# Languages for International Tourism

## Prof. Alessandra Lombardi

***COURSE AIMS***

The course aims to contribute to the development of skills necessary for competently managing professional communication (L2) in different sectors of the tourism and hospitality industry. Beginning with reflection on the concept of "linguistic hospitality" and an overview of the tourism and hospitality sectors requiring linguistic and cultural mediation interventions, the teaching aims to familiarise students with the characteristics of the text types for an international audience found among the “typical” communicative genres of tourism and hospitality, and to provide students with the intellectual and critical tools for

1. exploring and understanding the socio-cultural dynamics influencing the image travellers from various countries have of Italy as a tourist destination;
2. identifying the needs and expectations (including linguistic) of the various types of traveller in light of their respective socio-cultural context of origin;
3. designing targeted and effective communication interventions in different languages for the moment of contact (travel phase), the preselected channel/tool of communication and the communicative and operative objectives adopted at various points by tourism operators and organisations.

***INTENDED LEARNING OUTCOMES***

*Knowledge and understanding*

At the end of the course, students will be able to:

1. identify the most important trends and transformations in the field of international tourism;
2. know the key places, channels, communication tools, and text types (written, oral, and multimedia) used in international tourism communication;
3. develop their knowledge of the skills and the different working environments of a ‘linguistic-cultural mediator’ in the field of tourism.

*Ability to apply knowledge and understanding*

At the end of the course, students will be able to:

1. identify the various forms of expression (textual strategies and styles) related to the communicative intentions of tourism (considering all its different aspects and innovations), and select the best ones to meet the informative needs of visitors (also in terms of experiences) coming from different linguistic-cultural backgrounds;
2. understand the strategic importance of linguistic and cultural mediation skills to build a *positive* relationship with foreign guests in *all* the different phases of the tourist experience and through all the communication channels available today;
3. carry out a critical analysis of the concrete effects of ‘non-mediated’ communication, and identify the quality criteria that communication supports in L2 should meet in order to promote the discovery and the direct experience of a specific place-destination by international tourists.

***COURSE CONTENT***

Through the analysis of case studies covering “typical communicative situations” (managing direct contact with foreign guests in public tourist offices or private hospitality establishments, or guided tours of local attractions or in museums or other establishments, particularly in the agri-food sector, such as cellars or mills), the course encourages critical reflection on the necessary skills profile of language specialists operating in the tourism and tourist reception sector in Italy. By examining certain practical cases relating to their own languages of study, students will practice identifying culturally relevant elements and identifying the most suitable language and communicative strategies to meet the various demands and expectations of travellers coming from the linguistic and cultural contexts in question.

***READING LIST***

Lombardi, A. (2014): “*Hier kommen alle auf ihre Kosten. Comunicare e tradurre l’identità di un territorio nell’era del turismo globale. Nuove sfide (e opportunità) per le professioni linguistiche”* [disponibile online: <http://www.mediazioni.sitlec.unibo.it/index.php/no-16-2014/96-dossier-traduzione-specializzata-2014.html>]

Further bibliographic indications (single subject essays on each student's linguistic-cultural area of interest) will be communicated at the end of the lectures and with a notice on Blackboard. Teaching materials used in class will be made available on Blackboard throughout the semester.

To prepare for the course, students are encouraged to read the essay by Hermann Hesse *“Sul viaggiare”* (1904), in the volume *Camminare*, Piano B edizioni, 2015, p. 7-21.

***TEACHING METHOD***

This semester-long course will also include meetings with language professionals working in various fields of tourism and hospitality, as "ambassadors of good communicative practice in contact with international tourist-services users".

Students are also expected to participate in supplementary (project-based) learning activities in collaboration with local authorities (subject to the availability of the partners normally involved).

***ASSESSMENT METHOD AND CRITERIA***

For the final assessment of the student's ability to apply the knowledge learned (see point 2), they must submit an individual paper chosen from the following types, to be forwarded to the lecturer (in .pdf or .mp4 format) at least 15 days before the exam session date for which they intend to enrol:

1. in-depth analysis of a *case study* among those analysed in the course (with reference to a linguistic-cultural area of interest), to be produced in the form of a *short argumentative essay* (max. 3 pages);
2. *video presentation* (in L2) of a typical food and wine dish/product from their region of origin (with a particular focus on the linguistic-cultural mediation strategies of the food and wine sector);
3. *brief report* (critical and reasoned summary, max. 3 pages) on the contents of one of the meetings with the *testimonials* in class.

The exam, which takes place orally, is intended to:

1. ascertain knowledge of the contents covered during the course and of the specialist literature indicated in the Reading List (50% of the overall assessment);
2. verify the ability to critically and "proactively" rework the in-depth theoretical and methodological knowledge acquired during lectures and the operational reflections and strategies that emerged from discussions with the professionals involved as testimonials (assessment of the individual paper and its presentation, remaining 50%).

Students must also demonstrate the ability to recognise and adequately interpret the different factors that can determine the success or failure of an interaction (written/oral or mediated) with tourists/guests from the linguistic-cultural contexts of their competence.

The following elements will also be assessed: linguistic appropriateness, and the ability to argue in a rigorous and relevant way based on stimuli offered during the interaction, expressing also personal considerations and reflections.

***PREREQUISITES***

There are no prerequisites for taking this course. However, students will benefit from having completed the “Communicative Strategies” courses for both languages of study and the respective ‘Translation in the field of tourism’ workshops.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.