



Award in English for International Tourism: A Regional Perspective

★ MQF/EQF Level 5

★ **Course Dates (full-time):**
29th April – 24th May 2024

★ **Course Dates (part-time):**
27th May – 19th July 2024

Our Mission & Values

EXCELLENCE

Excellence is the hallmark of all Ascencia Malta's educational programmes. Our programmes are homegrown, officially accredited by the Malta Further and Higher Education Authority, and designed to put our learners at the centre of their learning. We recruit from among the most talented professionals on the island to give our learners the benefit of first-hand industry experience combined with leading-edge pedagogies.

ACCESSIBILITY

We strive to ensure that Ascencia Malta is an open to youths from all walks of life who might aspire to take their academic or professional careers to the next level. We prioritise dedication and ambition far above background or origins, as we believe these qualities drive personal growth and shape the leaders of the future.

LEARNER-CENTREDNESS

To ensure that the ambitions of each individual are not only recognised but celebrated, we are proud to afford our learners individual attention in the classroom. Here, they will find training courses founded on participatory pedagogies and based on the value of concrete examples, real-world engagement, and constant exchange between learners and practitioners. Outside the classroom, we follow learners' progress closely and they know that our doors are open at any time for them to come and present their dream projects or to seek our practical advice.

Why Malta as a Study Destination

1. **Cultural Immersion** in a vibrant Mediterranean context
2. **Proficiency in the English language**, one of Malta's two native languages
3. **Globally Recognised Quality Education** with unbeatable affordability
4. **Travel and Leisure**, an ideal staycation and a base for exploring the rest of Europe
5. **International Networking** inside a truly global community of students, professionals, and entrepreneurs
6. **Business-Friendly Environment** in a country that actively promotes innovation, entrepreneurship, and emerging industries
7. **Career Prospects** thanks to employers who value versatility and agility
8. **Personal Growth**, self-discovery and independence as the side-effects of the study-abroad experience

AWARD TITLE	STUDY-UNITS COVERED	NUMBER OF ECTS	TOTAL DURATION OF AWARD	TOTAL HOURS OF LESSONS	TOTAL HOURS OF TUTORIALS/ WORKSHOPS	TOTAL SELF-STUDY HOURS
Award in English for International Tourism: A Regional Perspective	<ul style="list-style-type: none"> International Tourism: Europe International Tourism: The USA International Tourism: Oceania and India Projects in International Tourism 	4 ECTS	4 weeks (full-time, consecutive) OR 8 weeks (full-time, consecutive)	67 Hours	6 Hours	10 Hours

Description

Across the span of four units, this Award delves into multiple facets of global tourism to give you a complete perspective on the largest regional players in this industry. In the first unit, you will be introduced to the concept of cultural diversity, focus on European destinations, hone airport vocabulary, discuss cultural nuances between festivities, and create videos of a cultural festival of choice. Shift your focus to American culture in the second unit, which combines dynamic reading exercises, roleplays, and listening comprehension activities to lead you to craft a 'Must See' guide. Travel to Australia, New Zealand, and India in the third study-unit: integrate grammar exploration with insights from guest speakers on cultural awareness and express your learning through the medium of infographics. Synthesise your knowledge in a project where language skills from previous units crystallise in the creation of a persuasive marketing plan for a chosen destination.

What will I be able to do after this Award?

SPEAKING

- Engage in dialogue about travel plans, security procedures, and cultural misunderstandings.
- Participate in roleplay scenarios, present study-abroad plans, persuade peers about the best destination for a trip, and justify opinions.
- Discuss meanings of colours, numbers, and superstitions in different cultures, demonstrating critical thinking and cultural sensitivity.

LISTENING

- Listen to dialogues, interviews, and monologues for gist, specific details, and correction of mistaken information.
- Listen to guests discussing experiences in foreign hotels and a guided tour focusing on New York's boroughs.
- Listen to a guest speaker providing insights on destinations and cultural awareness in Australia, New Zealand, and India.

READING

- Skim and scan dialogue transcripts for gist and specific information about planned trips to Europe.
- Read information packets about European festivals, short articles about cultural topics, and brief continent descriptions.
- Read texts about the USA, New York, Australia, New Zealand, and India for various purposes, including jigsaw reading, information transfer, and comprehension of cultural and historical content.

VOCABULARY & ACCURACY

- Remember and apply vocabulary related to festivals and destinations of cultural interest.
- Gain familiarity with specialised terms in geography and marketing.
- Practise sharing future plans and past experiences through a variety of tenses and conversational structures.
- Explore active and passive verb forms, non-gradable and gradable adjectives, comparative and superlative forms.
- Apply grammar forms appropriately to various contexts, including creating marketing plans, providing advice, and presenting information about destinations.

WRITING

- Create a video and script about a cultural festival, compose e-mails, and plan itineraries for southern Europe.
- Develop step-by-step guides for newcomers in the industry, compose informative 'Must-See' guides, and write copy about exotic destinations.
- Write a marketing plan, design persuasive pitches, and compose an itinerary for a chosen destination.