



Course Specification

— (Bachelor)

Course Title: English for Business and Tourism

Course Code: ENG2254-2

Program: Bachelor of Arts in English + Bachelor of Arts in Translation

Department: Department of English and Department of Translation

College: College of Languages and Translation

Institution: King Khalid University

Version: 2

Last Revision Date: February 11, 2026

Table of Contents

A. General information about the course:	3
B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods.....	4
C. Course Content.....	6
D. Students Assessment Activities	7
E. Learning Resources and Facilities	7
F. Assessment of Course Quality	Error! Bookmark not defined.
G. Specification Approval	Error! Bookmark not defined.



A. General information about the course:

1. Course Identification

1. Credit hours: (2)

2. Course type

A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others
B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (Semester 4 - Year 2)

4. Course General Description:

English for Business and Tourism (ENG2254-2) develops students' ability to communicate effectively in professional business and tourism contexts. The course focuses on the use of intermediate grammar structures, industry-specific vocabulary, and appropriate registers to support clear written and spoken communication. Students engage in practical tasks such as writing professional emails, preparing business proposals, handling customer inquiries and complaints, and delivering structured presentations. The course also develops students' ability to analyze language used in tourism services, customer feedback, and promotional materials, and to propose linguistically appropriate and creative solutions. Particular emphasis is placed on adapting communication for culturally diverse audiences and professional settings, preparing students for real-world applications in global business and tourism environments.

5. Pre-requirements for this course (if any):

N/A

6. Co-requisites for this course (if any):

N/A

7. Course Main Objective(s):

The English for Business and Tourism (ENG2254-2) aims to:

- Develop students' ability to use English accurately and appropriately in business and tourism contexts, both in written and spoken communication.
- Enable students to apply intermediate grammar structures and industry-specific vocabulary in professional interactions such as emails, proposals, presentations, and customer communication.
- Strengthen students' skills in handling customer inquiries, complaints, and service interactions using effective and polite communication strategies.
- Equip students with the ability to analyze tourism-related language, including promotional materials and customer feedback, to support informed decision-making.
- Promote students' awareness of register, tone, and cultural sensitivity in professional communication.

- Encourage collaborative problem-solving, autonomy, and professional responsibility in business and tourism communication tasks.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	100%
2	E-learning	-	-
3	Hybrid - Traditional classroom - E-learning	-	-
4	Distance learning	-	-

3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	-
3.	Field	-
4.	Tutorial	-
5.	Others (specify)	-
Total		30

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Demonstrate understanding of intermediate grammar structures and professional vocabulary used in business and tourism communication.	K1, K2	- Contextualized grammar practice - Guided analysis of authentic business and tourism texts	- Quizzes - Midterm Exam

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.2	Identify techniques used to describe products, services, destinations, and customer experiences in professional contexts.	K2, K4	- Model text analysis - Guided discussion of promotional and service-oriented materials	Midterm Exam
1.3	Recognize appropriate use of formal and informal registers in business and tourism communication.	K2	- Register comparison tasks - Analysis of professional emails and dialogues	- Quizzes - Final Exam
2.0	Skills			
2.1	Apply professional English to write emails, proposals, and customer responses.	S3, S4	- Task-based writing activities - Guided drafting with instructor feedback	Assignment 1
2.2	Use effective spoken communication strategies to address customer needs and handle complaints.	S3, S6	- Role-plays - Simulated customer-service scenarios - Guided feedback	Midterm Exam
2.3	Plan and deliver organized presentations related to tourism or business topics.	S3	- Presentation workshops - Rehearsal and peer feedback	Presentation
2.4	Analyze tourism-related communication and propose linguistically appropriate solutions.	S1, S6	- Case-study analysis - Collaborative problem-solving tasks	Assignment 2



Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
2.5	Adapt English communication for culturally diverse audiences and professional contexts.	S3, S4	- Cultural role-plays - Discussion of cross-cultural business scenarios	Final Exam
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate awareness of register and tone in professional communication.	V1	- Guided reflection - Discussion of tone and professionalism	Observation
3.2	Independently apply appropriate language forms in professional writing tasks.	V3	Individual writing tasks with self-check and revision	Observation
3.3	Collaborate responsibly to analyze tourism-related materials and propose improvements.	V2	- Group discussion - Collaborative analysis and reporting	Observation

C. Course Content

No	List of Topics	Contact Hours
1.	Unit 1: Selling dreams	3
2.	Unit 2: Getting there	3
3.	Unit 3: Accommodation	3
4.	Unit 4: Destinations	3
5.	Unit 5: Things to do	3
6.	Review and consolidation 1	-
7.	Unit 6: Niche tourism	3
8.	Unit 7: Cultural tourism	3
9.	Unit 8: Running a hotel	3
10.	Unit 9: Customer service	3





11.	Unit 10: Business travel	3
12.	Review and consolidation 2	-
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Midterm Exam	Week 7	30%
2.	Quizzes	Week 5 & Week 10	10%
3.	Written Assignment 1: Professional Writing for Business and Tourism Contexts	Between week 3 & week 13	10%
4.	Assignment 2: Professional Presentation on Tourism Communication Strategies	Week 14	10%
5.	Final Exam	Week 16-17	40%

E. Learning Resources and Facilities

1. References and Learning Resources

Required Textbooks	<i>INTERMEDIATE COURSEBOOK: ENGLISH FOR INTERNATIONAL TOURISM, NEW EDITION</i> Peter Strutt Student's Book: ISBN-13: 978-1-4479-2383-1 © 2013 Pearson Education Limited, Inc.
Essential References	"English for Tourism Services": This textbook is tailored for learners aiming to enhance their English proficiency in tourism-related contexts. It covers essential vocabulary, dialogues, and situational expressions pertinent to the tourism industry, facilitating practical language application. The material is designed to improve both comprehension and communication skills within the tourism sector. https://www.academia.edu/41315273/ENGLISH_FOR_TOURISM_SERVICES
Electronic Materials	"Travel the World" by Cambridge English: An interactive activity designed to help learners practice travel-related vocabulary and listening skills, ideal for tourism contexts. https://www.cambridgeenglish.org/learning-english/activities-for-learners/b1v053-travel-the-world





	• "English for Business" by British Council: A collection of lesson plans focusing on functional skills for business learners, providing opportunities to develop English language skills in motivating and enjoyable ways. https://www.teachingenglish.org.uk/teaching-resources/teaching-adults/english-business • "Free Business English Lessons" by Oxford Online English: Offers video lessons on various business English topics, including writing emails and answering job interview questions. https://www.oxfordonlineenglish.com/free-business-english-lessons
Other Learning Materials	• "Tourism – B2 English Vocabulary" by Test-English: Provides explanations and exercises to enhance tourism-related vocabulary, including common places to visit, verbs, idioms, and adjectives. https://test-english.com/explanation/b2-vocabulary-explanations/tourism-b2-english-vocabulary/ • "Travel and Tourism: Vocabulary and Speaking" by TEFLHandbook: A lesson plan aimed at broadening students' travel-related vocabulary and enhancing their ability to express opinions and preferences about different aspects of travel. https://teflhandbook.com/efl-esl-lesson-plans/b2/travel-1/

2. Required Facilities and equipment

Items	Resources
Facilities	• Standard classroom accommodating 25–30 students • Adequate lighting and ventilation • Comfortable seating arrangements suitable for group discussion • Whiteboard and notice board
Technology equipment	• Computer and stable internet connection for instructor use • Data projector and screen • Audio speakers for multimedia presentations • (Optional) Smart board for interactive teaching
Other equipment	• Whiteboard markers and erasers • Portable microphone (if required) • Display or bulletin board for course announcements
Additional resources	• Access to the Saudi Digital Library (SDL) and online academic databases • (Optional) Language laboratory facilities for multimedia learning • (Optional) Charging stations or designated tech-use areas for student devices

F. Assessment of Course Quality



Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Assessed by students, faculty, program leaders, and peer reviewers using direct feedback and evaluations.	Assessed through student evaluations, peer reviews, classroom observations, and teaching feedback surveys.
Effectiveness of students' assessment	Evaluated by students, faculty, and program leaders through exam performance, project outcomes, and feedback.	Evaluated through analysis of exam results, project outcomes, grading consistency, and student feedback.
Quality of learning resources	Reviewed by faculty and program leaders based on student feedback and peer reviews.	Reviewed via surveys, resource usage analytics, student and faculty feedback, and comparison with academic standards.
The extent to which CLOs have been achieved	Measured by faculty, program leaders, and peer reviewers using assessments, exams, and student portfolios.	Measured through direct assessments like exams, projects, portfolios, and indirect methods like student self-assessment and surveys.

G. Specification Approval

COUNCIL /COMMITTEE	ENGLISH DEPARTMENT COUNCIL
REFERENCE NO.	47-15-2
DATE	FEBRUARY 25, 2026

