

TEACHING GUIDE

ORAL EXPRESSION IN ENGLISH

GRADO EN TURISMO (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 03-07-2026



I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	4 course, annual
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
Royal Decree 1393/2007, of October 29, which establishes the organization of official university education indicates that all official undergraduate studies will conclude with the preparation and defense of a Final Degree Project, which must be part of the curriculum. The Final Degree Project must be carried out in the final phase of the study plan and aimed at evaluating the competencies associated with the degree. This subject aims to complete the evaluation carried out through the Final Degree Project of the training content received, capacities, competencies and skills acquired during the teaching period of the Degree.

III.-Learning outcomes
CG03. Ability to analyse and synthesise CG04. Ability to manage information CG05. Ability to organise and plan CG07. Oral and written communication in native language CG11. Creativity CG16. Critical reasoning.
• 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

V.A.Syllabus

The Final Degree Project involves the completion by the student of an original report or study under the supervision of a tutor, in which the training content received, knowledge, skills and abilities acquired during the teaching period of the course are integrated and developed. Degree.

- The Final Degree Project is the module that concludes the study plan of every official Degree Degree, although its presentation is allowed with 2 pending subjects (including RAC and External Practices).

- The Final Degree Project must be prepared individually. However, according to the procedure established in the Framework Regulation of the URJC and in the Specific Regulation of TFG of the FCEE, collective works may exceptionally be proposed when the topic or subject chosen justifies it. In any case, in collective work each of the students must prepare, present and defend an individual report that is different from those corresponding to the rest of the participants in said collective TFG.

- The Final Degree Project must focus on applying the general competencies of the degree. Its objective is to train the student in the search, management, organization and interpretation of relevant data, preferably from their area of study, to make judgments that include reflection on significant topics of a social, scientific, technological or ethical nature. In addition, it must encourage the development of critical, logical and creative thinking and judgment.

-The TFG may be carried out according to the following modalities:

- Bibliographic review work (bibliometric or argumentative).
- Empirical works (quantitative, qualitative, experimental, case analysis, etc.).
- Design or simulation work of processes, systems or facilities.
- Practical work related to processes and activities specific to professional profiles.
- Qualitative study work based on project analysis, practical cases, simulations and others.
- Work carried out under the Service-Learning or Challenge-Based Learning modalities.

-The number of hours that the student allocates to preparing the TFG must be adjusted to the workload corresponding to the number of credits assigned in the study plan.

-The ownership of the copyright of the Final Degree Projects will be governed according to what is established in current legislation.

- In the case of Joint Official Study Plans (Double Degrees), the student will prepare and defend a TFG in each of the Degrees taken, but a common topic may be addressed in both, as long as it allows the application of knowledge, skills and competencies provided for in the study plans of both degrees.

IV.B.-Training activities

Type	Title
Lectures	The methodology described in this guide foresees that students can carry out the necessary and suggested bibliographic queries in the basic and complementary bibliography.
Prácticas / Resolución de ejercicios	Problem solving exercises and individual and/or group practical cases. Case study discussions, readings and participation in debates on different issues related to the subject. Search and analysis of news and articles related to the contents of the subject. Each teacher will select the practical examinations to be carried out throughout the semester, based on their criteria and the characteristics of each group (size, previous knowledge, etc.).



V.-Student workload	
Theoretical sessions	40
Resolution of exercises, problems, case studies, etc.	15
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	5
Academic tutorials	40
Related activities: conferences, seminars, etc.	8
Preparation of theoretical sessions and self-study	20
Preparation of practical tasks, exercises, case studies, projects, etc.	30
Preparation for tests and/or exams	22
Total student workload	180

VI.-Methodology and academic programme		
Type	Period	Content
Academic tutorials	Week 1 to Week 14	(AD) According to the timetable specified by each teacher.
Practical sessions	Week 1 to Week 14	(AP) According to the timetable specified by each teacher, the Practical examinations / Problem solving exercises will be carried out, the description of which is included in section "IV.B Training activities" of this teaching guide.
Theoretical sessions	Week 1 to Week 14	(AD) Theoretical work (content diagrams, recommended reading, etc.) of the syllabus (according to the timetable specified by each teacher).



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



VII.A.-Assessment weighting

Continuous ordinary assessment: The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual. The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.

The evaluation of this course consists of the following:

Evaluation system	Evaluation activity	Weighting	Reassessable in extraordinary call	Minimum grade	Contents	Date
SE2	Continuous assessment through activity(s) as individual or group assignment(s) carried out throughout the semester and delivered via the virtual campus or presented in class.	40%	NOT reassessable, cumulative (the grade is saved for the extraordinary call)*	NO (cumulative)	Chapters 1 to 6.	During the lecturing period. Date indicated by the teacher.
SE1	Multiple choice or open-ended questions' theoretical-practical face-to-face exam/s.	60%	YES reassessable. In a individual manner following the same format as in ordinary call.	5 out of 10	Chapters 1 to 6.	Official dates set by the University within the period of ordinary and extraordinary calls.
TOTAL:		100%				

*Practical examinations that cannot be reassessed in class/or field work aim to evaluate the student's progress on a regular basis. This evaluation encourages active participation and continues learning, which cannot be applied effectively in the re-assessment.



Calculation of the final or overall grade

- If a student's weighted average grade exceeds 5, but she/he fails the course due to not obtaining at least a 5 out of 10 in the theoretical-practical assessment, the transcript of records will include the grade for the assessed theoretical-practical assessment (individual exam/s) in which he/she did not exceed 5.
- If the student passes the exam/s but does not obtain a weighted average higher than 5, the course will be FAILED. Reassessable tests may be re-evaluated in the extraordinary call, but under no circumstances may non-reassessable assessments be submitted in the extraordinary call, nor any assignment can be accepted to raise a grade.
- In accordance with university regulations, a grade of "not presented" is only possible when the student has not taken any of the assessment evaluations.

Extraordinary call

The non-reassessable practical activities carried out during the course aim to assess the student's progress on a regular basis. This evaluation encourages active participation and continuous learning, which cannot be effectively applied in a reevaluation.

Evaluation in advanced call

Due to the characteristics of the subject and the characteristics of the advanced call, adjustments or adaptations are included in the evaluation of the advanced call that guarantee the evaluation of the learning results seen in the subject. In case that a student requests the evaluation in an advanced call through the official channels established by the URJC and this is permitted for the subject, the evaluation in the advanced call will consist of: **a theoretical-practical test (100%) in a face-to-face mode. Minimum grade 5 out of 10.**

Other observations or clarifications

Without prejudice to the rights and duties of the students included in the Statute of the Student, in the Statutes of the URJC and in its internal regulations, students must attend to the following clarifications:

- **SPELLING AND EXPRESSION** . The qualification of written tests includes aspects such as spelling and university expression. Each teacher will determine correction criteria.
- **UNIVERSITY ASSIGNMENTS**. Must be original. When are used secondary texts, they must be cited. They can not be avoided. The teacher will be able to guide in this respect and will determine the correction criteria. University assignments must be presented in time and form. They must comply with the formalities (format and structure of academic assignments).
- **REVALUATION REQUIREMENTS**. The approved student can not improve his grade. A test not revaluable only, it is evaluated during the course (never in revaluation).
- **STUDENTS WITH EXEMPTION AND ERASMUS (outgoing) STUDENTS**. Must contact professor of the subject at the beginning of the course.

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

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 IV Congreso anual del Agente de Viajes - La IA como oportunidad para el Agente de Viajes
 (<https://www.youtube.com/watch?v=8EgQokIJ3Vc>)
<https://www.unwto.org/innovation-digital-tranformation/ai-for-good-in-tourism>
https://www.hosteltur.com/167318_guias-turisticos-creados-por-ia-un-gran-paso-hacia-el-turismo-sostenible.html
<https://www.youtube.com/@traveltrendspodcast>
<https://amadeus.com/documents/resources/research-report/travel-trends-2026/amadeus-travel-trends-2026-report.pdf>
<https://www.uplora.es/blog/ia-para-agencias-viajes-turismo-herramientas-2026>
<https://conocimiento.tourspain.es/es/analisis-segmentos/>
<https://youtu.be/XOWvpRud5Ug?si=9ORYo24g1gXShkr3>
www.tourspain.es; www.unwto.org; www.spain.info; www.wttc.org; www.ictes.es; www.travelweekly.com; www.maec.es; www.ifitt.org; www.nexotour.com; www.travelocity.com; www.viajar.com; www.thebrandusa.com; www.aena.es; www.ustravel.org; www.iata.org; www.ine.es; ec.europa.eu/Eurostat; www.universia.es; www.guamundo.es; www.michelin.com; www.geoplaneta.com; www.turimundo.com; www.barcelo.com; www.catai.es; www.turismoresponsable.es; www.edreams.com; www.lastminute.com; www.rumbo.es; www.iberostar.com; www.halconviajes.com; www.viajeselcorteingles.es; <https://www.thinktutur.org/>
 Artificial Intelligence platforms for managing different processes in the Travel Agencies
<https://visitmadridgpt.esmadrid.com/chat>; <https://guidegeek.com/>; <https://navan.com/>; <https://wonderplan.ai/>; <https://iplan.ai/>; <https://layla.ai/es>; <https://tripplanner.ai/>; <https://ai.google.dev/competition/projects/gemini-travel-planner?hl=es-419>; <https://treno.com/es>; <https://mindtrip.ai/>; <https://curiosio.com/>; <https://www.mabelcajal.com/ia-en-turismo/>

IX.-Professors

Name and surname

ARTA ANTONOVICA



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Department	Economía de la Empresa
Campus	Madrid - Vicálvaro
Category	Titular de Universidad
Academic degree	Doctor
Person responsible for the subject	No
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	2
Number of sexennia	2
No. of positive evaluations by Docencia	4

