



INSTITUTO POLITÉCNICO DE TOMAR

ESCOLA SUPERIOR DE GESTÃO DE TOMAR

CURSO

GESTÃO TURÍSTICA E CULTURAL

ANO LECTIVO

2012/2013

FICHA DA UNIDADE CURRICULAR

Unidade Curricular	Inglês II		
Área Científica	Línguas		
Classificação curricular	OBRIGATÓRIA	Ano / Semestre	2.º Ano/ 1.º Sem.

Créditos ECTS	Horas de trabalho do aluno	Carga horária das sessões de ensino	
		Natureza Colectiva (NC)	Orientação Tutorial (OT)
6	162	30T + 45TP	

DOCENTES		CATEGORIA
Responsável	Hermínia Sol	Assist. 2.º Triénio
Teóricas	Hermínia Sol	Assist. 2.º Triénio
Teórico-Práticas	Hermínia Sol	Assist. 2.º Triénio
Práticas
Prático-Laboratorial

OBJECTIVES

This programme intends to continue the study of the themes initiated with English I. It also aims to introduce the students to more complex grammar structures while consolidating the ones already learnt. The students should be able to write and speak English, as fluent and accurately as possible, in the different areas of the tourism industry. At the same time, it is hoped that the critical approach adopted in class regarding language learning, might cause the students to be aware of the consequences of the discursive choices they make as active speakers.

Hence, in general, it is intended that the students:

- Strengthen grammatical structures within the context of tourism;
- Practice an analytical and deeper reading through texts of advanced complexity;
- Adopt an active role in the debates led in class;
- Be able to articulate vocabulary and sentence structures of advanced complexity in their written productions;
- Identify and produce different types of writing, such as: reports, brochures, fliers, descriptions and formal letters (Letters of apology).

PROGRAMME

The role of the English language as a Lingua Franca in the world is, nowadays, an irrefutable fact. Therefore, learning English is an essential tool to acquire a set of knowledges, -- in the shape of scientific, technological, literary texts --, not always available in a Portuguese translation.

Besides its function as a tool to describe the world and our actions in it, languages are also "the world" of its speakers. Hence, the presence of English courses in a degree such as *Gestão*

Turística e Cultural is imperative, in the sense that it allows the students to acquire information and different points of view from the ones they have access to through the Portuguese language. At the same time, it also expands their horizons regarding other worlds and other dimensions of thought to which, otherwise, they wouldn't have access to.

Although language is a means of knowledge representation, it mustn't be seen as a transparent and neutral vehicle for representation and categorisation. On the contrary, being a cultural construction, it is marked by history and by power structures. Hence, languages have a fundamental role in the transmission and configuration of values, as well as in the social construction of one's identity.

Having all these aspects in mind and wishing to follow *the recommendation N° R(90) 4 of the Committee of Ministers of the Council of Europe*, students will be encouraged to use an inclusive and non-discriminatory kind of language, both on its written and spoken forms.

1. CONTENT

1.1. Themes

- The history and development of tourism;
- Differences between Travelers and Tourists;
- Jobs in the Tourism sector;
- Tourist motivations;
- Promoting a destination;
- Responsible/ Sustainable Tourism;
- Business Tourism;
- Marketing the past;
- Organising Cultural Events;
- Guiding Language;
- Developments in tourism.

1.2. Grammar Structures

- Future Continuous
- Future Perfect & Future Perfect Continuous
- Conditional Sentences
- The Passive
- The Reported Speech

1.3. Types of texts

- Reports
- Descriptions
- Brochures

BIBLIOGRAPHY

Selection of texts from newspapers, magazines and books.

Oxford Advanced Learner's Dictionary (2005). Oxford: O.U.P.

STAR, Nona (1995) *The Traveller's World: A Dictionary of Industry & Destination Literacy*. N.p.: Prentice Hall.

SWAN, Michael (1996) *Practical English Usage*. Oxford: O. U.P.

KIRSHENBLATT-GIMBLETT, Barbara (1998) *Destination Culture: Tourism, Museums, and Heritage*. University of California Press.

DANN, Graham M. (1996) *The Language of Tourism: A Sociolinguistic Perspective*. CAB International.

BUZARD, James (1992) *The Beaten Track: European Tourism, Literature, and the ways to 'culture', 1800-1918*. Clarendon Press.

BOYD, Stephen & Timothy Dallen (2002) *Heritage Tourism: Themes in Tourism*. Prentice Hall.

MANGUEL, Alberto (2002) *Reading Pictures: A History of Love and Hate*. London: Bloomsbury.

BOTTON, Alain de (2001) *The Art of Travel*. London: Penguin.

