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Abstract

In an era of globalization and with the advancement of information technology, blended language learning plays an increasingly crucial role in higher education. Special attention should be paid to English for specific purposes (ESP) in this trend, not only is it an essential part of blended language learning, but also for the extensive use of technology in academic and professional communication. This study aims at establishing a blended teaching and learning model, named 'Tour around the World,' combining online and face-to-face instruction for English for Tourism course. A case study design using qualitative methods was taken in this study as the best means to collect in-depth data about design and implementations of blended language learning models. A total of 143 college seniors majoring in tourism management participated in the study. The findings of the study show that this model contributes to effective learning and student satisfaction as long as sufficient supports are provided. (HRK / Abstract übernommen)

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