

TEACHING GUIDE

SECOND FOREIGN LANGUAGE I: FRENCH

GRADO EN TURISMO (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 01-07-2026



I.-Subject Identification

Type	OBLIGATORIA
Teaching period	2 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

This course studies and applies Marketing Research to design tourism products and experiences offered to customers to meet the needs and expectations demanded by travelers by tourist destinations and companies. To this end, an analysis of the environment, supply, demand, competitors, and tourism marketing strategies is conducted. The different phases and processes for creating tourism products are developed, and models for evaluating the comprehensive tourism quality of companies and destinations are reviewed.

The general objective of the course is to study the set of marketing actions carried out by companies and destinations when innovating in the creation of tourism products.

The above general objective can be summarized in the following specific objectives:

1. To introduce students in the world of tourism destinations, marketing strategies and management to provide tourism products to the customers.
2. To facilitate students' assimilation of the specific marketing vocabulary of tourism companies and destinations.
3. To provide a comprehensive overview of the strategies and management for tourism stakeholders, their problems, the techniques used to solve them, and the internal and external relationships between stakeholders and their environment.
4. Introduce the basic functions carried out in tourism companies and destinations, with special attention to product design and marketing processes.
5. To provide students an open understanding of business strategy and management, technological innovations, competitiveness, comprehensive tourism quality management, the sustainable development of tourist destinations, and respect for the socioeconomic and environmental impacts of tourism activity.
6. Introduce methodologies for innovation in the creation of tourism products.
7. To apply the acquired knowledge to the team-based implementation of a business project that defines the marketing strategy and management of one or more tourism products located in a destination.

Prerequisites include knowledge of the second-year subjects of the Bachelor's Degree in Tourism: Marketing for Tourism, Analysis of the Tourism Market, and Commercial Communication in Tourism. Regular use of computer tools for obtaining, processing, and presenting the information necessary for tourism projects is recommended.

III.-Learning outcomes

CG01. Ability to adapt to new situations.
CG11. Creativity
CE20. Defining of sales objectives, strategy and policy.
CE23. Evaluation of tourism potential and prospective operating analysis.
CE27. Use of communications techniques.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.



IV.-Contents

IV.A.-Syllabus

Part I. Principles of Marketing for Tourism Products in Companies and Destinations. Quality Management in Tourism Services

This first part presents the basic principles of marketing for tourism products and destinations. The elements of a tourist destination will be explored and then valued in products. Likewise, the principles of quality in services will be presented, as well as the different systems and certifications applied in the tourism sector, both in Spain and internationally.

Part II. Marketing Trends in the 21st Century

This part focuses on different types of consumers and marketing strategies. Value strategies, differentiating propositions in the tourism market, and consumer trends.

Part III. Innovation in Tourism Industry

The third part of the course defines innovation and its types, as well as different applications to innovations in tourism products and destinations. Different methodologies will be developed to create specific product prototypes.

Part IV. Launching and Marketing Tourism Products

The fourth part focuses on the launch processes for innovative tourism products. Techniques that facilitate product policy actions (such as product testing or market testing) will be discussed. Marketing strategies will also be proposed, primarily those focused on the distribution and communication of innovative tourism products.

IV.B.-Training activities

Type	Title
Oral presentations	Students will perform presentations of several activities during the course in classes.
Academic tutorials	Academic tutorial sessions will be available (terms will be communicated at the beginning of the course).
Practical sessions	Practical activities related to each one of the topics (blocks) of the course will be planned and carried out.
Theoretical sessions	Theoretical Lessons will be carried out according to the course schedule.
Group work	Students will perform a team activity along the course.
Other activities	Exam. It will be held on the date scheduled according to the official calendar proposed by the university.
Lectures	Lectures that help the understanding and the study of the subject will be recommended by the lecturer.
Other activities	Workshops, fairs, conferences... are activities that will be recommended to attend by students.



V.-Student workload	
Theoretical sessions	20
Resolution of exercises, problems, case studies, etc.	36
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	4
Academic tutorials	30
Related activities: conferences, seminars, etc.	18
Preparation of theoretical sessions and self-study	22
Preparation of practical tasks, exercises, case studies, projects, etc.	30
Preparation for tests and/or exams	20
Total student workload	180

VI.-Methodology and academic programme		
Type	Period	Content
Week 1 to Week 15	Sporadic readings throughout the semester.	Group work
Week 1 to Week 15	Practical group works. Works will be done through the virtual campus tools.	Tests and/or exams
Week 1 to Week 15	Written and oral tests. If necessary, they will be adapted to the online format.	Theoretical sessions
Week 1 to Week 15	Introduction to the different linguistic mechanisms included in the subject.	Practical sessions
Week 1 to Week 15	Practices related to the different linguistic mechanisms. The practices will be carried out through videos and exercises solved in the virtual classroom.	Academic tutorials



VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities



Evaluation System	Evaluation Activity	Weighting	Re-evaluable in June call	Minimum Grade	Content	Date
Written Exams	Written Exams 1	20%	Yes	5	Syllabus up to date	Week 6
	Written Exams 2	20%	Yes	5	Syllabus up to date	Official date
Speaking tests	Speaking test 1	10%	Yes	5	Syllabus up to date	Week 6
	Speaking test 2	10%	Yes	5	Syllabus up to date	Official date
Training Activities	Learning Assignments	40%	No (cumulative)		Syllabus up to date	Week 2 to 14

Calculation of the final or overall grade

- The final grade is calculated as the weighted average of the grades of the evaluation activities according to the indicated percentages, as long as they have been passed with the minimum grade indicated for each one of them. Taking into account the above, in order to pass the course, the weighted average must not be less than 5.
- If one or more evaluation activities have not been passed with the minimum grade, the final grade of the course will be the average grade obtained among all the evaluation activities carried out, taking into account that it cannot be higher than a 4.
- If the student has not taken any evaluable test, the final grade will be "Not Present" (*No presentado*).

2. In the June call (*convocatoria extraordinaria*), the written and oral test(s) in which the minimum grade of 5 has not been reached may be reevaluated.

In the June call, students will only take the evaluation activities of the tests not passed, so that for the calculation of the final grade in this call, the grade of the evaluation activities passed in the May call and the grades obtained in the reevaluated activities will be used. The calculation of the final grade is made as indicated in the previous section.

3. Advanced Call (*convocatoria adelantada*): It will be possible to request the advancement of the evaluation for one of the two calls (May, *ordinaria*, or Juin, *extraordinaria*) to September, as long as the requirements established in the URJC "Reglamento de Evaluación de los Resultados de Aprendizaje" are met.

Other observations or clarifications

The training activities are part of the student's continuous assessment in the regular examination session. Their main objective is to promote active learning throughout the development of the course. For this reason, they must be carried out sequentially and in parallel with the progression of the course topics, according to the schedule established by the instructor.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs



In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.



VIII.-Teaching resources and materials

Basic bibliography

Consultation bibliography

Bibliography

Reference Textbooks

Corbeau, Sophie, Chantal Dubois & Jean-Luc Penfornis. *Tourisme.com*, Clé International, 2013.

Dussac, Elisabeth. *Bon voyage ! Français du Tourisme*. Clé International, 2017.

Conjugation and Grammar

Bescherelle. *La conjugaison pour tous*. Edelsa, 2017.

Fafa, Clémence, Yves Loiseau & Violette Petitmengin. *Grammaire essentielle du français, niveau A1*. Éd. Didier, 2022.

Poisson-Quinton, Sylvie, Reaine Mimran & Michèle Mahéo-Le Coadic. *Grammaire expliquée du français (Niveau intermédiaire)*.

Clé International, 2019.

Workbooks

Charliac, Lucile & Annie-Claude Motron. *Phonétique progressive A2-B2*. Clé International, 2017.

Gallier, Thierry. *Pratique Vocabulaire B1*. Clé International, 2020.

Grand-Clément, Odile & Aline Volte. *Pratique Conjugaison B1-B2*. Clé International, 2021.

Siréjols, Évelyne & Giovana Tempesta. *Pratique Grammaire B1*. Clé International, 2020.

Websites

Le conjugueur: <http://leconjugueur.lefigaro.fr/>

Larousse: <http://www.larousse.fr/>

<http://www.ciel.fr/apprendre-francais/exercices-francais.htm>

<http://apprendre.tv5monde.com>

<http://www.tv5mondeplus.com>

<http://www.bescherelle.com>

IX.-Professors

Name and surname	MARÍA GORETTI LÓPEZ HEREDIA
E-mail address	goretti.lopez@urjc.es
Department	Filología Extranjera, Traducción e Interpretación
Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor
Person responsible for the subject	Yes
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
Number of sexennia	0
No. of positive evaluations by Docencia	0

