



MINISTÉRIO DA CIÊNCIA E DO ENSINO SUPERIOR  
DIRECÇÃO-GERAL DO ENSINO SUPERIOR  
INSTITUTO POLITÉCNICO DE TOMAR

## ESCOLA SUPERIOR DE GESTÃO DE TOMAR

### Departamento de Gestão Turística e Cultural Curso de Gestão Turística e Cultural

#### **Programa de Inglês III - 3º Ano**

*Área Interdepartamental de Línguas*

**Ano Lectivo:** 2006/2007

**Regime:** Anual

**Docente:** Dr.<sup>a</sup> Herminia Sol  
(Assistente do 2º Triénio)

**Carga Horária:** 2TP

#### **1. INTRODUCTION**

English III is an annual compulsory course, which has a practical as well as theoretical component, with a weekly duration of two hours.

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, etc --, 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.

#### **2. OBJECTIVES**

This course aims to allow the students to reflect upon tourism as a human and humanist activity. Simultaneously, it intends to expand the students' vocabulary and get them to use the grammatical knowledge acquired in English I and II, through the promotion of debates and oral exercises. The themes of *Tourism* and *Cultural Activities* will be, mainly, treated following a philosophical approach. In other words, the analysis of the *reasons* behind the desire to travel will be made based in concepts like: *anticipation, difference, motivation, curiosity* and *habit*. On the other hand, this course will also explore themes such as : *Food and National Identity, Developing countries and Sexual Tourism, Sustainable tourism and Peace, Literary and Movie Tourism, New Museology*, etc....

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

- Develop and make use of their critical thinking regarding the themes to be treated;
- Have an active role in the debates to be carried out in the classroom;
- Be able to produce texts showing intellectual maturity and argumentative capacity using elaborate vocabulary as well as complex grammatical structures.

The course material will be left at the reprografia, at least, 24h in advance, so that the students may study them before coming into class.

**NOTE:** The only language allowed in the classroom will be English.

### **3. CONTENT**

#### **3.1 Themes**

- Travellers and tourists
- Art as a travel motivation element
- Unreality & Reality
- Sustainable tourism as a peace generator device
- Tourism, literature and art
- Travel writing (18th to 21st century)
- Tourism and Globalisation
- Tourism and social class
- Tourism as a means of regenerating former industrial areas.
- Heritage Tourism.

#### **3.2. Grammar Structures**

- Use of all the structures acquired in English I & II

#### **3.3. Types of texts**

- Translations
- Brochures & Fliers
- Descriptions
- Essays

### **4. EVALUATION**

Students will be able to choose between continuous assessment and a final type of evaluation.

#### **1- Continuous Assessment entails the following criteria:**

- Production of several written projects in class (translations & original texts)= 60%
- Partaking in class debates (oral performance & demonstration of critical thinking), homework (text analysis), and class attendance = 40%

**NOTE:** .Class attendance is compulsory. Students who choose continuous assessment may only miss 6 classes throughout the school year (3 per semester).

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## 2. Final evaluation entails the following criteria:

- A final exam = 50%
- An oral exam =50%

**NOTE:** In order to be taken to the oral exam, final evaluation students must get, at least, 8, 5 in the written exam.

## 5. BIBLIOGRAPHY

Selection of texts from newspapers, magazines and books.

*Oxford Advanced Learner's Dictionary* (2000). 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.

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