

Study program : M.Sc. Management in Tourism		
Course title: English Language and Communication in Cultural Tourism (MKT108)		
Teacher: Dragana B. Vuković Vojnović		
Course status: elective (Module: Management in Cultural Tourism and Cultural Heritage)		
ECTS number: 6		
Prerequisite: Previous English level B2+		
Course objectives: Training students to successfully and skillfully communicate in English with all stakeholders in the field of cultural tourism. Interpretation of cultural heritage in English terminology and communication skills. Overcoming cultural obstacles in communication in English, and mastering teamwork in an intercultural environment in English. Adoption of adequate lexical and functional expressions in English and strategies for mastering new expressions in English. Develop critical thinking and argumentation skills. To train students for mobility in the European and international university and professional environment, to develop an adequate presentation of the national culture, relevant professional topics and personal achievements in English.		
Course outcomes: On the basis of the course content, the student should have developed 1. General competence: recognition and mastery of the characteristics of specific language discourse and intercultural communication in the field of cultural tourism and cultural heritage management; fast interpretation and critical analysis of professional texts; Adoption and successful implementation of the rules of oral and written communication within the profession; mastering the analysis of spoken and written discourse and expression; Mastering teamwork in pairs and groups. 2. Subject-specific competence: recognizing the characteristics of style and structure of professional texts in English in the field of cultural tourism. Special attention will be paid to the work on the mini-project - planning, research and presentation of results in English (research and topic will be in line with what the student is already working on within one of the subject-specific courses). Analysis of online promotion of cultural heritage and recognition of effective verbal and non-verbal means. Special attention will be given to digital tools and the application of new technologies for collaborative and project work, with the application of critical thinking. Expanding professional vocabulary and contrasting with the mother tongue, developing effective arguments in English and acquiring the cultural peculiarities of spoken and written English.		
Course content: <i>Theoretical classes-</i> Introduction to certain features and functions of the language of tourism (sociolinguistic aspects, the relationship between language and culture, language as a means of intercultural communication), verbal and non-verbal techniques of the language of tourism and various registers. The use of English as the global language of tourism and intercultural communication. Promotional strategies from the aspect of language (slogans, keywords, terminology). Critical reflection on relevant topics of the goals of sustainable cultural heritage and cultural tourism. <i>Practical classes -</i> developing communication skills and teamwork on a mini-project of students' choice in connection with professional subjects. Understanding and analyzing the genre of tourism texts (e.g. verbal and non-verbal means in travel brochures, websites, promotional films). Making a summary of professional work and/or professional oral presentation with the application of critical thinking, correctly quoting other people's words and paraphrasing in academic and professional discourse. Metadiscourse in academic writing. Analysis and recognition of different types of argumentations and the use of effective linguistic means to argue claims through discussion of global challenges related to cultural heritage. Multimodal analysis of video/internet presentations of cultural heritage for the purpose of tourism promotion verbal and non-verbal means. Application of acquired knowledge in the fields of discourse analysis and means of communication through oral and written tasks and presenting the mini project in English. Expanding and deepening the vocabulary in the field of cultural tourism, and the creation of a multilingual glossary of terminology.		
Recommended literature		
Primary literature: 1. Vuković Vojnović, D. <i>English language and intercultural communication. Authorized textbook manuscript</i> (in preparation)		
Additional literature: 2. A selection of relevant and authentic texts in the field of cultural tourism (e.g., whc.unesco.org/en/list/) 3. Dann , Graham M. S. (1996): <i>The Language of Tourism: a Sociolinguistic Perspective</i> , Wallingford: CAB International. 4. Jaworski , Adam & Annette Pritchard (2005): <i>Discourse, Communication and Tourism</i> . Clevedon, Buffalo, Toronto: Channel View Publications 5. Thurlow, Crispin & Adam Jaworski (2011): <i>Tourism Discourse: Languages and Global Mobility</i> . Palgrave, Macmillan 6. Online dictionaries of English and Serbian language available		
Number of teaching hours: 4	Lectures: 2	Practical classes: 2
Teaching methods		

Lectures are combined with communicative, interactive practice with the use of digital and multimedia content, debates and discussions, and the use of Moodle and Microsoft Teams platforms. Virtual cooperation with partner institutions and teamwork in an international environment.

Students are expected to actively participate in classes, teamwork, and critical thinking.

Assessment (maximum number of points 100)

Pre-examination assignments	Points	Final exam	Points
Activity during lectures	5	Written exam	30
Practical classes activity	5	Oral exam	30
Colloquium	30	
Seminars			