

FLS 337 Spanish for Tourism in the Hispanic World Model Syllabus

CATALOG DESCRIPTION:

Business Spanish vocabulary and terminology. Emphasis on everyday spoken and written Spanish. Readings and discussions of business topics. Cross-cultural considerations relative to international business operations.

OVERVIEW: This content-based Spanish language course will develop linguistic and cultural proficiency relevant to the communication needs of those in the thriving field of tourism. Due to the interactive nature of the course students will learn to exhibit understanding, analyze and apply the study of Spanish to the global marketplace. Conducted in Spanish.

NOTE: All Spanish majors who declared on or after August 1, 2009, must reach at least the Intermediate High of the American Council on the Teaching of Foreign Languages (ACTFL) Oral Proficiency Scale. Please see http://fl.chass.ncsu.edu/spanish/oral_proficiency.php ([/spanish/oral_proficiency.php](http://spanish/oral_proficiency.php)) see for further information about this requirement and the computerized Oral Proficiency Interview (OPIc).

Course feature (optional): Certificate of Tourism in Spanish offered by the Madrid Chamber of Commerce and Industry available on our campus.

[CERTIFICADO DE TURISMO CAMARA DE COMERCIO E INDUSTRIA DE MADRID: Registration info. \(http://faculty.chass.ncsu.edu/gray/cert-02a.htm\)](http://faculty.chass.ncsu.edu/gray/cert-02a.htm)

[Información general sobre los exámenes \(http://www.camaramadrid.es/index.php?elem=581&sec=27&idsec=27\)](http://www.camaramadrid.es/index.php?elem=581&sec=27&idsec=27)

[Modelos de exámenes \(http://www.camaramadrid.es/index.php?elem=583&sec=27&idsec=27\)](http://www.camaramadrid.es/index.php?elem=583&sec=27&idsec=27)

PREREQUISITES: FLS 202.

TEXT

Temas de Turismo. Ana E. Gray, Carmen R de Juan, Marisa de Prada, Pilar Marce and Eloisa Nieto. Edinumen: Madrid - Spain, 2006. ISBN 84-95986-99-X (Text \$43.95, Answer Key \$22.95 NCSU Bookstore) Available in D H Hill Library -Reserve section.

STUDENT LEARNING OUTCOMES. By the end of the course, students will be able to:

- Distinguish among various types of tourism
- Develop a richer appreciation for the tourism sector of Spanish speaking countries
- Explain key practices and procedures in the world of tourism
- Reflect on the impact of the tourist industry in the economy of Spanish speaking countries
- Demonstrate speaking/writing skills by organizing a travel itinerary and building and running a tourist operation.
- Discuss tourism topics in Spanish with grammatical and lexical precision and sophistication in approximation of the Intermediate

CLASS REQUIREMENTS

A. TESTING

There will individual and group presentations, two tests and a final exam, which will include a final project presented orally: The New Seven Wonders of the World.

B. PROJECTS

- Written projects:

1) Establishing a SPA (Etymology: after Spa, celebrated health resort in Belgium): Health commercial establishment with a variety of related services. Text, pp186 – 194

2) Organizing a Trip Itinerary: Travel service that organizes all your travel plans into one master itinerary with everything you need for your trip – including travel confirmations, daily weather, local maps, city guides and more. Text, pp 196 – 202

Drafts are to be handwritten. Final copy will be typed in Spanish, double-spaced, using accent marks on the computer. Students will submit a first draft and a final version for each project to receive full credit. See calendar for due dates.

- Oral projects:

Students will choose text activities from Actividades Recopilatorias sections at the end of each chapter and present one activity individually and one with a partner. See dates on syllabus. Three will be an agenda by the second week of classes.

C. PARTICIPATION

Participation in class will be determined as follows:

A = Student is well prepared, attentive, always responds when called upon and volunteers often with pertinent answers or questions..

B = Student is usually prepared, responds when called on and volunteers on occasion.

C = Student shows evidence of being unprepared on occasion, has trouble when called on and does not volunteer often.

D = Student is unprepared, inattentive, never volunteers, or comes to class late.

F = Student exhibits a lack of concern for the class, sleeps in class, disturbs the class.

D. GRADING SCALE

The final course grade will consist of the following components:

20 % 2 exams

20 % final exam

20 % participation: active class participation (15%), quizzes (5%)

20 % written projects

20 % oral projects

This class will be graded according to the following plus/minus system:

A+= 98.0-100 B+= 88.0-89.9 C+= 78.0-79.9 D+= 68.0-69.9

A = 93.0-96.9 B = 83.0-86.9 C = 73.0-76.9 D = 63.0-66.9

A- = 90.0-92.9 B- = 80.0-82.9 C- = 70.0-72.9 D- = 60.0-62.9

F = 0-59.9

E. ACADEMIC INTEGRITY

Students are bound by academic integrity policy as stated in NCSU Code of Student Conduct. You will be required to write out the Honor Pledge "I have neither given nor received unauthorized aid on this test or assignment." on every test and/or assignment that you submit for this course. See the website for a full explanation:

http://www.ncsu.edu/policies/student_services/student_discipline/POL11.35.1.php

Reminders to avoid plagiarism:

Quote and Citation: Use the source's exact words, place quotation marks at the beginning and end of them, and insert a citation immediately at the end of the quotation according to the standards of the discipline.

Paraphrase and Citation: Transform (paraphrase) the source's words and information entirely into your own style of writing, and insert a citation at the end of this paraphrase. If what you write still echoes the source's words and style, you have plagiarized. If you fail to insert a citation, you have plagiarized.

F. ATTENDANCE REGULATIONS

Attendance is required. You can make progress only if you hear and speak the language regularly. After three absences, 1% will be deducted from final score for each additional absence. In case of an emergency (serious illness, injury, death or illness in the family, university duties, court attendance, or religious observance), please notify me as soon as possible. You are responsible for all work missed and for any assignment announced on the day you were absent. This policy is based upon NCSU

Attendance Policy:

http://www.ncsu.edu/policies/academic_affairs/courses_undergrad/REG02.20.3.php.

G. INCOMPLETE

Incomplete grades will be given only when a student cannot complete the course due to unforeseeable circumstances beyond his/her control and has done most of the course work.

http://www.ncsu.edu/policies/academic_affairs/grades_undergrad/REG02.50.3.php

H. LATE WORK

Late assignments will not be accepted. There is not make up tests. Emergencies will be handled on an individual basis upon receipt of documentation.

I. GUESTS

The class welcomes guests. Information will be distributed in class.

J. Disability Services for Students

Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with Disability Services Office (<http://www.ncsu.edu/dso/>) located at 1900 Student Health Center, Campus Box 7509, 515-7653. For more information on NCSU's policy on working with students with disabilities, please see the Academic Accommodations for Students with Disabilities Regulation at

http://www.ncsu.edu/policies/academic_affairs/courses_undergrad/REG02.20.1.php

K. ADVERSE WEATHER

Read the complete adverse weather policy for more info. Check email, news, the NCSU home page, or call 513-8888 for the latest information.

L. MORE INFORMATION

There is more university-wide course policy information available at

<http://ncsu.edu/policies/handbooks.php>

SEMESTER SCHEDULE

Enero

07 Introducción

Chapter 1 Tourism. Definition. Text, pp 9 -11. Types of Tourism in Spain. Text, pp 13.

12 Trends in Spain. Text, pp 16. Spain: Second Tourist destination in the world. Text, pp 17. The International Tourist. Text, pp18 -19

14 Financial Aspects of Tourism. Text, pp 20.Ethics and Tourism: The Responsible Tourist. Text, pp 21-22. Recap activities.Text, pp 24. Oral Presentations. Chapter 2 Travel Agencies.Travel Agencies: Services. Text, pp 26.Travel Agencies: Availability. Text, pp 28.Travel Agencies: Travel Contracts. Text, pp 30

21 Travel agencies: The Internet. Text, pp 33.Reservations on-line. Text, pp 36
Cyber-agencies. Text, pp 37. Recap activities.Text, pp 39. Oral Presentations.

26 Chapters 3 and 4 Transportation by Air, Train, Highway and Sea.Types of Transport. Text, pp 41-42.Transportation by Air. Text, pp 42.Airline Professionals. Text, pp 47.

28 Airline Companies and Low-cost Airlines. Text, pp 52. Recap activities. Text, pp 56. Oral Presentations.

Transportation by Train. Text, pp 57-58. Trains : Public Transportation. Text, 59

Febrero

02 Trains: Tourism. Text, pp 61.Highway Transportation: Car Leasing. Text, pp 64
Traveling by Leased Car. Text, pp 65.

04 Transportation of Passengers by Sea: Cruises. Text, pp 67.Recap Activities. Text pp 72: Oral Presentations. Turn in first draft : Project 1

09 Exam 1

11 Chapter 5 Lodging.Types of Hotels. Text, pp 75-76. Hotels. Text, pp 79
Classification of Hotels. Text, pp 79

16 Five star Hotels. Text, pp 82.Hotel Services. Text, pp 84.Hotels Chains: Classification. Text, pp 87

18 Hotels: Mergers. Text, pp 88.Other types of Lodging. Text, pp 91.Paradores (Spain). Text, pp 93

23 Recap Activities. Text, pp 94: Oral presentations.Turn in final daft: Project 1

25 Chapter 6 Restaurants. Restaurant Activities. Text, pp 95-96.Types of Restaurants. Text, pp 97.
Traditional Restaurants. Text, pp 98

Marzo

09 Theme Restaurants. Text, pp 100.Modern Restaurants. Text, pp 100.Catering. Text, pp 103

11 Registration for [CERTIFICADO DE TURISMO CAMARA DE COMERCIO E INDUSTRIA DE MADRID \(http://faculty.chass.ncsu.edu/gray/cert-02a.htm\)](http://faculty.chass.ncsu.edu/gray/cert-02a.htm)

Classification of Restaurants. Text, pp 105.The Business of Restaurants. Text, pp 108. Professionalsin the Restaurant sector. Text, pp 111.

16 Recap Activities. Text, pp 114: Oral presentations

18 Chapter 7 Tourism Culture and Leisure. Types of Tourism. Text, pp 117-118. A mini continent. Text, pp 120. Cultural Tourism. Text, pp 122. Cultural Tourism: Factor Development of the Country. Text, pp 123. Cultural Tourism: Positive and Negative Aspects. Text, pp 124. Profile of the Cultural Tourist. Text, pp 125

23. Leisure. Text, pp 128. Tourism for Leisure. Text, pp 128

25 Ecotourism. Text, pp 130. Types of Ecotourism. Text, pp 131. Rural Tourism. Text, pp 131

30 Rural Tourism: Lodging. Text, pp 132. Recap Activities. Text, pp 134: Oral presentations. Chapter 8 Tourist Events Summits, Fairs, Corporate/Business Travel. Activities/Agenda. Text, pp 136

Abril

01 Summits. Text, pp 137-140-142. Conventions. Text, pp 140. Event-Planning enterprises. Text, pp 142- 144. Fairs. Text, pp 144 -146. Corporate/Business Travel. Text, pp 146- 147

06 Recap activities. Text, pp 148: Oral presentations. Turn in first draft: Project 2

08 Exam 2

13 Chapter 9 Travel Insurance and Health. Travel Insurance Text, pp 150- 151. Transportation Difficulties Part I. Text, pp 152 – 154. Transportation Difficulties Part II. Text, pp 155 -157. Difficulties with Lodging. Text, pp 158. Complaints. Text, pp 159- 161. 05 Methods of Payment. Text, pp 162. Tourism and Safety. Text, pp 162 – 164. Health and Hygiene. Text, pp 165 – 166.

15 Turn in final draft : Project 2. Recap Activities. Text, pp 167 -168: Oral presentations.

[\(https://classeval.ncsu.edu/\)](https://classeval.ncsu.edu/)

Chapter 10 Marketing. Tourist Marketing. Text, pp 170. Spain: One Hundred Years of Tourist Promotion. Text, pp 171

Marketing Plan. Text, pp 173.

16 Exam: CERTIFICADO DE TURISMO CAMARA DE COMERCIO E INDUSTRIA DE MADRID (<http://faculty.chass.ncsu.edu/gray/cert-02a.htm>)

20. Marketing Plan: Santiago de Chile. Text, pp 173 - 174. Marketing: A case study. Text, pp 175 -177. The Product. Text, pp 178 - 179. Publicity. Text, pp 180 – 182. Publicity in a region of Spain: Canarias. Text, pp 183. **Please complete Course Evaluations (<https://classeval.ncsu.edu/>)**

22 Recap Activities. Text, pp 184: Oral Presentations. General Review

Final Exam -- See exam schedule <http://registrar.ncsu.edu/calendars/>