money you spend remains in the country.
- 9) ----- follow the Green Tourist Code: "Take only photos, leave onle footprints, kill only time" – but ----- ask people's permission before you take their photos, and -
----- leave too many footprints!

UNIT 2: TOURISM AND SUSTAINABILITY (4h)

Tourism and its ability to be sustainable (e.g. recycling, reuse and minimizing the use of natural resources) as an activity have been major growth areas of research since the 1990s. The guiding principles of sustainable tourism are based on the management of resources, the environment, the economy and society/its culture for the long term so that they are not compromised or damaged by tourism development.

This reflects the fact that tourism in this respect is a phenomenon that is constantly evolving, developing and reformulating itself as a consumer activity. Tourism, as a consumer activity, is constantly being developed by the tourism industry and individual businesses, as marketing is used to develop new ideas, products and services, and destinations. The challenge for the tourism industry is in adopting new ideas developed in research, such as service-dominant logic (i.e. where the prevailing focus is on the exchange of service from the provider to the consumer rather than a passive provision of service, which may also assist, with the use of social marketing techniques, in adapting human behaviour so that people extend the daily activities that embrace sustainability ideals to their holidaytaking behaviour.

Tourism Management, p.5

I- SUSTAINABLE TOURISM

- 1- Read the above text and define sustainable tourism.
- 2- What are the guiding principles of sustainable tourism?
- 3- What does “tourism as a consumer activity” signify?
- 4- What is the role of tourism industry?
- 5- What tourism industry is and does?

II- QUESTIONS

To obtain information, we can ask two types of questions

- Closed questions
- Open questions

A) Closed Questions

I- Form:

We use the interrogative form of the verb.

The order of the words is: auxiliary + subject + verb.

2- Function

To closed question, we can only answer “yes” or “no”.

Example: Is John here?

Is he working right now?

B) Opened Questions / Wh-questions

I- Rule

Open questions begin with wh-questions

Wh-word + auxiliary + subject + verb + ?

Example: When did you start?

2- Function

Wh-question specifies the type of information that we want to obtain.

Who: Human being's identity. Ex: Who are you?

What: the nature of an animated object. Ex: What is this?

When: the period. Ex: When are the tourists coming?

Where: place. Ex: Where is the hotel.

Why: the reason. Ex: Why are the tourists going back?

Which: option between two things: Which type of travel do you prefer: plane or train?

Whose: possessor's identity. Ex: Whose bag is this?

How: the manner. Ex: How do you travel?

How old: the age. Ex: How old are you?

How far: distance: How far is your country from Cote d'Ivoire?

How long: duration. Ex: How long is your travel?

How much (+ sing): quantity. Ex: how much is your watch?

How many (+plural): quantity: How many are the tourists?

How often: frequency. Ex: How often do you travel?

ACTIVITIES ON ASKING QUESTIONS

Activity I

On the right are the responses to some questions What were the questions? Fill the blanks.

- 1- What time does your flight leave? () a- It leaves at 7.45.
 2- -----check in?() b- I have to be there 90 minutes before.
 3- -----people -----in your party? () c- There are four of us including myself.
 4- -----your full name? () d- John Albert Smith.
 5- -----room -----? () e- I'd like a double room with balcony.
 6- -----? () f- I'll be leaving on Monday morning
 7- -----? () g- I'm going to pay by Visa.
 8- -----? () h- I'd like a call at 7 am please

Activity 2

Wh-questions are not the only question words.

Here are some questions that might be asked at a travel agent's. Some are Wh-questions, others are not. Match the replies a – h to the client's questions 1 – 8.

- 1- Do I have to change plane anywhere? a- Is that economy class or business class?
 2- Can I get an APEX ticket? b- No, it's a direct flight.
 3- Is it best to fly from Paris to Lyon? c- No, it's a non-stop flight.
 4- I'm booked on a flight to New York tomorrow, d- No, you have to change trains in Bologna.
 but I can't travel then. What should I do? Is that OK?
 5- What time do I have to be at the airport? e- Not really, it's better to take a train.
 6- Does the flight stop anywhere en route? f- Would you like me to cancel your
 reservation?
 7- Does the train go all the way to Venice? g- Yes, but only if you stay over Saturday
 night. Is that all right?
 8- How much is a round trip ticket to Tokyo? h- Your check-in time is 05.30 and your
 departure time is 06.30. Do you
 want me to book you a taxi?

Activity 3

Work in pairs

Imagine that one of you is a Visitor from another country and the other is asking about the visitor's country. Find out more about it, using the question words in the speech balloon.

a- How long....
 b-How much....
 c- What....
 d-What kind of...
 e-What time....
 f-When....
 g-Where....
 h-Which....
 j-Who....
 k-Why....
 l-What for....

C) COULD YOU TELL ME ...? QUESTION

Could you tell me... ? questions often sound more polite than direct questions, especially if the question is personal, difficult or annoying.

Activity

Transform the following direct questions into polite questions by using Could you tell me ...?

- 1- When are you leaving? _____
- 2- How long are you going to stay? _____
- 3- What is your date of birth? _____
- 4- What is your first name? _____

UNIT 3: HOW TOURISM AS A BUSINESS WORKS

Tourism is a dynamic phenomenon and a highly trend-driven activity in a post-modern society where travellers constantly seek new and diverse experiences. This has led the tourism sector to harness marketing techniques to create different products and experiences for very specific market segments based on consumers' interests and values.

Tourism appeals to the human imagination. As an activity it knows no bounds: it is global and it affects the environment it occurs in, the people who host it, the economies it seeks to benefit and the tourists who consume it as an experience, product and an element of their lives. With tourism having this all-embracing role, it is no surprise that many commentators, researchers and governments have agreed on the need to manage it as a process and activity, especially since it has the potential to snowball and grow out of proportion if it is not managed. Tourism needs managing if it is to be successful and beneficial rather than a modern-day scourge. For this reason, sustainability has a key role to play in helping to transform the very damaging and resource-consumptive nature of tourism activity.

IV- READING COMPREHENSION

- 1- What are the motives of tourist?
- 2- Tourism is also a business activity which consists in providing accommodation, services, and entertainment for people who are visiting a place for pleasure. Find in the text the sentence that corresponds to this definition of tourism.
- 3- Tourism as an activity can affect some of its sectors: mention them.
- 4- Why does tourism as an activity need to be managed?
- 5- Why is sustainability important in tourism activities?

V- NICHE FORMS OF TOURISM / TOURISM BUSINESS

Match each trend to its explanation

Trend	Explanation
	travel to a destination and savouring the journey by not flying, such as taking the train or bicycle so that the rush and stress is taken out of the travel experience and it is slowed down
	travel by budget carriers which provide very cheap tickets for those who can book a long way in advance
	travel to destinations to volunteer one's services to help with community or environmental projects (e.g. rebuilding a community

	after a natural disaster)
	travel to watch or participate in sport such as to visit the olympic games
	travel to improve one's quality of life and health with treatments at spas or health resorts
	travel overseas to get low-cost medical treatment in countries such as India
	travel to a location or fictitious area popularized in a movie or television programme (e.g. New Zealand and the Lord of the Rings trilogy)
	travel to a location or locations that have been associated with death, disaster or macabre events, such as prisons or sites of torture (e.g. Auschwitz concentration camp)

VI- ESSAY WRITING (One paragraph essay)

IF TOURISM IS SO IMPORTANT TO OUR ECONOMIES AND SOCIETY, WHAT CAN WE DO TO MANAGE IT? WHOSE RESPONSIBILITY IS IT?

(Such questions can only be answered after explaining how the tourism industry exists as a large unwieldy set of interests that are united by one key principle: making money from the visitor and their pursuit of pleasure or travel. (Students should Explain this statement))

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