



Course Syllabus

1. Course Title:

Professional communications in hospitality

2. Academic Level:

Master

3. ECTS Credits:

5 ECTS

4. Semester:

2, spring semester

5. School/Department:

Higher School of Business

6. Location:

43 23 Line, Rostov-on-Don / MS Teams

7. Instructor:

Ass. Prof. Diana Kozlova, email: dakozlova@sfedu.ru

8. Language of Instruction:

English

9. Course Description:

The academic discipline refers to the compulsory part of the program (to the part formed by the participants in educational relations) (1st year 2nd semester). It is a key discipline, revealing a number of important theoretical and methodological aspects of the organization of tourism activities in terms of its foreign language category.

10. Course Aims:

The discipline aim is to show students different models and practical methods of solving different situations in tourism.

11. Specific entry requirements (if any):

-

12. Course Content:

Module 1 Communication in tourism
Module 2 Career in tourism (jobs in tourism)
Module 3 Travelling by air/by train
Module 4 Hotel business/problem situations

13. Intended Learning Outcomes:

This discipline is made to achieve the following learning outcomes: to know thematic words and phrases from simulations of various travel situations; to be able to concentrate, thoroughly understand and analyze useful information; to possess ways of presenting business communication in tourism in the context of its language category; to know modern criteria of business communication in the management of tourism enterprises, the hospitality industry and tourism in general; to be able to operate with the necessary amount of knowledge for successful business communication on research topics within the studied discipline; to possess personal communication style in thematic assignments for seminars.

14. Learning and Teaching Methods:

lecture, seminar, demonstration, round tables, practical classes

15. Methods of Assessment/Final assessment information:

Case study, test

16. Reading List:

1. Zhulidov S. B. The Travel and Tourism Industry / S. B. Zhulidov - Moscow: Unity-Dana, 2015 .-- 204 p.
2. (Additional liter) Travel and tourism: Traveling and Tourism / M.A. Amosova - Arkhangelsk: NArFU, 2015 .-- 468 p.