



INSTITUTO POLITÉCNICO DE TOMAR

ESCOLA SUPERIOR DE GESTÃO DE TOMAR

CURSO	GESTÃO TURÍSTICA E CULTURAL	ANO LETIVO	2013/2014
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FICHA DA UNIDADE CURRICULAR

Unidade Curricular	Inglês III		
Área Científica	Línguas		
Classificação curricular	OBRIGATÓRIA	Ano / Semestre	3.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	Prof.ª Adjunta
Teóricas	Hermínia Sol	Prof.ª Adjunta
Teórico-Práticas	Hermínia Sol	Prof.ª Adjunta
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, at the end of the course, students must:

- Demonstrate control of Standard English through grammar usage and mechanics (punctuation, capitalization, and spelling);
- Understand and use a variety of complex sentence structures;
- Consider language as a reflection of its time and culture.
- 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

- Differences between Travelers and Tourists;
- Tourist motivations;
- Promoting a destination;
- Dark Tourism;
- Stereotypes in Tourism promotion;
- The Culture Clash;
- Marketing the past;
- Organising Cultural Events;
- Guiding Language;
- Developments in tourism.
- The Future of Tourism

1.2. Grammar Structures

- Future Continuous
- Future Perfect & Future Perfect Continuous
- Relative Clauses (defining and non-defining);
- Review of prior taught grammar items

1.3. Types of texts

- Paraphrasing written exercises
- Writing about cities
- Small descriptions of works of art (buildings, paintings, sculptures, etc)
- Academic writing (essays)
- Tourism Brochures

BIBLIOGRAPHY

Selection of texts from newspapers, magazines and books.

Oxford Advanced Learner's Dictionary (2005). Oxford University Press.

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.

WEBGRAPHY

<http://www.huffingtonpost.com/travel/>
<http://www.theguardian.com/travel>
<http://www.lonelyplanet.com/>

EVALUATION

<p>Continuous Assessment</p>	<p>Aims to measure the workload of individual students throughout the semester. As such this evaluation system requires the students' full commitment seeing that they must register with the lecturer and attend all scheduled tutorials. As for regular classes, students in CA will only be allowed to miss 3 classes throughout the whole semester. This system entails the following criteria:</p> <ul style="list-style-type: none"> • Oral performance in the classroom and in the tutorials =15% • A set of compulsory projects (Glossary, Guiding Project, Written Project among others) to be done outside and inside the classroom = 25% • One written test to be taken at the end of the semester = 60% <p>NOTE 1: The students who decide to enrol in this kind of assessment <u>must</u> obtain <u>at least a mark of 9,5</u>, on a scale of 0 to 20, <u>in all of the items listed above</u>. <u>Those who fail to do so, will be deemed eligible to take the final exam.</u></p> <p>NOTE 2: Only students who have passed English I and II will be allowed to enrol in this system.</p> <p>NOTE 3: Given their status, Student Workers will be allowed to attend only 50% of the classes. However, they must produce all of the projects required in order to remain in Continuous Assessment.</p> <p>NOTE 4: All students attending classes in this regime will be allowed to justify their absence using a medical certificate. However, they can only use this kind of justification three times during the whole semester.</p> <p>NOTE 5: All deadlines are to be respected. The students who fail to do so will be penalised with mark deductions. One-point deduction for each day that it is late.</p>
<p>Periodical Evaluation</p>	<p>..... One written test = 50% An oral exam... = 50%</p> <p>NOTE: The students who decide to enrol in this kind of assessment <u>must</u> obtain <u>at least a mark of 9,5</u>, on a scale of 0 to 20, in both tests. <u>Those who fail to do so, will be deemed eligible to take the final exam.</u></p>
<p>Final Evaluation</p>	<ul style="list-style-type: none"> • A final written exam = 50% • An oral exam (which entails the presentation of a project based on a theme given by the lecturer) =50% <p>NOTE 1: In order to take the oral exam, final evaluation students <u>must</u> get, at least, <u>a mark of 9, 5</u> in the written exam.</p> <p>NOTE 2: Students may be called to take an oral exam if the lecturer has doubts about the authorship of the exam answers.</p>

22. 2014

OBSERVATIONS

DICTIONARY: Students will only be allowed to use a **monolingual dictionary** during the exams and written tests.

TUTORIALS

Day Tuesday

Schedule 13.30 – 15.30H

Place Office B180

Hermínia Maria Pimenta Ferreira Sol

Hermínia Maria Pimenta Ferreira Sol

C.T.E. 17.09.2014

Ata nº 45

Ponto 6 e) 