

MANUAL DO ALUNO

DISCIPLINA COMMUNICATING IN ENGLISH

Módulos 1, 2, 3, 4, 5 e 6

República Democrática de Timor-Leste
Ministério da Educação



FICHA TÉCNICA

TÍTULO

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Módulos 1 a 6

AUTOR

ALBINO FERREIRA

COLABORAÇÃO DAS EQUIPAS TÉCNICAS TIMORENSES DA DISCIPLINA

COLABORAÇÃO TÉCNICA NA REVISÃO



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Index

We and the World Around Us	7
Overview	8
Objectives	8
Contents	9
East Timor	9
Administrative organization.....	11
Identification of oneself and the others: personal information, descriptions (physical and personality traits)	12
The hours, the days of the week, the date, the seasons	17
Personal pronouns/Ordinal and cardinal numerals	20
Possessive determiners and pronouns	21
The present tense of regular verbs and some irregular verbs.....	22
The comparison in adjectives	23
Some prepositions	23
Activities	24
Bibliography	37
The Professions of Tourism	39
Presentation	40
Objectives	40
The Contents	41
The importance of tourism in the world	41
The surroundings of London.....	50
Manchester and Liverpool.....	51
Western England	53
Southeastern Asia.....	54
Tourism in East Timor	57
Beaches	61
The sectors of hospitality: profiles, training and careers	62
Profiles.....	64
Training	65
Professions	65
Technicians in the Tourist Area	65



Grammar contents to study.....	73
The future, the past tense and the conditional	73
The formation of words by suffixation.....	75
The plural of names and adjectives	76
The comparison in names and adverbs	77
Activities	79
Bibliography	80
Tourist Information / Accommodation.....	83
Overview	84
Objectives	84
Contents:	85
Accommodation/Welcoming.....	87
Notion and dimension of welcoming/reception policies in tourism	92
Human, technical and financial resources serving the act of welcoming/accommodating ..	93
Tourist welcoming and quality patterns	93
Accommodation and culture	94
Walking tours.....	99
Car tour route	100
Díli - Baucau.....	100
The working relationship client/receptionist.....	101
Activities	105
Bibliography	106
Gastronomy and Restaurants.....	109
Overview	110
Learning objectives.....	110
Contents	111
Food and drinks.....	112
Gastronomy as a cultural phenomenon	114
Restaurants: places where one can eat and drink	117
Restaurants: other places where one can eat and drink	120
The making/preparation of dishes: ingredients, culinary, recipes.....	124
England's Gastronomy	124
Curiosities	127
Timorese Gastronomy	128



Southeastern Asian Gastronomy	129
Grammar contents.....	130
Activities	132
Bibliography	133
Tourism and Hospitality.....	135
Overview	136
Objetives.....	136
Contents	137
The importance of the hotel industry	138
Different forms of accommodation	146
Services associated to Hospitality	148
Equipment in hospitality/hotels	155
The responsibilities of the receptionist	157
Grammar contents.....	157
Activities	159
Bibliography	163
Modalities of Tourism / Touristic Destinations	165
Presentation	166
Objectives	166
Contents	167
Evolution of Tourism.....	168
Modalities of tourism: cultural tourism, religious tourism, Winter tourism, “green” tourism, active tourism, health tourism, “sun/beach”	179
The main countries in Europe and their respective nationalities.	187
The main countries in Southeastern Asia and their respective nationalities.....	187
The geographic characteristics of England and its most famous tourist destinations. .	188
Characteristics of specific tourist destinations.	194
Factors of tourist attractions (natural heritage, built heritage)	195
Gastronomy, handicraft, etc.	197
Environmental impacts of tourism.	198
Sustainable Tourism.....	201
Grammar contents.....	204
Activities	206
Bibliography	207







We and the World Around Us

Module 1

Overview

This module will, in a first stage, discuss motivations, emphasize the importance of learning the English language in the national and international context, and analyze the student's notion of English speaking countries and the English language.

In a second stage, activities will be implemented to reactivate knowledge and strategies in order to diagnose the student's level, especially by means of writing and reading texts of diversified content, appropriated for students' initial phase of learning.

After the diagnostic, a new topic will be introduced in the module, opening a cycle that will mainly focus on the students themselves, their life experiences and their relationships with other people.

The organization and structure of the various stages in the learning sequence will be flexible and the reflection upon the discursive and linguistic resources necessary for carrying out the final task/exam will determine what the priorities are in terms of skills and competences, nature of contents and choice of authentic pedagogical documents.

Objectives

- To review and reacquire basic knowledge of the language, to compensate any potential asymmetries
- To understand England's position in Europe and the position of English speaking countries in the world, like Australia and some Asian countries
- To enquire others and provide personal information
- To describe people, defining oneself and the others both physically and psychologically
- To express preferences and priorities
- To indicate time and space
- To describe places
- To describe one's family
- To describe the daily routine and the everyday habits



We suggest the reading and studying of authentic texts: The listening and decoding of a song's lyrics, exercises consisting of filling identification forms, the creation of family trees, description from photographs and images and the reading of horoscopes.

The final product to be delivered, an individual task, may take the shape of a photobiography or reflect upon the student's personal path.

Contents

The lexical contents should focus on the following topics:

- East Timor.
- Identification of oneself and the others: personal information, descriptions (physical and personality traits).
- The family: biologic affinities, relation between the members of a family; marital status; feelings and emotions.
- The daily routine; the habits and activities of everyday life.
- The hours, the days of the week, the months, the date, the seasons.
- Grammar contents.
- The personal pronouns and the subject / Ordinal and cardinal numerals.
- The omission of articles.
- Possessive determiners and pronouns.
- The present tense of regular verbs and some irregular verbs.
- The verbs.
- The nouns that define gender.
- The comparison in adjectives.
- Some prepositions

East Timor

"On November 28th, 1975 the Unilateral Proclamation of Independence of East Timor is declared by FRETILIN and by the President of the Republic, Xavier do



Amaral, with Nicolau Lobato becoming Prime Minister, later taking on the role of first leader of the Armed Resistance. With the proclamation of Independence, the civil war begins.

Indonesia, claiming to act to protect its citizens in Timorese territory, invades the Eastern part of the island and renames the territory Timor Timur, which becomes Indonesia's



27th province. Indonesia enjoyed the tacit approval of the American government, that saw Fretilin as a marxist-oriented organization”.

Timor is one of the poorest countries in the world, with over 40% of its population living under poverty standards. In order to change this social phenomenon, the Government created a National Development Plan - Plano de Desenvolvimento Nacional (PDN) – whose objective was to generate economic growth and reduce poverty; the plan was approved in May of 2002, in a meeting of partners for national development.

With the purpose of accelerating the achievement of the purposes of the PDN plan, the Government introduced some modifications, changing from plans of action for ministries and departments to programs of sectorial investment, covering several sectors, including the primary sector and the areas associated with infrastructures (such as electricity and communications) and social services (such as education and health).



A relevant factor in East Timor's economy is the result of oil exploitation, something that has been generating a decisive impact on the macroeconomic conditions, favorably reverberating in the public finances and making it possible to gain surpluses in external finances.

The oil sector has been looked at by Timorese authorities as a preferential factor in order to compensate for the weaknesses in terms of productive structures and for the social



deficiencies and shortages, which are vast and clearly identified. Therefore, since the first half of 2005, this sector has become part of a strategy inspired in the best international practices. One of those practices is the establishment of an oil fund.

The majority of East Timor's population has in agriculture their livelihood and society works as a subsistence economy.



Coffee tree

The GDP, excluding oil (and the payments and compensations given to the United Nations' contingent for keeping peace), has shown an increase of 6,1% in 2005, although the next year it suffered from the social and political turbulences of April and May of 2006, showing a reduction of -5,1%. In 2007 the country's GDP increased again, excluding the oil sector, with an increase of 8,4% when compared to the previous year.

In 2008 a new percentage increase in the country's GDP was achieved, even larger than the previous year's (12,8%); this increment was largely due to fiscal stimulus. In 2009, the GDP kept on growing, although in a smaller degree compared to the previous year (7,5%).

Administrative organization

In terms of administration, East Timor is divided into 13 districts



- North Coast: Bobonaro, Liquiçá, Dili and Baucau,
- South Coast: Cova Lima, Ainaro, Manufahi and Viqueque,
- North Coast to South Coast: Manatuto and Lautém,
- Mountain Interior: Ermera and Aileu,
- Enclave with the Indonesian territory: Oecusse.

The current 13 districts of East Timor retain the territorial limitations of the 13 councils in existence during the final years of the Portuguese regime. Each of these districts has a capital city and is comprised of sub-districts, with varying numbers of sub-districts, from three to seven, which makes up an average of five sub-districts per district.

Of all the districts of East Timor, Viqueque is the largest one (884 km²), and Dili the smallest (364 km²). Overall, the districts of the central territory are smaller and the districts located next to the border, in the Eastern region, have larger areas than the average.

In demographic terms, the district of Dili has the largest total figures – 120 thousand inhabitants – , and Aileu is the least populated district, although its territory double compared to Dili's. The country's capital is Dili.

Identification of oneself and the others: personal information, descriptions (physical and personality traits)

The People

Feelings of friendship, sharing and solidarity are a fundamental aspect of Timorese culture. These feelings are established in family relationships but also in relationships between any Timorese people regardless of their kinship. This type of close relationship has probably a lot to do with culture, but it is also reinforced by common experiences of fighting and resistance against the Indonesian occupation, which is something that makes Timorese people to have a great capacity of resilience.

Physical characteristics

For a scientist interested in studying human diversity, meeting people from Timor and from the adjacent islands is something fascinating. In one hand, there are Timorese



people with characteristics commonly referred to as «Malayan» and, in the other hand, there are Timorese people with the so-called «Melanesian» or «Papua» traits, – among many other types, whose definition or classification would, in fact, be ineffective.

Describe yourself, indicating:

- Name, age, gender;
- Composition of your family, address;
- Your personality;
- Your hobbies.

Linguistic diversity

The linguistic diversity adds to the diversity in physiologic aspect.

The official language is Portuguese, but the majority of Timorese also speak Tetum. Among the various languages spoken in Timor, the greater part belongs to the grand Austronesian family, but we can also find some non-Austronesian languages. In the regions of Timor previously governed by the Portuguese all native Timorese languages are spoken, with the exception of Helon; while in the Indonesian part of Timor only four native languages are spoken. The Atoni ethnolinguistic group (also called Dawan), people who live in western Timor and Oikusi, make the largest group in the island and is considered to be one of the oldest; one of the many reasons for that is its “Melanesian” body characteristics. In that regard, the Atoni differs from the Belu (Tetum), who live in the central part of the island and in a more Eastern area, appearing to be more “Malay” (Hicks 1972). These probably come from the islands located in the Western part of the region – here, Celebes (Sulawesi) is often referenced in mythology (Barnes 1995: 307). The official language is Portuguese, but many Timorese also speak Tetum.

The Family

The traditional Timorese culture – so well defended during the resistance, which helped defend the case for independence, due to the cultural differences between the Timorese and the occupiers – is based on the complexity of the family structure practiced in East Timor.

It is a very specific and particular structure, often misunderstood by the malae (foreigners). Something that the malae have already understood and accepted is that it is not an



accident that even people who are unknown in East Timor are addressed to as *mana ou 'mão* (if the age or social situation is similar), female and male, respectively, uncle or aunt (if it is an older person, one or two generations older), grandfather or grandmother (if the person's age is very advanced).



Image gotten from <http://p3.publico.pt/vicios/em-transito/5121/timor-o-desluto-ajuda-sarar-ferida>, accessed 28 Nov. 2012

In practical terms, sons, godchildren, cousins or people with the same connection of traditional structure are considered to be direct relatives, which demonstrates and defines the central structuring role of family ties in Timorese society.

“The kinship connection provides a long-term perspective, something that lacks in other relationships. The fact that family relationships remain throughout time, something usually ensured by biologic ties, allows greatly for the building of mutual trust and confidence. Bridges are built – both materially and affectively – between individuals and their families; this results in an enlarged family, which is the case of most families living in accordance with the traditional structure in East Timor, which represents a stronger bond in society, ensuring the well-being among families. There is a real family solidarity, especially visible in ceremonies like marriages, funerals or the ceremonies of *feto sa umane* (relatives by affinity, either on the woman's or the man's side) – these are traditional ceremonies still deeply preserved in Timorese society”.

The typical Timorese family is very consolidated and united; they protect and help each other a lot. The Catholic Church's influence must not be excluded from the contributing factors for this behavior – the Timorese deeply respect and practice Catholicism.



In fact, the Church played a major role during the Indonesian invasion, supporting and helping families and refugees.

The family feeds primarily upon rice and has small subsistence crops, growing agricultural products and some domestic animals, essentially chicken, pigs and goats.

It is important to note that in Dili, due to the fast modernization that has been witnessed in the last years some Timorese families are already adopting a non-traditional lifestyle, with parents and sons/daughters living alone, without the rest of the family.



This change – an inevitable one – will have its impact on social structure. One of the most immediate consequences will be the break in the solidarity ties that have been developed and strengthened throughout time. Maria Domingas Fernandes Alves argues that there must be a campaign of awareness and preparation for this change, both at the social level and especially at the governmental level.

Climate

The weather in East Timor, due to its “southeastern Asian” geographic position, is hot, with frequent periods of raining that make families spend more time together.



The everyday routines and daily habits of the people are common throughout the population. Taking into account that this is still a very young country as an independent nation, the economic structures, excluding the oil sector, focus essentially on agriculture; for that reason, the daily routines of the people are based on work, starting the day early, because it also gets dark early. People attend church extremely well dressed and



they take the children too, who wear very clean and specially prepared clothes. The attendance in church by the Timorese is done in accordance with certain rules that demonstrate an enormous respect for the divine.

What do you do since the moment you wake up...



...till the moment you go to sleep?

Gastronomy

The gastronomy in East Timor has its roots in Asian, Indian, African and Portuguese cuisine. In Timorese gastronomy some elements are used more frequently than others: rice, coconuts and cassava, with chili as the special ingredient. The dishes are composed of chicken, pork and dry fish. The usage of papaya leaves are a distinctive mark of Timorese gastronomy.

Within the typical gastronomy, shrimp Saboko, goat Sassate and Batarda`a are the most distinguished dishes.



Given the current demand for hotels and hospitality, and the predicted demand in the near future, we can already find some hotel establishments cooking international dishes.

The hours, the days of the week, the date, the seasons



What time is it?



The days of the week

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday



The months of the year



How is the weather today? And what is the weather forecast for tomorrow?



Today



Tomorrow



Description of weather in global terms



Spring

Summer

Autumn

Winter



Personal pronouns/Ordinal and cardinal numerals

Personal pronouns

Singular	First person	I
	Second person	You
	Third person	He or She
Plural	First person	We
	Second person	You
	Third person	They

The ordinal and cardinal numbers

Numbers	Cardinals	Ordinals
1	One	First
2	Two	Second
3	Three	Third
4	Four	Fourth
5	Five	Fifth
6	Six	Sixth
7	Seven	Seventh
8	Eight	Eighth
9	Nine	Ninth
10	Ten	Tenth
11	Eleven	Eleventh
12	Twelve	Twelfth
13	Thirteen	Thirteenth
14	Fourteen	Fourteenth
15	Fifteen	Fifteenth
16	Sixteen	Sixteenth
17	Seventeen	Seventeenth
18	Eighteen	Eighteenth
19	Nineteen	Nineteenth



20	Twenty	Twentieth
21	Twenty one	Twenty-first
22	Twenty two	Twenty-second
(...)	(...)	(...)
30	Thirty	Thirtieth
40	Fourty	Fourtieth
50	Fifty	Fiftieth
60	Sixty	Sixtieth
70	Seventy	Seventieth
80	Eighty	Eightieth
90	Ninety	Ninetieth
100	Hundred	Hundredth
200	Two hundred	Two hundred
300	Three hundred	Three hundred
400	Four hundred	Four hundred
500	Five hundred	Five hundred
600	Six hundred	Six hundred
700	Seven hundred	Seven hundred
800	Eight hundred	Eight hundred
900	Nine hundred	Nine hundred
1000	Thousand	Thousandth
10 000	Ten thousand	Tenthousandth
100 000	Hundred thousand	Hundredthousandth
1 000 000	Million	Millionth

Possessive determiners and pronouns

Definition of **determiners** (they can be definite or indefinite) – these are words that occur before a noun, expressing the reference to that noun.



Definite articles – The (Feminine singular, masculine singular, feminine plural, masculine plural)

Indefinite articles – A / an (Feminine singular, masculine singular, feminine plural, masculine plural)

Possessive pronouns

	feminine	masculine	feminine	masculine
1st person singular	my	my	my	my
2nd person singular	your	your	your	your
3rd person singular	her	his	her	his
1st person plural	our	our	our	our
2nd person plural	your	your	your	your
3rd person plural	their	their	their	their

The present tense of regular verbs and some irregular verbs

Regular verbs

To accept

To arrive

To ask

To wake

To call/dial

To change

To clean

To dance

To demand

To explain

To dress



Irregular verbs

To become

To awake

To give

To go

To do

To leave

To eat

To drink

To fly

To find

To be

To have

The comparison in adjectives

Of equality – “I am as tall as my brother.”

Of superiority – “I am taller than you.”

Of inferiority – “Daisy has less money than Daniel”.

Some prepositions

Rules for prepositions in English.

“After breakfast, I want to go to the beach”.

“Susan was dancing from 23:00 until 01:00.”

“During the boat trip, I saw fishing workers”.

“Between meals, I only drink water and eat fruit”.



Activities

In light of the course you are taking, please make an overall presentation, preparing a portfolio containing:

Your name;

Your nationality;

Your age;

What are your family members?

How much time do you take to get to school?

What transportation do you use to go from your house to school/from school to your house?

Where do you eat during school time?

What made you want to take this course?

What did you do before signing up for this course?

Do you have anybody working in this profession in your family? If so, who is it?

What are your expectations when you finish this course?

Mention the class or topic you are most interested in this course. Describe why.

Tourism in Timor represents an activity with a future. Please list the measures you think should be taken to increase the quality of tourism services in the country.

Please check those you believe to be the most distinguishing aspects in the community you live in:

- School
- Entertainment
- Work
- Existing Tourist resources

Below you will find the tourist points of reference in England, Timor, Australia and Indonesia. Please describe what they have in common and what distinguishes them.



Main tourist and cultural points of England:**In London**

- Big Ben



- Museum of London
- Buckingham Palace



- Globe Theatre
- Tate Gallery
- Westminster Abbey



- Parliament Houses



- Madame Tussaud Wax Museum



- St. James Palace
- Tower Bridge
- London Eye
- Tower of London
- National Gallery
- Hyde Park

In Liverpool

- Anglican Cathedral
- Catholic Cathedral



- El Albert Dock
- Canning Neighborhood
- Playhouse and Empire Theatres
- Tate Museum
- Port of Liverpool Building
- Port of Liverpool
- Walker Art Gallery
- Lady Lever Art Gallery
- Museum of Liverpool



In Manchester

- Lowry Museum
- Manchester Art Gallery



- Manchester History Museum
- Manchester Bridgewater Hall (concert room)
- Dancehouse (theatre)



In Southampton

- Medieval Walls
- Mayflower Theatre
- Tudor House
- House of Arts
- Art Gallery
- Nuffield Company Theatre
- Southampton Civic Center
- RMS Titanic Memorial

In York

- Skeldergate Bridge
- River Port
- Ruins of Saint Mary's Abbey
- York Minster
- York Cathedral
- Royal Theatre
- Clifford's Tower
- Castle Museum
- Yorkshire Museum
- Viking Center
- York Art Gallery

In Birmingham

- St. Philip's Cathedral
- Birmingham Museum
- Birmingham Art Gallery
- Saint Lazare Orthodox Church
- Birmingham Central Mosque
- Navigation Channels
- Sutton Park
- Birmingham Botanical Garden



In Leeds

- Leeds Town Hall
- Kirkstall Abbey
- Roundhay Park
- St. Anne's Cathedral

Australia

- Australia is magnificent and wonderful, there are thousands of reference points for your travel. Let us take a look at some of them:



Tourist points

- Western Australia Art Gallery
- Western Australia Maritime Museum
- Perth Institute of Modern Arts · Perth Cultural Center



- Alexander Library
- Western Australian Museum
- Brisbane Museum
- Brisbane Botanical Garden
- The Queen Street Mall
- Alma Park Zoo
- Windmill
- Southern Australia Art Gallery
- Adelaide Botanical Garden
- National Aboriginal Cultural Institute
- National Wine Center
- Train Station Building
- State Library of the Entertainment Center of Australia
- Rundle Shopping Mall



- Burley Griffin
- National Portrait Gallery
- Parliament House
- Australia National Gallery
- Australia National Museum
- Australian War Memorial
- Canberra Science Academy
- Telstra Tower
- Haute Cour d'Australie
- Canberra Reconciliation Place
- Australian National Botanical Gardens



- Australia National Zoo and Aquarium
- Sydney Opera House
- Sydney Harbour Bridge
- Chinese Neighborhood
- Darling Port
- Sydney Tower



- Bondi Beach
- ANZAC Memorial
- Hyde Park
- Olympic Park
- Royal Botanical Garden
- Century Park
- Taronga Zoo

Indonesia: Tourist points

- Sinabung Mountain Volcano



- Moyo Island



- Kelimutu volcano lake



- Bali Island



- Buda Statue, Borobudur Temple



- Prambanan Shiva Temple



- Plaosan Temple, Central Java



- National Museum of Indonesia



- Istiqlal Mosque



- Taman Ismail Marzuki



- Ragunan Zoo



- National Monument (Tugu Monas)



- Ancol



- Kepulauan Seribu



- Taman Mini Indonesia Indah



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Beaumont, Digby, Granger, Colin, The Heinemann English Grammar, Heinemann E.L.T., Oxford, 1992.

For Commercial Correspondence And Practice, Pearson E.L.T., 1989.

Sottomayor, Maria Manuela, BrushUpYourGrammar, Porto Editora, Porto, 2004.

Stanton, Alan, Wood, Louis, Longman Commercial Communication: An Intermediate Course In English.

Vince, Michael, Advanced Language Practice, Heinemann E.L.T., Oxford, 1994.

Other material:

- Photographs and articles from newspapers, magazines and the internet.
- Audio and video recordings.

Given the contents discussed, we suggest the usage of interactive material and other electronic resources from a list available in the Bibliography shown in Part 1 of this program.







The Professions of Tourism

Module 2

Presentation

This module will be more specific than the first one. After the diagnostic activities towards the evaluation and analysis of the student's pre-requisites, we will focus on the central topic of the module, the professions of tourism, where we will focus on the ever growing importance of tourist activity in current society and the diversity of fields of action that tourism professionals have to work in. We will make a distinction between the different sub-sectors of tourism (restaurants, accommodation, information and animation) and the professions associated with each of them. We suggest that an analysis is made, as well as a comment on the graphics and statistic data about tourism and about the professions of tourism, along with the reading and studying of authentic texts (testimonials, official information on the professions of tourism, the professionals' profile, skills, careers, budgets, etc.) and electronic research, listening and decoding the text of a song, identifying and describing the professions from photographs and the simulation of certain specific situations.

The final evaluation may take the form of a simulative test or an individual piece of work focusing on the presentation of one of the professions discussed throughout this module. This piece of work may be presented orally, in the context of the classroom.

Objectives

- To recognize the importance of tourism in the modern world, particularly in England and Timor
- To identify the different sectors of tourist activity and the professions associated with them.
- To know the type of professional training required for the fulfillment of the tasks in said professions.
- To know and describe the different functions and areas of action of the different tourism professionals.
- To reflect on what the profile of the tourism professional should be.
- To know and adequately use the specific terminology introduced in the module.



The Contents

The terminology content will focus on the following areas:

- The importance of tourism in the current era, giving special attention to England, Timor and Southeastern Asia
- The sectors of hospitality: profiles, training and professional careers
- Grammar contents
- The future, the imperfect tense and the conditional
- The conditional structures of type 1 and 2 (formulation of hypothesis)
- The formation of words by suffixation.
- The plural of names and adjectives.
- The comparison between names and adverbs.
- Language functions relevant to the established learning objectives.

The importance of tourism in the world

Tourist activity has become more and more important in the world, taking into account its strong influence in the economic and social development of the countries.

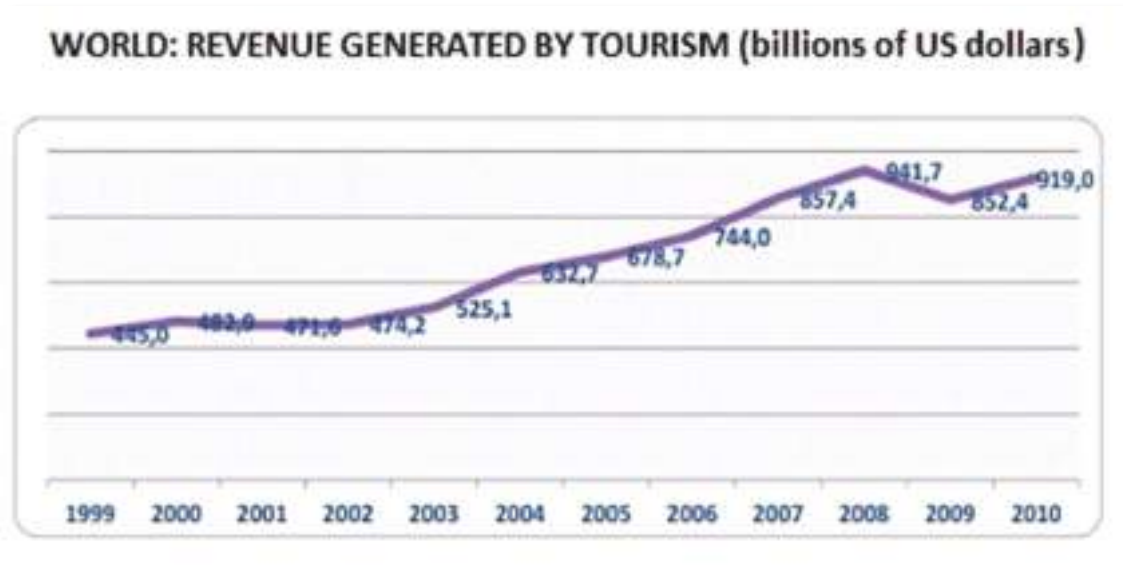
It is known that tourism is one of the sectors of service providing that generates a great volume of jobs, rentals and investments through its activities and initiatives, many of which considered to be, today, as environmentally sustainable.

We can also say that the sector of tourism is one of the most modern and attractive in the globalized economy. It is now clear that the growing interaction between the economies of the different countries of the world leads to an increase in the number and volume of public and private investments.

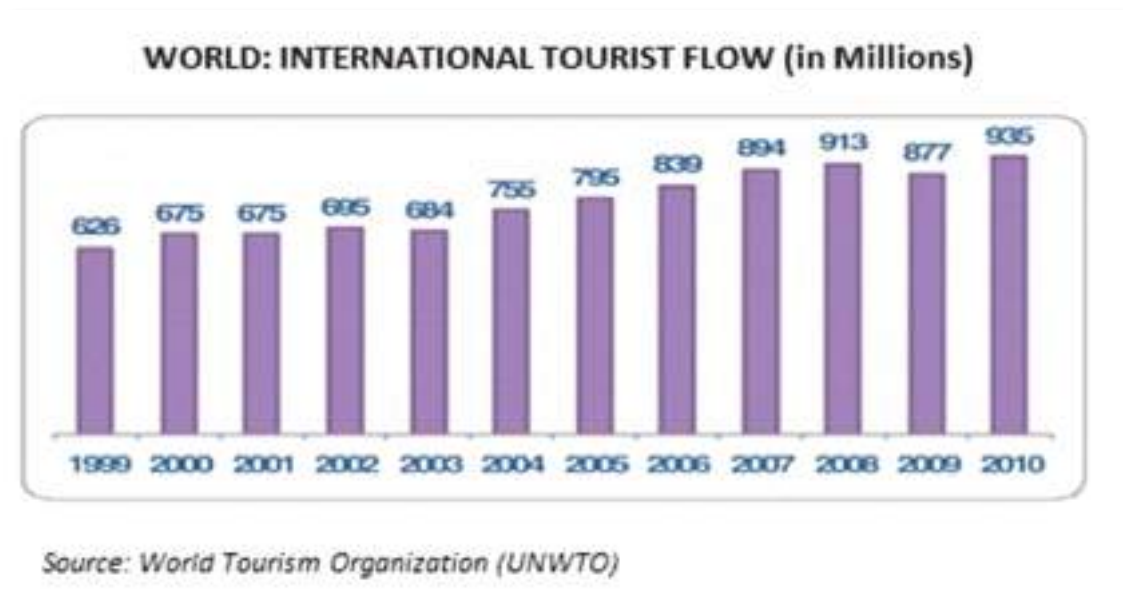
Despite the fact that in the last years we have witnessed a crisis in the world economy, it is also a fact that the international tourist flow has been steadily growing. In the whole world, tourism generates financial trades of around



919 billion US dollars, according to data from the World Tourism Organization (UNWTO). Throughout the world, we are witnessing a recovery in the data related to the performance in touristic activity in the countries. The only exception was the year of 2009, when a slowdown occurred, directly caused by the international financial crisis, which ended up negatively affecting the sector, generating an environment of instability and distrust in the agents involved in the trade of tourism regarding future events.



The international tourist flow reached 935 million travels in 2010, according to data from the UNWTO. Between 1999 and 2010, the international tourist flow reached a growth of 49%. The expectation, according to that same organization, is that the figure will be 1.6 billion in 2020.



If we proceed to an analysis of which countries are the main receptors of tourists in the world, we conclude that the most visited are France, the United States, Spain, China, Italy, the United Kingdom, Turkey, Germany, Malaysia and Mexico. These countries account for more than 45% of the total international receptive flow.

WORLD: MAIN COUNTRIES RECEIVERS OF INTERNATIONAL TOURISTS (%):

France:	8,4
USA:	6,2
Spain:	5,9
China:	5,8
Italy:	4,9
United Kingdom:	3,2
Turkey:	2,9
Germany:	2,7
Malaysia:	2,7
Mexico:	2,4
Austria:	2,4
Ukraine:	2,4
Russia:	2,2
Hong Kong (China):	1,9
Canada:	1,8
Greece:	1,7
Brazil:	0,5
Others:	41,8

Source: World Tourism Organization (UNWTO)

As we can see, the majority of countries with the highest number of visits and reception of tourists are European countries.

One of the greatest boosters for tourism in the main touristic regions is the organization of corporative events (forums, congresses and conventions), along with leisure tourism.





Leisure tourism

According to data from the International Congress and Convention Association (ICA), the United States, Germany, Spain, the United Kingdom and France are the leading countries in the world when it comes to the number of events hosted. The events, congresses or conventions are associated with topics as diverse as: medicine, politics, tourism, environment, religion, sports, new technologies, automobile industry, luxury items, fashion, music, arts, among others.



England

Queen Elizabeth II

England, especially its capital city London, is among the main tourist destinations sought by travellers. The British capital is the most important city in the country and has seen a constant growth in the number of



tourists, thanks largely to its policies regarding city planning. An example of such planning is the huge reform of the Millennium Dome, or the new Tate Gallery, not to mention the fact that London will still be reaping the fruits of having hosted the Olympic Games in 2012. All this has made it possible for London to be one of the greatest cities in the world.



Millennium Dome

Other important points of interest in England are its rural landscapes, its famous grass fields and its attractive cities, full of small lounges, typical taverns, farms and mansions. We cannot forget, obviously, England's magnificent coast, with its cliffs and quiet beaches,



as well as the cities that were, and continue to be, home to the world renowned universities of Oxford and Cambridge.

Stonehenge

Cotswold Mountains





Broadway Tower

London

England's capital is one of the greatest cities in Europe.

London is one of the historical and cultural points of interest in the world. Visitors may begin with a walk through the neighborhood located north of the Thames. A good starting point would be a walk by the **Hyde Park**, the most famous



park in the city and a meeting point for the locals in their leisure times; or by the Regent Park, a little more to the north, home to the London Zoo. It is necessary to get to this park through the Hyde Park, next to the Wellington Arch monument and follow the path until arriving at the

Serpentine lake, where the visitor will have the possibility to rent boats and get to know the Serpentine Gallery and the Kensington Palace.



*Harrold's*

Visitors may exit the park through the northern region, towards the Marble Arch, to hear the improvised speeches on Sunday mornings.

Marble Arch

Going back to the park, and exiting at the same spot where visitors first entered it, we arrive at the **Royal Albert Hall** and the Victoria and Albert Museums, as well as the Museums of Natural Sciences and History. East of these locations stands one of the most popular spots in the city:

Buckingham Palace

the Buckingham Palace, in front of the Park and the St. James Palace. At the Buckingham Palace, tourists can visit, among others, the Grand Hall, the great staircases, the Throne Room and the Art Gallery.



One of the most classic moments associated with London takes place opposite the palace: the traditional Changing of the Guard, which attracts millions of tourists to the city from around the world. Next to the Buckingham Palace stands another interesting touristic point: Victoria Station.

However, the most interesting and popular of all temples in London is the Westminster Abbey. It is located western of the Parliament Square and holds a great portion of England's history. Founded in the ninth century, it was reformed in the eleventh century and, later, in the thirteen century. It hosts the royal tombs of the greatest personalities in the history of England. In front of the Abbey we find the sumptuous Parliament building, whose facade offers a view of the Thames.



The famous Big Ben,

the clock tower with a thirteen tonne-bell, is one of the greatest attractions. There is simply no postcard of London that does not include it. The Parliament is not far away from the hearth of London's life: the Trafalgar Square, to which some of the main streets in the city converge. One of those streets is Whitehall, an avenue where we can find a great part of Britain's governmental buildings.



Trafalgar Square is embellished with the 52 meter high Nelson Column, but the most unique building in the region is the National Gallery, one of the main museums in the country. Founded in 1824, it contains monographic rooms dedicated to different stages of history, such as the Middle Ages, the Renaissance, the Baroque Period, etc. Departing from the National Gallery, one can arrive at the West End Neighborhood,



home to all kinds of cultural activities, like cinemas, theatres and joyful and loud streets. In the West End Neighborhood we can find: the Leicester Square, Chinatown and Soho, not to

mention Piccadilly Circus, which, despite lacking an interesting aspect, is known to be one of the mandatory meeting points in London's nightlife. Another alternative is to go towards the city's financial center and gaze upon St. Paul's Cathedral. It is the second largest in the world, after St. Peter's Cathedral in the Vatican, and has a majestic dome covered by led.

In the last years London has been renewing its image, especially to celebrate the new millennia. It is now possible to make an "avant-gard London trip", with original alternatives at the visitors' disposal, such as the Greenwich Dome, an enormous tent with 14 themed areas dedicated to science, or the Tate Modern, located in the old electric station, whose modern art collection is one of the most important in Europe, as well as



the Shakespeare Globe, a new theatre that pays homage to the brilliant British writer. Very near stands the British Airways London Eye, an immense disc 135 meters high and possessing 32 cabinets, from which tourists can admire the entire landscape of the city. This building can compete with the Big Ben in terms of size.

The surroundings of London

Many cities catch the eye of travellers staying in London, due to the proximity and the good connection lines of public transportation, like the bus, trains and the metro. Oxford, world famous for its university, can be visited in a one-day excursion. Visitors will have



the possibility to get to know the faculties that helped give the city its great fame, such as Merton, Queen, Wadham, Trinity and St. John.

Merton College - Oxford



St. John College - Oxford

Once in Oxford, tourists can make a small trip to the city of Stratford and get to know Shakespeare's museum house.



*Stratford*

To the east, we find another great university city of England: Cambridge. The opinion of many is that its inhabitants and faculties (Corpus Christi, Clare, St. John, Magdalene, Jesus, etc.) are more interesting than the Oxford counterparts.



Manchester and Liverpool

These are two great industrial cities, which does not keep them from being able to offer several interesting places to know. Manchester was one of the centers of the Industrial Revolution and the epicenter of the powerful textile industry. The historic center of the city is the Roman castle near the Museum of Science and Industry.



Travellers can also visit the Art Gallery, with a strong victorian touch, and the central region of Deansgate, home to the John Rylands Library and King Street, the best commercial area in the city.





John Rylands Library

Liverpool has beautiful and interesting spots. A few of those are St. George Hall, the best Greek-style building in Great Britain, the Museum and Planetarium of Liverpool and the



Walker Art Gallery, with its art collection, one of the largest in England.

The Walker Art Gallery

The Liverpool Tate Gallery possesses the best art collections in the surrounding area of London, and the size of its cathedral, the fifth largest in the world, should also be admired. One cannot leave London without following the treads of the most famous music band of all time: the Beatles.



The place where this band played for the first time was The Cavern, in Mathew Street. Visitors can take a look at objects that used to belong to the group in pubs like Abbey Road, Rubber Soul and Lennon's Bar.



Western England

The western part of the English peninsula, near southern Wales, is home to the counties of Somerset, Devon and Cornwall, and to the city of Bristol. In this region the beaches are beyond any doubt the main protagonists. Bristol has always had a very hectic social and economic life, due in part to its strategic position as boarding and landing point of transatlantic cruise ships crossing the ocean, connecting Europe with America.



Bristol

Visiting Bristol may begin with the central neighborhood, next to the cathedral and connected to the main touristic areas and taxi services.

The oldest church in Bristol is St. Stephens Church in King Street; this street has preserved to this day several of its ancient buildings and mansions from the twelfth century.

King Street



A pleasant little visit to the city of Bath may have Bristol as starting point. This is one of the most famous tourist destinations in the last years. The most interesting places are the Roman thermal fountains and the city's abbey. In the southern part of the region lies



the city of Exeter, with the magnificent St. Peter Cathedral and the two towers of gothic-norman style.

Southeastern Asia

The Southeastern part of Asia is comprised of two peninsulas: the peninsula of Indochina (where we can find countries like Myanmar, Thailand, Cambodia, Laos and Vietnam)



and the peninsula of Malaysia (where two countries exist, Malaysia and Singapore) along with a large archipelago (containing four countries: the Philippines, Indonesia, Brunei and East Timor).

This Asian sub-region, still unknown to most western tourists, has a lot to offer to those who choose to discover it:





Bali



Malaysia



Bacau

tropical climate, virgin beaches, exuberant nature, diverse fauna,





rich culture coined by the influence of merchants and settlers, sports activities,



Diving in East Timor



religious pluralism, ancient traditions, powerful temples, cosmopolitan cities, unimaginable contrasts,

and excellent and exotic gastronomy.



With its islands, paradise scenery and tropical climate, Southeastern Asia is getting ready to compete with the Mediterranean and the Caribbean as a leisure cruise destination, despite the existence of pirates, still lurking around in the region's seas.



The cruise terminal of Singapore (with an investment of 400 million dollars) are wished to be the base point for making Southeastern Asia a viable destination for this kind of tourism.



The region possesses the mysterious charms Indonesian and Philippine islands, paradise coasts in Thailand, Malaysia and Vietnam, and is full of navigable rivers such as the legendary Mekong, crossing China, Laos, Myanmar, Thailand, Cambodia and Vietnam, and other river channels in the Borneo island.

Tourism in East Timor

There is a great potential for the development of East Timor as a touristic destination, particularly in the areas associated with the niche market of eco-tourism. There are landscapes that preserve their natural beauty, and there



are also wild beaches and marine life. Given the fact that there is only a small number of hotels and resorts in the country, currently there is a strong interest in developing the necessary infrastructures. However, the prices in the tourism sector are relatively high,



and authorities also have to deal with the problem of security.

Hotel in Dili



There are no available statistics on East Timor in the World Tourism Organization database.

According to local estimates, the number of tourists with visitor visas in East Timor was approximately 26,7 thousand people in 2009, which is an increase of 41% when compared to the numbers of the previous year.

Tourism has been claiming its position at a worldwide level as one of the main economic sectors and an important source of revenue.

East Timor, with its paradise beaches, marvelous landscapes, welcoming population and very rich fauna and flora, possesses many of the requirements needed for the development of tourism and for capitalizing on its seas and on what nature offers in them.



Being a small country and, at the same time, one of the youngest nations in the world, it is currently in a stage of restructuring and exploiting its available resources, having

in tourism a sector of great potential. The strategy of development produced in the National Development Plan - Plano Nacional de Desenvolvimento (PDN) and validated by several studies is very clear in concluding that the touristic sector must affirm itself as a sectorial market of opportunity with the capacity to develop itself in the short run and medium run. The touristic sectors with the greatest potential are the beach areas and adventure travel.

Diving is beyond any doubt one of the few resources that is already being exploited and already possesses some supporting infrastructure (existence of two diving centers in Dili offering training courses). The supporting infrastructures come in small numbers and they have difficulty satisfying the enormous demand by the clients and offering a reasonable price (low competition). It is beyond any reasonable doubt that this is a



specific sector of tourism that must be expanded and explored, coupled with quality beach tourism.



East Timor offers white sand beaches and crystal-clear blue-turquoise waters, along with exuberant and luxury vegetation and coral reefs. Dili, Baucau and Com are already offering a number of activities and support infrastructures, while at the same time the rest of the country's coast still possesses a high number of marvelous, unexplored beaches.

Watersports, coarse fishing and sport fishing: with its coast and fish resources yet unexplored, one of the areas that represent the most potential is coarse fishing and sports fishing. A variety of watersports can also be offered, along with boat rides through the coastline.



There is an enormous touristic potential worthy of being explored. The current offer and existing accommodation infrastructures gained a lot of momentum thanks to the permanency of the international community and its strong direction towards the residential sector, with long-term clients. Although we cannot consider this community to be a typical market of touristic demand, it did "feed" the diverse structures and services that have a predominant tone of touristic offer. The information gathered through several research studies reveals the existence of a volume of business of over 80% in companies dealing with tourism; those 80% come, more specifically, from the consumption of goods and services by the international community residing in the country. However, most of the international participation in many sectors of cooperation will cease to be in the next



few years, for which reason it will be necessary to implement a plan of action with the aim of filling the gap that will be left by this atypical demand.



Tourism (excluding the already mentioned international community) is still very weak but some curiosity and demand is beginning to appear. The priority must be to ensure the continuity of a national market.

The country's characteristics are favorable to touristic expansion (endless beaches and landscapes) and are associated with a deep feeling of belonging in a culture built on several influences that produce a deep impact in its people's lives.



East Timor is a real box of surprises that holds, in its 270km long and 75km wide territory, natural landscapes of great beauty: paradise beaches, tropical forests and great mountain chains. A tourist destination (an almost unexplored one) ideal for eco-tourism. But Timor is also its people of mystical spirit, with its unique history and an immense culture to (re) discover.

In the district of Ainaro, from the village of Hato Bulico, one can reach the top of the Tata



Mai Lau, the highest point of the Ramelau mountain chain (2960 meters).

House in Ainaro



The dark green of the mangroves is replaced by the blue of the crystal-clear waters of the Metinaro beach, some 30km away from the capital city. Further on, we arrive at the rice fields of Baucau, where we can gaze upon the hundreds of palm trees visible not too far away. This is a landscape of great beauty, only surpassed by that of the white sand oasis hiding in the most western point of Timor, in the district of Lautém. Tutuala is an enchanted beach, hidden in the vegetation, and also a sheltering point bathed by crystal waters, from which fishing boats depart towards the Jaco desert island, home to a turtle



reserve. The Timorese believe that this is a magical spot, and thus keep the small island untouched.

Jaco

Beaches

The beaches come in great numbers, are warm and beautiful. They stretch throughout the northern and southern coastlines. These are hidden paradises of golden sand and endless kilometers of black sand, like the Liquiçá Beach, an hour away from Dili, or the Betano Beach, in Timor's sea coast. However, as mentioned before, it is never too much to repeat that the real paradise is in the East: in the desert island of Jaco and the white sand beach of Tutuala.



Tutuala

Other secrets are waiting to be discovered by the fans of recreational diving in the coast of Oecussi's enclave, in the Island of Ataúro and in the surrounding area of Dili, towards Baucau.



The sectors of hospitality: profiles, training and careers

This sector is comprised of an enormous variety of activities. In reality, the tourism sector here is defined by an interaction of equipment and services, as follows:

- Travel agencies
- Automobile transportation/rent-a-car
- Buses
- Cruise ships/Recreational ships



- Aviation



- Hospitality



- Restaurants



Along with these sectors, we can directly include the commercial activity, since a tourist will always purchase in the local market when visiting a foreign country.

Indirectly, we also have a large number of sectors to consider, namely that of building and construction, which generates an immense revenue and volume of employment due to the need of building more and more hotels.



A great part of these sectors operates in an interconnected manner, for example:

- Travel agencies/hotels/airline companies
- Hotels/restaurants/rent-a-car



Profiles

The profile of a service provider in this sector must possess very specific characteristics and show an enormous capacity to withstand psychological pressure.



Professionals in this sector must also have a good presentation, a very high cultural level, language skills and ability to communicate. We are talking about a profession that implies constant communication, which sometimes leads to risk situations, hence the need for professionals with the capacity to withstand psychological pressure.

Given the specific nature of the receptionist profession, some human and professional qualities are considered to be fundamental, and the following are the most important:

- To be able to live in society
- To know the habits and traditions of the cultures
- To know the region where the hotel is located
- To be sociable
- To act and communicate with courtesy and tact
- To possess the common sense to know what is and is not convenient
- To possess skills and be fluent in speaking of two or three different languages
- To be patient, calm and flexible
- To possess a good level of general culture
- To have a good physical appearance
- To have a perfect hygiene and appearance
- To be a good actor



Training

Nowadays, the working market imposes serious difficulties to those who desire stability in their profession. In some areas, such as hospitality or tourism, human resources, healthcare, work safety or technology, it is necessary to possess a deep knowledge of the professional environment in order to have an opportunity.

Another extremely important factor to consider at the moment is the fact that there are many uncertainties regarding the working market, namely in terms of the opportunities available and the changes in the professional profile. The current professional profile is very focused on knowledge as the main working tool, hence the importance of professional training and continuous learning in the areas of hospitality and tourism.

Some of the training provided in the sectors of tourism and hospitality:

- Hospitality/Hotel management
- Hotel Receptionists
- Hotel housekeeping
- Kitchen
- Waitressing
- Information Techniques and Tourism Animation
- Guides and Interpreters
- English
- Spanish
- French

Professions

Technicians in the Tourist Area

Technicians in the touristic area work in the various operations associated with tourism, such as the booking of hotel and transportation reservations, the creation and planning of touristic programs, the planning of guided visits, the organization of touristic events and congresses and the guidance and animation of tourist groups. While some work in the different establishments and organisms associated with tourist activity, some others dedicate themselves to some of these activities as liberal professionals. The professions



that require the highest professional expertise in this area are: tourism technician, interpreting guide and tourism courier.

Tourism technicians are the professionals that organize and promote the sale and providing of touristic services.



In a travel agency, for example, and depending on the preferences of the clients who contact the agency, these professionals suggest itineraries and destinations, present the prices and the advantages of each option and ensure that all necessary resources for the travels are available and functional. They set the plans for the arrivals (by air, land or sea), ensuring the transportation of passengers and luggage, make reservations for accommodation and other local services, such as transfer services, visits, excursions, tickets for shows, among others. Additionally, they also guide the clients regarding the necessary documentation (passports, consular visas, vaccination certificates, etc.) so that tourists can travel without violating the legal procedures. These professionals also provide information regarding the destination country, such as weather forecasts, important events or local traditions.

The interpreting guides accompany the tourists in travels and visits to sites of touristic and patrimonial interest (museums, palaces, national monuments, etc.), ensuring their well-being. During the touristic circuits, they provide diverse information, whether it is of historic/cultural interest (local traditions, historic notes and landmarks, description of the monuments, etc.), or of general interest (transportation schedules, exchange



banks, etc.). These guides can be regional or national, depending on whether their activity is carried out exclusively in one region or it encompasses the entire national territory (although, sometimes, they go even beyond that territory).



As for the tourism couriers, these professionals are also responsible for the well-being of the tourists, but they work as representatives of the organizations that promote touristic services. Therefore, not only do they provide some information and explanations to clients, they must also make sure that the program defined by the travel agency, for example, goes according to plan (transportation, check-in, arrival at the hotels, etc.), always taking into account potential complaints by the customers.

The tourism courier cannot, however, lead visits to museums, palaces and national monuments - this function is exclusive for the interpreting guides.

Both the interpreting guides and the tourism couriers can, additionally, work as a transferist. The transferist is the professional responsible for guiding and accompanying the tourists from their boarding or arrival points and the hotel establishments used as accommodation: these are the professionals who, for example, guide the tourists from the airport to the hotel.

All these technicians, given their functions, are required to possess excellent communication and social skills to deal with the clients/tourists. Not only must they enjoy being in social contact with people, they must know foreign languages, good memory, good general culture level, good presentation and personal poise. Liking to travel is, naturally, an important requirement as well.

However, each profession has specific additional requirements: the tourism technician is required to have the capacity to promote and sell touristic services: in a context of a travel agency, for example, they need to know in advance all travel programs to be able to give the advice and organize the itineraries that best adapt to the needs of each client. Besides that, they need to be in constant contact with the airline companies, hotel units and other organizations for the development of travel programs to offer to the clients. Sometimes, they go to the touristic destination sites to conceive and understand the best possible way to execute those programs.

Tourism couriers and especially interpreting guides are required to have the capacity to lead and accompany large groups (in some cases, it is necessary to guide groups of 40/50 people) and to have a profound knowledge of the regions and countries visited. It is thus indispensable that they possess knowledge in History, Ethnology, Politics, Religion, Geography and Arts, among other topics.



Professional careers

The employers of these professionals are companies which, in one form or another, are associated with touristic activity, namely travel agencies, hotels, airline companies, city councils and some public and private organizations. However, the contract and the professional stability of these technicians is very variable, since they can carry out their activity both as employees of a company or as independent workers. This is mostly the result of the fact that the number of tourists that visit our country is much higher during the Summer months when compared to the rest of the year. As such, the hiring companies prefer to hire professionals only for the high season, excluding them in the low season - this is a very common situation for most people who work in the tourism sector. It is thus common to see interpreting guides and tourism couriers working in other activities during the low season months. Guides may get a job, for example, as interpreters in other services or conduct translation jobs, if they have that capability. During the low season in tourism, some of these professionals are given the chance to work in travel agencies, hotels and airline companies, given their experience in the tourist field.

However, there are also some people without the necessary qualification that also apply for the same job opportunities as tourism technicians do, namely people with some knowledge of foreign languages. This factor, along with the seasonality of the touristic activity, leads to some working difficulties. The geographic factor also plays a role in the search for work: while in the more touristic regions there is a tendency for an excess in offer, in the regions less sought by tourists there are sometimes some difficulties in recruiting these professionals. The working market has nonetheless been evolving positively, thanks to the general growth in the touristic sector.

Travel agencies, for example, have seen an increase of around 60% in the last decade. Hotel receptionists are planning, directing and coordinating reception services connected to accommodation for their clients. Their responsibilities depend, however, on the size of the hotel and the number of departments and people - when it is a relatively small hotel, these professionals can even control all services, but if it is a large hotel, they need the help of assistants, each of them responsible for one different department. The most common departments of hotels are the departments of Accommodation and Food and Drinks. The department of Accommodation usually includes the services of reception,



lobby, cleaning, laundry, among others, while the department of Food and Drinks may include the services of restaurant, grill, bar, kitchen, bakery, cafeteria or room service. Some large hotels also have the additional services of financial direction, human resource administration, planning administration, etc.

On the other hand, they are wary of everything related to touristic activity in general (sports events, gastronomy and food fairs, international exhibitions, artistic manifestations, etc.) and also to the surrounding exterior of the hotel. Usually, the main deciding factor when it comes to choosing a hotel for vacation in an unknown destination is where the hotel is located. Therefore, receptionists must know the existing urban plans for that area and other projects that may influence the choice. It is thus important to be in permanent contact with the city councils and with the tourism departments and other important institutional organizations for the hotel activity.

Receptionists need to possess a wide branch of knowledge and capabilities, not only in terms of the basic services of this area, but also of the areas of finances, marketing and human resources management. They are required to have leadership capabilities, namely in terms of quick and creative decision making, as well as the capacity to organize and analyze situations, due to the variety of services that will be managed in a coordinate manner. Given the contact with people (clients and staff), these professionals must possess excellent communication skills. Therefore, it is quite useful to have a good presentation and to have the ability to speak foreign languages, as well as some sociology and psychology knowledge.

Besides that, they have to be ready to answer to all kinds of demands and know how to adapt the hotel's services to the clients' expectations, which vary greatly depending on age and nationality, for example. A receptionist must thus be always available to solve the problems that come up at the hotel every day. The energy, the enthusiasm, the creativity and the capacity and will to act in situations of psychological pressure are important qualities for those who wish to make a career out of this activity.

The recent evolution in the hotel industry indicates that demand and recruitment of these professionals have been increasing in the last few years: the number of hotel establishments has been growing strongly.

These professionals may also be employed in motels, inns and hostels. The companies responsible for the exploitation of villages and touristic apartments still offer some job



opportunities. However, it is a common occurrence to find foreign hotel receptionists in some of the most prestigious hotels, particularly those that belong to the large international hotel chains.

Within the context of their professional activity, they use certain technical terms, such as the following:

Check-in time

This is the time from which clients have the right to occupy the room according to their reservation. Generally, the established check-in time is at 14h00 of the date of arrival.

Check-out time

This is the time at which the guests agree to check-out, clearing the room. Generally, the check-out time is at 12h00 of the date of departure.

Overbooking

This happens when the hotel, anticipating a given percentage of cancellations in advance, accepts a number of reservations higher than the number of rooms it actually has available.

Stop over

This is an unexpected arrival of a group, generally seeking accommodation for one night only. This usually happens accidentally, for example, when an airplane interrupts its journey in an intermediate city and, for some reason, is not able to resume its flight to the final destination.

No-show

This happens when a client who confirmed a reservation does not show up in the expected date of arrival.

Allotment

This is a system of reservation in groups, in accordance with a contract signed between



the hotel's management and the travel agency or the touristic operator. This contract is supervised by an agreement between the contracting parties.

Deadline

This is the deadline for the confirmation of the reservation - from this date on, the rooms previously reserved can be booked by another client.

Example: A given allotment has a release period of 7 days. If up until 7 days before the date of arrival no information is given regarding the reservations of the allotment, the rooms can be declared free for reservation, in other words, they can be made available for rental by the hotel again.

Release

Period of time established for the confirmation of the reservation. The counting starts from the date when the reservation was made.

Example: When a group makes a reservation, a deadline must be given - the group must confirm the reservation until that deadline. If in February a client asks for a reservation for a group for the month of August, a good deadline would be 90 days. As such, this group must confirm their reservation until the end of May, otherwise the reservation will be considered cancelled.

Forfeit

Final price of the touristic product desired by the client.

IT - Inclusive Tour

Type of travel that includes mandatory accommodation. It may include other services, such as the transfer service.

Transfer

Service of accommodation and support to the guests when they arrive at the transport terminals (airports, train stations, railway stations, river and maritime terminals), consisting of accompanying and taking the tourists to their accommodation and back to the transport terminals.



Free sale

This expression represents refers to the possibility (given by the hotel, by a reservation unit or a representative of the hotel) of selling or reserving rooms freely, with no previous consultation.

P.D.C.

This is the daily price hired for person and for a day, defined by the hotel's manager together with the other contracting party, according to the desired type of accommodation.

Net Price

This is the net price defined by the hotel's management to the travel agency, in which all services provided to the clients are included.

ARRHE

This is the early deposit, demanded for the confirmation of the reservation.

Package

Set of services provided together (transportation, accommodation, food, touristic circuits, transfer service, etc.).

Special rate

Price of a room with a specific discount.

Stop sales

Request made by the hotel to the travel agencies or reservation agents to restrain from selling additional rooms at a certain time.

Late arrival

This happens when a client who was a reservation announces that they will be arriving later than expected.



Rooming list

List of the rooms given to each client - this is more commonly used in the case of group reservations.

Upgrading

This consists in offering a better room to the client at the same price they were going to pay.

*Grammar contents to study**The future, the past tense and the conditional*

In the English language there is no future verbal tense. The expression of an action in the future, or the intention to do such action, is expressed by the modal verb “will”.

Examples:

Next summer, I will not go on vacation.

With the congress at the hotel, tomorrow we will have a lot of work at the restaurant.

When will you have your work done?

The past tense in the English language has two major forms:

Regular verbs – these end in “ed”

Conjugation of the verb “to walk”:

I walked

You walked

He/She walked

We walked

You walked

They walked



Conjugation of the verb “to work”:

I worked

You worked

He/She worked

We worked

You worked

They worked

Conjugation of the verb “to live”:

I lived

You lived

He/She lived

We lived

You lived

They lived

Conjugation of the verb “to arrive”:

I arrived

You arrived

He/She arrived

We arrived

You arrived

They arrived

Irregular verbs – See list in module 1

Conjugation of the verb “to be”

I was



You were

He/She was

We were

You were

They were

Examples:

You worked in the Hotel's reception.

I arrived late and had no breakfast.

During the winter, they travelled through Asia.

Have you finished your meal?

The singer was very good!

The conditional in English is formed by the auxiliary "Would" before the main verb.

Simple conditional: Subject + WOULD + infinitive

Examples: I would eat beef.

Continuous conditional: Subject + WOULD + be + verb (ing)

Example: I would be eating beef.

The formation of words by suffixation

Suffix	Function	Example
-able	Adjective	viable
-al	Adjective	educational
-an	Adjective	Indian
-ern	Adjective	southern
-ful	Adjective	wonderful
-ic	Adjective	economic
-ive	Adjective	native
-less	Adjective	worthless



-ous	Adjective	glorious
-y	Adjective	noisy
-age	Noun	advantage
-ance/ -ence	Noun	substance / existence
-ant	Noun	deviant
-er/-or	Noun	worker / donor
-ion	Noun	sensation
-ment	Noun	commitment
-ness	Noun	roughness
-ty/-ity	Noun	trinity / infinity
-en	Verb	strengthen
-ize	Verb	rationalize
-ly	Adverb	rationally

Source: Luciano Amaral Oliveira

The plural of names and adjectives

- Situation 1 – names ending in “ch”, “sh”, “x”, “o”, “z” and “s”

Examples

Church (es)

Box (es)

Tomato (es)

Glass (es)

- Situation 2 – names ending in “y”

If preceded by vowel – additional “S”

Example

Boy (s)

Toy (s)

If preceded by consonant – the “y” turns to “i” and the “es” is added

Baby (-ies)

Lady (-ies)



- Situation 3 – names ending in “f” or “fe” – the “f” or “fe” is replaced by “ves”

Example

Life (Lives)

- Situation 4 – Whenever none of the previous situations applies, an “s” is added

Example

Book (s)

Hand (s)

- Situation 5 – irregular plural

Examples

Woman (Women)

Man (Men)

Child (Children)

Policeman (Policemen)

Gentleman (Gentlemen)

The adjectives keep the same form

Example

The girl is beautiful.

The girls are beautiful.

The car is red.

The cars are red.

The comparison in names and adverbs

The comparison in English

With the form “as” (...) “as”

With the “er” ending

With the words “more” and “less”

Examples

Richard is as fast as John.

The list in the special menu is larger.

He is less tall than you.



The Financial Times is more important than the Guardian.

The Financial Times is better than the Guardian.

Note: “good” and “bad” are exceptions



Activities

Answer the add, providing your CV and a presentation and a cover letter

“Romantic London

The recently opened St. Pancras Renaissance London Hotel (StPancrasRenaissance.co.uk) is being the center of attentions, since it was one of the most anticipated restoration works in the English capital. Designed by Sir George Gilbert Scott (commended by Queen Victoria with the Albert Memorial) to welcome the travellers arriving in St. Pancras Station, and previously known as the “cathedral of the train stations”, the ex-Midland Grand Hotel exhibited luxury and opulence, behind a facade whose beauty we can usually only find in fairytales. Currently with 245 rooms and 38 suites, this active piece of art displays all its great architecture and neo-gothic decoration, with great staircases, walls and carefully sculpted marble arcades, golden ceilings, and paintings. It is worth the visit, even if you are not planning on staying here.”

Source: <http://news.rotas.xl.pt/?s=27>[HYPERLINK “http://news.rotas.xl.pt/?s=27&n=31709&nivel=3”](http://news.rotas.xl.pt/?s=27&n=31709&nivel=3)&HYPERLINK “<http://news.rotas.xl.pt/?s=27&n=31709&nivel=3>”n=31709HYPERLINK “<http://news.rotas.xl.pt/?s=27&n=31709&nivel=3>”&HYPERLINK “<http://news.rotas.xl.pt/?s=27&n=31709&nivel=3>”nível=3

After reading the text, proceed to selling a tourist package deal to recently married couples in the St. Pancras Renaissance London Hotel. If possible, go to the hotel’s website on the internet to obtain auxiliary images.



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Notas

[illegible]





Tourist Information / Accommodation

Module 3

Overview

In the general presentation/introduction of this module to the student, the connection with the previous module must be clear and well understood, since Module 3 will discuss the activities of touristic information and accommodation, the main roles played by tourist information technicians. We will carry out summary diagnostic activities with a general review tone only, given that it is assumed that the main necessary pre-requisites have already been acquired in Module 2. We suggest the consultation of websites in English language dealing with tourist information, the reading and commenting of authentic texts extracted from training manuals and related to the module's themes, dialogue and debate, commenting and describing local tourist circles and routes, description of itineraries from city maps, subtitling of photographs and images, simulation of situations and building and organizing dialogues.

Objectives

- To identify and describe the activities associated with tourist information and accommodation
- To describe and be able to guide a pedestrian and road tourist route.
- To identify and describe in short the main urban/city reference points, monuments and other places considered to be tourist attractions.
- To manifest opinion about the characteristics and usage of public transportation – train, bus, plane.
- To understand and manifest opinion about climate conditions.
- To understand, provide information and ask for information about different destinations (national and international locations, beach, mountain, countryside, etc.)
- To communicate by phone, establishing contacts and making and receiving phone calls.



Contents:

The lexical contents will focus on the following topics:

Tourist information and accommodation/welcoming. The different tasks associated with these activities may be specifically related to the professionals who are responsible for them. Given that, there are multiple choices and the teaching time of the module is limited, therefore, we suggest that this topic is discussed from the point of view of Reception in Hotels, Tourism Technician, Interpreting Guide and Tourism Courier. We will begin by defining some of the tasks performed by these professionals, some of which will be discussed in detail within the context of this Module:

The Reception Technician welcomes the clients, performs the check-in and check-out and takes care of reservations and payments. The Tourism Technician is the professional who organizes and promotes the selling and provides touristic services, and some of the tasks for which he is responsible are: acquisition of travel visas, to ensure the transportation of passengers and luggage, reservation of rooms and other services, like excursions or tickets for shows, provides information to clients in terms of the necessary documentation (passports, visas, vaccination records, etc.), provides information related to the desired destination (for example, weather forecasts, important events and local traditions or festivals).

The Interpreting Guide is the technician in the tourist field who undertakes the task of guiding tourists in trips and visits to places considered to be interesting; the main purpose of this professional is always to ensure the well-being and interest of the tourists, to provide all kinds of information of historical and cultural interest (local traditions and habits, description of monuments, etc.) or general interest (transportation schedules, pharmacies or hospitals, exchange banks, etc.). The interpreter will have to translate different terms into the several languages they will be working with. The Tourism Courier is the professional responsible for the well-being of the tourists whom he works with, as a representative of organizations that promote touristic services. The Courier must ensure that the program designed by the travel agency goes as planned, always solving possible complaints by the clients/tourists. The Courier must guarantee that the check-in or the arrival at the hotel goes as planned. The Courier may also play the role of



Transferees, which means guiding and accompanying the tourists between their arriving and departure points and the hotel establishments where they are staying.

Grammar contents

- The different forms of the interrogative
- Variable and invariable interrogative pronouns
- Prepositions of Place
- Adverbial pronouns
- Expressions of time
- Most relevant language functions for the learning goals set



Accommodation/Welcoming

Welcoming/Accommodating is a central factor of tourist activity, since it is something done by people and for people. Welcoming can be considered as a decisive point for a specific region, if it is practiced with satisfaction and friendliness by tourist receptionists. In this context, it is very important to define an efficient and functional welcoming policy, one that is consistent with the tourist strategy for the region and improves the way of receiving, by letting the visitor know they are welcome and feel the same friendliness towards the receptionists.



Guided-Tour > Postcard London Tour



"This trip takes us to the most famous points in London. It is a walk through the city's postcards. Meeting point with the guide: reception at the hotel.

We begin in Piccadilly Circus, the traditional meeting point of London, and suddenly everything is written in Chinese! But we don't get scared, because we are going through the Chinese neighborhood of London, "Chinatown"; we move on to Leicester Square, the heart of London cinema, moving along the theatre where the Beatles gave the famous private concert to the Queen, we arrive at the National Gallery and Trafalgar Square, where we can already see the Big Ben. (...)

We remind you that during the tour, the guide will be providing historic information and curiosities about the visited places.



DURATION OF WALK: approx. 8 hours. HALF A TOUR: approx. 4 hours.

INFORMATION: Ticket's price costs with transportation, souvenirs or entrances to chosen attractions are not included; the clients will be informed by the guide which will be the best options (...)"

<http://www.guiatourguides.co.uk/index/mais-passeios/tour-londres-cartao-postal/> - webpage accessed 5 of December, 2012

In the previous description of service, we have an example of a tour program where the Interpreting Guide is the main agent.

On the other hand, the Tourism Technician will provide information in a similar manner, so that the visitors' experience will be a pleasure and not a disappointment:

Travelling to East Timor – (example of United States – East Timor)

Getting around in Timor's capital or between cities is relatively easy. There are several rent-a-car companies in Díli. Rental prices vary between US\$45 and US\$60 per day. The roads still need improving, but if you have a good map, with the main reference points, and ask locals for information, you won't have any problems.

When to go? In the dry seasons, between April and October. Between the months of November and March, the roads get inundated and become unusable.

Accommodation – “difficulties of accommodation in the more rural and distant regions of East Timor require a planning of the route to be taken, in order to avoid spending the night in isolated areas. In case of need, the local population will always be available to help. Churches, as well as representatives of international organizations, can also provide good support. In fact, Dili is the only place where there is enough choice – hotel prices are around US\$40/ night. Outside the capital, options become drastically scarce. Other than Dili, Baucau and Suai are the only cities that have accommodation and restaurants available (although the restaurants come in small numbers). In Maubisse, Tutuala and Hato Bulico (starting point for escalating Ramelau), the houses of colonial governors have been transformed into guesthouses, offering – in the case of Maubisse's



hostel – acceptable accommodation conditions and facilities (at a price of US\$40 /night), in an absolutely magical mountain landscape. (...) Although the general landscape is fascinating, the building's condition and state of preservation aren't the best. (...)”

Travelling to London, England

- **Visa requisites:** Citizens from countries of the European Union may live and work in the United Kingdom without needing the visa, and the visitors from Republic of Ireland don't even need a passport to get to England.



Citizens from the USA, Canada, Australia, South Africa and New Zealand may remain in the country for a period of six months without a visa, although they need a working permit if they do so. Visitors from other countries must contact the British embassy of their home country to obtain detailed information about going to England.

- **Currency:** The currency used in the United Kingdom is the Pound Sterling, which divides itself in 100 pennies. The coins used are of 1p, 2p, 5p, 10p, 20p, 50p, 1 pound and 2 £. The bills are of 5 £, 10 £, 20 £, 50 £ and 100 £.
- **Language:** The native language spoken in London is English, although other languages have been used due to the different nationalities of the communities that populate the capital.
- **Climate:** The best months of the year are May and September. These months offer the best climate of the year. Spring occurs between February and April, although February may present winter temperatures. Winter months are generally cold and rainy and the days are short.



- **Medical care:** Medical care is free for people living in the United Kingdom. If you are not living in the United Kingdom, or even if you are citizen of a European Union country, you may have to pay for any medical treatment necessary.
- **Time zone:** Greenwich Meridian (GMT).
- **Opening hours:** Generally, stores are open from 09:00 to 18:00, but currently the schedule is prolonged to 19:00, on Wednesdays and Thursdays, by a large number of stores. Most stores used to close on Sundays, but this tendency has been changing. The working service hours are between 09:00 and 17:00, from Monday through Friday, and banks open at 09:30 and close at 15:30.
- **Tourism posts:** There are many tourist posts scattered throughout London and not only will you find those dedicated specifically to the city, you will also find centers of information about England, Ireland, Scotland, Wales and the main European countries.

The main tourist posts in London are the British Travel Centre, on the 12th of Regent Street, Piccadilly Circus and the London Tourist Information Centre, with subdivisions functioning in the four airport terminals of Heathrow, Gatwick, Luton and Stansted, Harrods, London Tower and Victoria Station.
- **Taxes:** All British merchandise and services have a sales tax (VAT) of 17, 5%. Books and food do not have a sales tax attached. The law requires its inclusion in the accommodation and restaurant bills. As for shopping, this tax can be refunded for goods that will be leaving the country together with the foreigners; however, not all stores joined the “Retail Export Scheme”, so you should always look for the adherence symbol or get more information before you purchase anything.
- **Currency exchange:** Traveller checks are widely accepted and can be exchanged in banks or exchange agencies. Exchange agencies have longer working hours than banks, which can be useful in case you need to exchange currencies/



traveller checks after banks close. Visa and MasterCard are widely accepted, but some hotels, restaurants and smaller B&Bs may demand payment in cash.

- You can use your credit card or normal debit card to withdraw money in ATM machines. However, remember that by doing this you will be paying an additional fee whenever you make withdrawal operations. There are ATM machines scattered all around the city.
- **Telephones:** London's dialing code is 020 followed by the local number, with 8 digits. If you want to make a call to another country while in the United Kingdom, you must first dial 00 followed by the country's international dialing code and the local number. Remember that you must remove the first 0 from the local dialing code when you make the call. Most phone booths accept coins and phone cards. These cards can be bought in magazine kiosks and newsstands, tourism posts, train stations and other commercial establishments. They are available for 5 £, 10 £ or 20 £. The cheapest hours to make international calls are those after 20:00, during the week, and on Saturdays and Sundays.
- **Post offices:** British post offices are open from Monday through Friday, from 09:00 to 17:30; and Saturdays from 09:30 to 12.00.
- **Tips:** Unlike other countries, it is not mandatory to give tips in the United Kingdom. Obviously, such a gesture would always be welcome! If you are happy with the service, show your satisfaction regardless of the tip. Some restaurants include a service tax between 10% and 20% in the bill. In these cases, tipping doesn't make much sense. If you pay with a credit card, the final total value is left blank so that you can add your "satisfaction note" (a tip). Usually, taxi drivers and hotel doormen receive a symbolic tip for the services provided.
- **Holidays:** We recommend you to get information on English holidays before you travel, because most companies, banks and stores are closed those days. In the United Kingdom, the official holidays are: New Year (1 January), Easter (March/April), Workers' Day (the first Monday of May), Spring Holiday (last



Monday of May), Summer Holiday (last Monday of August), Christmas Day (25 December) and Saint Stephen's Day (26 December).

<http://www.portuguese.hostelworld.com/guides/city-guides/londres/inglaterra/informacoes-gerais>, webpage accessed 5 of December, 2012.

Notion and dimension of welcoming/reception policies in tourism

The success of any welcoming policy at a national level is measured by the degree of satisfaction of the visitor in the given tourist destination; it is clear now that stability and unity of our societies benefit from the entrance of tourist influxes coming from more developed countries, due to the share of wealth these influxes promote. However, and although the policies with greater impact in welcoming and accommodation are mainly defined at a national level, it is in the local sector that reception of tourists takes place and it is in the local sector where the success of those policies is best measured; therefore, the involvement of the local power (e.g., city councils) is indispensable, as well as the involvement of all economic agents who benefit from tourism.



Knowing how to welcome is the main aspect of any region that wishes to invest on tourism and sees this activity as a sustainable way to generate economic development for the region in a first phase and for the country on a second phase.





Knowing how to welcome and how to receive are virtues and are not only limited to political agents. On the contrary, these virtues must begin at the operational level, where the direct contact between receptor and visitor is made.

Human, technical and financial resources serving the act of welcoming/accommodating

The best way to approach this matter would be to state that “you cannot make an omelet without eggs”; this means that it is indispensable to have the structural conditions that guarantee the existence of human, technical and financial resources for providing the welcoming service. However, we believe that it is already possible to make “omelets without eggs” in this field, given that welcoming/accommodation is something that goes beyond the technical and financial aspects, reflecting more on the attitude and behavior of those who receive and welcome.

Tourist welcoming and quality patterns

Quality tourism may contribute for the sustainable development of tourist areas, improving the competition between companies, responding to the social ambitions and preserving the cultural and natural environment. Success for a tourist destination demands a global intervention, focused on the tourists’ satisfaction and based on the principles of sustainable development, which are achieved by doing the following:

- Definition of strategies between key partners;



- Enforcement of good practices in the region for tourists and the local population;
- Continuous development of monitoring and evaluation instruments.

We can define Quality as the capacity of a given company to satisfy clients, consumers, providers, employees and society in general for a better competition, to obtain more market participation, improve the productivity of its processes and workers and increase profitability. Therefore, it is safe to assume that the minimum attributes for practicing quality are:

Accommodation and culture

This component has to do with the general spirit, attitude and behavior of the local population towards visitors. Any tourist destination that possesses tourist resources and offers good infrastructures and equipment but whose native population does not accept the presence of visitors will not have any tourist practicability or feasibility; that relationship between visitors and members of local communities will not go cordially and in an healthy manner. This area also encompasses all cultural manifestations of a society, such as:

- music;
- dance;



- other artistic activities;
- sports;
- other forms of animation.





Tourist accommodation and welcoming is a dynamic and bidirectional process and it is of the responsibility and obligation of all interveners and agents of touristic reception to comply with it, from the hotel's receptionist to the taxi driver, not to mention the local population. However, in order to make it possible to have a harmonious and consistent relationship between all these interveners, some actions are suggested:

1. To increase the knowledge, comprehension and positive acceptance of tourist communities which have East Timor as destination and middle point, namely through actions of awareness, meetings, progresses, etc.
2. To encourage the participation of civil society and private agents in the management of the diversity resulting from those tourist inflows, in order to safeguard the unity and familiarity in the welcoming region between the visited population and the visitors.



3. To define voluntary behavior policies of non-discrimination regarding the ethnicity, nationality or religion of the visitors.
4. To understand that training and learning is an essential need, mainly for those who work in the field of tourism.
5. To know the legislation and the ethic codes of conduct of tourism and encouraging the propagation of good practices.
6. To organize welcoming programs and activities for tourists, in order to allow them to acquire basic knowledge of language, history, institutions, socioeconomic characteristics, cultural life and basic values and traditions of the welcoming society.
7. To encourage equality in the access to institutions, goods and public and private services for tourists, putting them on equal terms with local citizens, in a non-discriminating manner.
8. To reinforce and strengthen the capacity of interaction of public and private service providers with tourists.
9. To develop global informative instruments, like signposts, flyers, guides, websites, multimedia material, among others.



10. To create programs for the collection and analysis of the needs and expectations of the different tourist market segments.



11. To promote the interaction between tourists and citizens from receiving regions, in the usage of common spaces, in forums and meetings where both can participate in activities, intercultural dialogues, etc.

In order for a process of tourist welcoming to work properly and efficiently, it is indispensable to be “fed” by frequent and pertinent information about the collected data regarding satisfaction levels and the evolution of context and tendencies, enabling tourist analyzers to:

- Evaluate the satisfaction of visitors by creating different indicators, information-collecting mechanisms and statistic data, applying these at all times to anticipate the great tendencies of the tourist market and determine the position of the destination regarding those tendencies;
- Identify the profiles of visitors and their behavior;
- Describe what the destination’s image is in the eyes of the visitors, as well as in the eyes of potential visitors;
- Find what the visitors’ and potential visitors’ expectations are;
- Verify through inquiries the general opinion of visitors of the tourist destination, if possible before, during and after the tourists’ visit/stay. These inquiries must be created before welcoming the tourists;
- To know what the tourist destination’s image is among the opinion leaders and vendors, and what they are transmitting to potential visitors and other foreigners.

A second phase of inquiry must be applied in the moment of departure or after the tourist’s visit, allowing for:

- An evaluation of how well the expectations of the visitors were met, and their level of satisfaction;
- Understanding if the destination’s image was changed after the visit;



- Evaluating how this change of image translates into the satisfaction manifested by visitors, and in what form visitors spread that image to their closest friends/family after returning to their origins;
- Collecting the visitors' immediate comments and suggestions.

The satisfaction of tourism professionals is equally important and must be identified, because their satisfaction will reflect on how they will welcome tourists. If professionals are happy and motivated with their work functions and responsibilities, they will obviously be more welcoming.

It is therefore very important to:

- Evaluate the performance of the tourist sector by tourist satisfaction and quality of services provided;
- Measure the effort developed by professionals in the different branches of tourism;
- Evaluate the quality of professional contracts and the career expectations available for the professional sectors.

Measuring and evaluating the impact of tourism in the national economy, environment and the local population are the key points, because these will provide us with the full knowledge of what the effects of tourist activity are on economic, social and environmental aspects.

Therefore, among other aspects, it is important to measure and evaluate:

- the local population's perception of the effects of tourism, as well as its advantages and disadvantages;
- the socioeconomic effects, the creation of jobs and generation of revenue, the new infrastructures and the improvement of certain equipment and public services, as a result of tourist activity;



- the real positive or negative impact of any development of tourist activity in the natural environment and the level of intervention on sustainable development.

The measures and evaluation of these elements will lead us to the analysis of the evaluation of parameters and to some conclusions. Each of the impact measures provided by quantitative and qualitative indicators will enable us to:

- carry out evaluations and possibly corrective measures;
- provide agents with a picture of their performance;

In terms of East Timor's tourist accommodation and welcoming evaluation, big improvements have been witnessed in the last few years, due to the increasing perception by Timorese people of the benefits from tourism. This perception has also been developed with a greater involvement by the State, now displaying a greater concern with the issues of territory and tourism.

East Timor is thus in a very positive position regarding tourist evolution and progress. Timorese people are welcoming and friendly and they are proud to share their territory and culture. Welcoming foreigners is not an economic obligation for East Timor, but rather a social pleasure.

Walking tours

The country has ideal conditions to take walks and offers several interesting pedestrian areas, adding to the natural beauty of the country. Example of walking route: Díli - Cristo Rei.

This walking pedestrian tour has as its main objective getting to know the terrain; as secondary objectives, it allows for field work and respective analysis of the flora and fauna.



The walking pedestrian route has approximately 4 km in length, which makes it possible to have both leisure and the practice of physical activity and it is accessible to people of all ages. Bilingual signs will be added (both in Tetum and Portuguese), showing general location information and scientific information.

Car tour route

Díli - Baucau

A long journey by road, of about 130 Km. This trip is also an adventurous one, with a very irregular terrain, requiring special efforts and attention. First of all, you will find



a schistose landscape, then a limestone landscape, first the green and then the yellow, until you reach the city of Manatuto, the small property and then the dry steppe.

Always with the sea as company, leaving tourists in absolute wonder, this is East Timor at its

best; a cozy and wild land, both intense and sweet – even the mangroves are worthy to gaze upon, since they grow inside the salty waters, needing only a few hours of sweet water.

Details of the trip

Departure: Díli (East Timor)

GPS Coordinates:

Longitude: -8°55'84

Latitude: 12°5'78

Arrival: Baucau (East Timor)



GPS Coordinates:

Longitude: -8°46'66"

Latitude: 12°5'45"

The working relationship client/receptionist

When the client seeks the services in the context of tourist activity, he/she lacks a lot of information and usually uses the following vocabulary:

Where will I sleep?

Where can I eat?

What places can I visit?

Naturally, for sleeping, the client will always tend to choose the type of hotels he/she is more used to. There is a great variety of hotels in Timor, especially the medium quality and smaller ones. The country has been working on the development of tourist projects, where accommodation obviously plays a large role.

At the moment when a client arrives, if they have a reservation, they will go to the hotel where they will do the check-in. This procedure is intended to officially give entry to the client in the hotel, making all necessary registrations.

After that, the receptionist confirms if the client has a reservation and politely asks the client:

- Can you please give me your identity card/document?

This document is necessary to identify and inform; this information can be used both internally and externally (official). Some hotels photocopy the document and proceed with the registration at a later point.

It is also common to provide the client with a form to be filled. Usually, this form has the following structure:



Client form

Name _____

Profession: _____

Date of birth ____/____/____ Nationality _____

Address _____ ZIP Code _____

Telephone Nr _____ Cell Phone NR _____ E-mail address: _____

Identification document: Passport Identity Document

Number _____ Place of issue _____ on ____/____/____

Signature _____

After these formalities, the hotel issues the guest card, usually with the following structure:

Guest Card

Name of client _____

Room Nr _____ Nr of Guests _____ Contracting Price _____

Date of arrival ____/____/____ Date of departure ____/____/____

The back of this card the following information must be included:

“Keep this card with you for any complaint to the tourism official services.”

In the context of this relationship receptionist/client, it is a common occurrence that the client goes to the hotel in person or makes a phone call, asking:

- Good morning, do you have a room for a couple for 3 nights?
- Good morning, do you have a double room with an extra bed for a 5 year old child?
- What is the price of the room?/ How much is the room?
- Does the room have a double bed or an individual bed?
- Does the room have a private bathroom?



- Do you have a room overlooking the historic center?
- Do you have a room overlooking the sea?
- Do you have a room overlooking the mountain?
- Does the Hotel have a garage?
- What restaurant would you recommend us in this area?
- What is the local church mass schedule and what local church can I attend?
- Could you please call a taxi?
- How long does it take from the Hotel to the airport?
- What places of interest can I visit here?
- What route would you recommend to go to the White Sand beach?
- How can I get to Baucau?
- Where can I buy handicraft?
- From which region are those “X” handicraft items?
- Can I have the bill please? I would like to pay now.
- What time is it?
- Good morning!
- Good afternoon!
- Good evening!
- Thank you.
- Can I change rooms?
- Please, could you clean the clothes I left in the room?
- What time is breakfast/lunch/dinner served?
- Breakfast is between --- and --- (o'clock).
- Lunch is between --- and --- (o'clock).
- Dinner is between --- and --- (o'clock).
- What is the currency exchange for Euros?
- What places can I visit?
- What is your favorite monument?
- You can visit the following places...
- Can you follow this itinerary?
- Does the hotel have storage facilities to safeguard my belongings?



Similarly, when choosing some dishes the tourist wishes to try, they will ask:

- What dish do you recommend?
- What fish dishes do you have?
- What meat dishes do you have?
- What desserts do you have?

The menu must be organized in accordance with the clients' preferences and eating habits, and it must always contain the following elements:

Boiled dishes

Grilled dishes

Roasted dishes

Fried dishes



Meal Time

Breakfast

07:00-10:00

Lunch

12:00-15:00

Dinner

19:00-22:30

In hotels, prices vary depending on the service and also on the hotel. For example:

***** Hotel

**** Hotel

*** Hotel

** Hotel

* Hotel

USD 100

USD 80

USD 60

USD 40

USD 25



Activities

- Imagine you are a Tourism Technician in the “HappyTravel” Travel Agency in Dili. A group of three couples just arrived and they want to program a fifteen days trip to London. One of the couples wants to attend a theatrical play during the trip to the English capital. Based on what you learned from the Manual, please list all procedures to adequately serve these clients. (This activity is a simulation to be role played by a group of students).
- The English citizens Mary and Elisabeth go to the reception of “Plaza Areia Branca” Hotel. They do not have a reservation. They want a room overlooking the sea for seven days. Based on what you learned from the Manual, please accommodate these guests. (This activity is a simulation to be role played by a group of students).
- Please list the main functions and responsibilities of an Interpreting Guide.
- Please identify the points of tourist interest to three colleagues from Holland looking for adventure tourism in East Timor.



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Sottomayor, Maria Manuela, *Brush Up Your Grammar*, Porto Editora, Porto, 2004.

Other material and resources

<http://www.portuguese.hostelworld.com/guides/city-guides/londres/inglaterra/informacoes-gerais>

<http://www.rotas.xl.pt/>



Notas

[illegible]





Gastronomy and Restaurants

Module 4

Overview

The purpose of this module is to make students aware of the importance of gastronomy as a factor of tourist attraction. The main objective is for students to know the lexical field of food and drinks and be able to give their opinion about the composition and food making. In the initial phase, dedicated to diagnostic, we may use word games, like the “stop” game, in which students will make lists of the largest possible number of food and drinks whose vocabulary they know. The student may also be invited to manifest their opinion and personal preferences in terms of food habits in an informal dialogue. A brief reference may also be made to the different eating habits of the different regions of the world, prompting the student to identify those they are acquainted with and those they consider to be the most strange or flamboyant. After that, we will move on to the characterization of national eating habits, comparing them to English eating habits. We suggest the research of English websites dealing with gastronomy, the organization of a lexicon on food and drinks, the reading of package labels of food products (ingredients, method of preparation), the reading and studying of authentic texts (of gastronomic content), the analysis of recipes of regional dishes, the description of dishes, the creation of a typical Timorese menu, with the respective recipes (to be done in group) and the enacting of fictional situations in a restaurant setting.

Learning objectives

- To know and identify different kinds of food and drinks;
- To know and identify the main objects and accessories used in gastronomy and restaurants;
- To be able to give opinion on the eating habits in England and Timor, as well as in southeastern Asia;
- To describe the different forms of cooking food;
- To associate gastronomy and tourism;
- To know and describe some dishes of the English and Timorese gastronomy, as well as dishes from Southeastern Asia, associating them with the different regions of the world;



- To study and describe cooking recipes;
- To read and describe menus;
- To suggest and describe the characteristics of different food and drinks establishments.

Contents

The lexical contents in this Module will focus on the following topics:

- Food and drinks
- Gastronomy as a cultural phenomenon
- English, Timorese and Southeast Asian gastronomy
- Restaurants: places where one can eat and drink
- Menus
- Cooking food: ingredients, culinary, recipes
- Gastronomy and tourism
- Grammar contents:
- The expression of quantity
- The present subjunctive and its expression
- The imperative
- Some irregular verbs



Food and drinks

The service of food and drinks is the second largest activity in hotels. However, in many hotels the number of employees in the food and drinks service is bigger than those employed in accommodation services. Main factors:



Contrary to what happens with hotel rooms, hotel meals and drinks can be sold to non-guests as well as guests, which results in significant sales.

Cooks

The provision and availability of food and drinks depend on a relatively intensive and diversified manpower; even an incomplete team of cooking professionals requires:



Waiter

The providing of accommodation is a service activity that requires an insignificant usage of resources and material, and there is no sales cost.



Barman (masculine)





Barmaid (feminine)

The providing of food and drinks results in elaborate products composed of merchandise and services, and the usage of resources represents the cost of goods sold.

Food and drinks become part of hotel meal preparation in several different stages, from the purchasing of the products by the hotel to the final sale to the consumer/client. Those processes are described as food and drinks cycles. Depending on the size and volume of diversity of hotel markets, there may be more than one restaurant and one bar, as well as food and drink services to the guests' rooms and the availability of food and drinks in parties or special occasions organized by the hotel.



The preparation of food and drinks in a hotel involves a high level of technical ability



and knowledge, which cannot be assured without adequate specific training and the constant updating and recycling of skills and techniques.

Waiter



Gastronomy as a cultural phenomenon

Cultural Tourism is motivated by the search for information, the seeking of new knowledge, the interaction with other people, communities and places, by cultural curiosity, and curiosity about habits, traditions and cultural identity. This tourist activity is based on the link between past and present, the contact and intimacy with the cultural legacy, with traditions influenced and strengthened by the dynamics of time; this activity is based on the ways of expressing one's identity, revealing the true essence and the way how each community act .

Cultural Tourism opens new doors for the appreciation and revitalization of heritage, for the revival of traditions, for the rediscovery of material and immaterial cultural heritage, often forgotten by modern conceptions.



Pub

Ergo, tourist activity is necessarily an issue of local and regional culture applied also to gastronomy. It reinforces the need to comprehend gastronomy's peculiarities and stimulate participation by the community.



Cheese onion pie



Tourism destinations provide the opportunities for the revival of cultural identities, for the preservation of cultural heritage and the most valuable traditions. In short,



tourist activities generate sustainability mechanisms and the necessary room for cultural expression.

Fish&Chips

A country and its people are defined, above all, by their culture, and gastronomy is one of the cultural aspects of a nation/community/country. Gastronomy, like travelling, is an enemy of routine. It is curious and has a universal tone and direction. If it wasn't for curiosity and our basic need to experiment, taste, try and discover, with the abilities given to us by our five senses, we wouldn't now have the wealth and art of good food and gastronomy. Travelling through the world of gastronomy results in the satisfaction of one of our most important needs.



Roost beef

In prehistoric times, man fed upon small roots and fruits, until he realized the need to defend himself against dangerous beasts and preys. For that purpose, man created weapons capable of defending himself, and once the enemy was killed, he tasted it. In Ancient Egypt, the Roman Empire and all the way through the Renaissance, the importance



and progress of meals have been transformed and refined, and today gastronomy is part of the cultural heritage of any person.

Sassate



The main purpose of the art of cooking is to provide the maximum pleasure to those who eat. Besides, the act of eating has a symbolic significance to man. Gastronomy and culinary has the mark of the past, of history, of society, of the people and the nation



to which it belongs. Cooking is a cultural action that links us to what we were, what we are and what we will be, what we produce, what we believe in, and what we dream of.

Restaurant in Timor-Leste

By relating cultural tourism to gastronomy we can understand that these two “activities” both go in the same direction, allowing the visitor to go from discovery to discovery. Gastronomic Tourism is directly related to pleasure and to the feeling of well-being given from eating and travelling. Some regions know how to take advantage of their culture, history and traditions and announce their presence to the world through gastronomy, launching a distinctive tourist product which is also part of cultural tourism, like the gastronomic tours.

Gastronomy, as one of the most expressive and deepest cultural manifestations, is a major point of attraction of tourist inflows, and it has become one of the pillars of Cultural Tourism. Besides, it also allows human contact between different cultures, traditions and habits accessible and universal.

Timor has some of those examples available, like for example the fact that in its gastronomy we can see the connection of culture as a heritage of the past; but in Timor people actually study and work so that gastronomy does not perish by the passage of time, which makes its culture even wealthier and long-lasting.



Restaurants: places where one can eat and drink

When we think of restaurants we think of places where food and drinks are served.

Among the different types of restaurants, we can identify the following:

- Hotel restaurants;
- Typical restaurants;
- Regional restaurants;
- Rated and unrated restaurants.

Hotel restaurants serve international dishes, although lately it became common to see hotel restaurants also serving typical dishes in their menus.



At Hotel Les Ambassadeurs (1a)

Les Ambassadeurs Restaurant – 10 place de la Concorde – 75008 Paris





Chef Jean-François Piège, a well-known person in the French gastronomy (1 b)



Special chef dish that excels on appearance, creativity and, most likely, taste. (1 c)

(1a, 1b e 1c) <http://www.conexaoparis.com.br/2008/06/26/les-ambassadeurs-o-restaurante-do-hotel-crillon/> webpage accessed 6 of December



Typical restaurants are usually known for their typical decoration, service and gastronomy.

Examples:

Picture of typical products of the region of Trás-os-Montes (Portugal), exhibited in a restaurant.



Typical Indian Restaurant

Typical Chinese Restaurant



The architecture of the typical Timorese restaurant is consistent with the country's traditions, as well as its decoration and services.





Sanan Rai Restaurant – Dili



Typical Restaurant “Sol e Mar”

Regional restaurant – These are similar to the previous type of restaurants (typical). They can be located outside the region they make reference to. For example: the typical Baucau restaurants located in Dili.

Baucau regional restaurant: this is a kind of restaurant embellished by Baucau’s typical decoration, as well as the region’s gastronomic influences.

Restaurants: other places where one can eat and drink



Snack-Bar – This type of restaurant is known for its quick and simple service. These restaurants are more active in lunch hours than in dinner hours, due to the fact that clients typically frequent this kind of restaurant during lunch time.

<http://www.snackbaraustin.com/>





Grill-room – This restaurant distinguishes itself by the fact that it serves grill-based meals. These meals can be cooked in an open kitchen, giving the room a peculiar decoration, usually to the clients' delight.



Self-service – These establishments are characterized by their fast delivery – the clients serve themselves. With a tray, cutlery and a glass, clients go along the line where all dishes are exposed and pick what they want to try. At the end of the meal, the cashier shows up and the service is “fulfilled”.



Menus


The menu is presented on the clients' right side, with the right hand, and its presentation follows the same order as the order followed when serving clients. The waiter must have the notebook in his/her left hand to take the order. The menu must be structured according to the following specific organization:

- Starters/Appetizers;
- Fish dishes;
- Meat dishes;
- Desserts.

Professionals must give their utmost attention and care to both the menu cover and its inside, with easily readable letters and acceptable font size. The menu should be written in at least two languages, English being one of them.

<p>FISH DISHES</p> <p>SPECIAL Nº 1 Large Haddock and chips Bread & butter Tea, coffee, wine or beer 9.35 Euros Mushy peas, EXTRA 1.10 Euros</p> <p>MIXED FISH PLATTER Scampi, squid, Cod or haddock & chips, garnish and tartar sauce. 10.55 Euros</p> <p>SPECIAL Nº 2 Large Cod & chips Bread & butter Tea, coffee, wine or beer 9.35 Euros Mushy peas, EXTRA 1.10 Euros</p> <p>*Haddock & chips.....7.40 Euros *Lar.Haddock&chips.8.20 Euros *Cod & chips.....7.40 Euros *Large Cod & chips....8.20 Euros *Scampi & chips, garnish and tartar sauce.....8.80 Euros *Squid&chips,garnish and mayonayse.....6.80 Euros *Fish cakes and chips5.50 Euros</p>	<p>MEAT DISHES</p> <p>SOUTHERN FRIED CHICKEN Chicken breast deep fried in spicy breadcrumbs with chips and garnish.....7.65 Euros LIVER AND ONIONS With chips and gravy.....5.80 Euros CHICKEN NUGGETS With chips and garnish...8.00 Euros PORK SPARE RIBS cooked in B.B.Q.sauce served with rice or chips 9.75 Euros</p> <p>NOTE: we regret that there is a cover charge of 2.10Euros per extra plate for adults to share a meal Prices include V.A.T.</p> <p>OPENING HOURS Beginning of March until the end of October 12 Noon until 10 pm End of October until the Beginning of March 12 Noon until 8 pm Closed Sundays</p> <p>SAUSAGES English pork sausages deep fried in butter. 1 Sausage and chips 3.45 EXTRA sausage 1.35</p>	<p>PIES Individual pies made to a traditional English recipe. Choose from: Steak pie Mince & onion pie, Chicken, ham & mushroom pie. Large Cornish pasty. Pie, chips & gravy5.35 Euros Large pasty, chips & gravy.7.30 Euros Mushy peas or beans1.10 Euros</p> <p>KIDS SPECIALS(under 11) 11/10/06 1 Battered sausage, chips & beans 2.90 3 Nuggets, chips & beans..... 3.40 1 Fish cake, chips & beans 3.35</p> <p>SPRING ROLL Large Chinese Spring Roll filled with chicken, ham, bean sprout and a mixture of vegetables 3.35 Euros 12/10/06 Rice or chips 2.10 Curry sauce 1.10 Sweet and sour sauce 1.10</p>
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RAY'S I

IN THE OLD TOWN

THE OLDEST CHIPPY IN BENIDORM
ESTABLISH 1979

C/ San Vicente nº 4 Tel: 96-5859211

EXTRAS

	EUROS
Salad	1.85
Salad with coleslaw	3.10
Tuna Salad	4.60
Prawns Salad	8.75
Cheese Salad	5.00
Curry or B.B.Q. sauce	1.10
Sweet and sour sauce	1.10
Tartar, mayo or cocktail sauce	0.55
Chips or rice	2.10
Gravy	0.85
Coleslaw	2.00
Mushy peas or Beans	1.10
Bread & Butter	0.55
Fish cake	1.70
Prawns in bacon	8.95

DRINKS

	EUROS
Tea. (Made with mineral water) ...	1.15
Coffee (made with mineral water) ...	1.15
Wine per glass 20 cl.	1.85
Beer - 33 cl.	1.85
Beer - pint	2.50
Shandy 33 cl.	1.85
Strongbow (Cider bottle) ...	2.60
Pint of bitter ; A can.	2.60
Budweiser	2.60
Irish-brew	1.85
Coca-Cola, Fanta, or	
Sprite 33 cl.	1.85
Orange juice 20 cl.	1.20

We guarantee

*The quality and the quantity of our Icelandic cod and haddock.
Our regular portion of fish is 8oz or more*

We do not sell a cheaper type of fish on any of our fish & chip dishes or cut down our portions

Thank you

DESSERT

Apple pie with ice cream, cream or custard ...	2.95 Euros
Sticky toffee pudding with custard	2.95 Euros
Ice cream	1.95 Euros

WINES BOTTLES

Medium dry white wine	6.50
Medium sweet white wine	6.50
Rose wine	6.50
Red wine	6.50



The making/preparation of dishes: ingredients, culinary, recipes

England's Gastronomy

"English cuisine is fundamentally medieval, as it can be seen by the predominance of cereals, vegetables, bittersweet fruits, roast dishes, as well as sweet sauces or jams, lamb with mint jelly, the tradition of copious breakfast and cheese served as dessert"

Out of the many English special dishes, we can select smoked salmon and ham. If we try to list the most frequently used types of preparation, we have to mention the English breakfast, which is considered to be the most important meal of the day in England.



English Breakfast



Breakfast is the most complete meal of the day. It is composed of scrambled or fried eggs, bacon, tomato, sausage, hash browns (a salty element formed by grated and fried potato) and toasts.

Fish and Chips

The first restaurant serving this dish



Colcannon

Mashed potatoes with sprouts

Bubble-and-squeak

*Cabbages and sauteed potatoes with
pieces of meat.*



Stargazey pie

A sardine patty.

Yorkshire pudding

*Baked noodles with cow fat, garnished with
roasted beef.*



Bread and Butter Pudding

*This is composed of roast slices of bread with dried fruits and cream. Served while it's
hot.*

Spotted dick

Pudding with raisins and gooseberry





Mash and Bangers

Lincolnshire sausages are famous for their flavor and are usually served with mash potatoes and caramelized onions.

Cornish Pastries

Sweet patties with various fillings.



Shepherd's Pie

Milled lamb pie, with vegetables and mash potatoes covering.

Victoria Sponge Cake

"Sponge" cake with jelly and Chantilly (whipped cream) filling. Decorated with raspberries.



Curiosities

The traditional English tea is served in several places like hotels, pubs, tea houses, etc. The tea is served together with a variety of sandwiches, pies and cakes, not to mention the famous jam and cream scones, a mixture of bread and cake with fruits served with cream and jam.



Jam and cream scones



Sunday roast

The traditional Sunday lunch is one of the best dishes of English cuisine. Simple yet tasty, the Sunday roast is composed of 3 types of meat: the gammon (a kind of roast ham), beef (cow meat) and turkey, and sometimes even lamb. The meat is served with different types of green vegetables, Yorkshire pudding, and sauces to follow.

The main sauce is gravy, made from the roasted meat or the vegetables' natural juice. Together with this dish, they also serve the following sauces: cranberry sauce to go with the turkey, apple sauce to go with the gammon, and mint sauce to go with the lamb, and strong root sauce to go with the greens.



Timorese Gastronomy

Daily Timorese food is very rich in vegetables, and there is a great use of almost everything grown from the land. In Tetum language, they call “modo” when referring to anything to go with rice, which is the base of Timorese gastronomy. The following ingredients compose what is called “modo fila”: sauteed vegetables – cut or whole, alone or mixed – that boil in oil/olive oil in the frying pan with garlic and, of course, seasoned with aimanas (Timor’s spicy element).



Roast meat in bamboo

Goatling Sassate



Timorese gastronomy has African, Chinese, Indian and Portuguese influences. This fact does not mean East Timor’s culinary doesn’t have its own identity. One of the examples



of cultural Timorese identity is the preparation method of some dishes, using papaya leaves, corn and cassava.

In the preparation of the dishes, the presence of rice is constant, as mentioned before, but it is also very common to find coconuts, peanuts and chili. The most selected meat dishes are goatling dishes, while fish is the choice when in its dry form.

Southeastern Asian Gastronomy

Some examples of this gastronomy:

Bakso Soup



Indonesia

In Indonesia, like all around Asia, rice is the main basic element of most dishes. It is served together with varied combinations, with different spices and sauces. One of the dishes worth mentioning is the Nasi Goreng, which is rice with chicken, lobster, pepper and tomato.

The most common elements are: onions, shallots, garlic, red pepper, bengkuang (a kind of large turnip tempered with sugar, vinegar and trasi), nutmeg, saffron, Indian clove, dried roots, fruits (like tamarind), pineapple and mango, among others.

Chicken, pork, yam and seafood are other typical characteristics shown by Indonesian cuisine.



A good selection of Indonesian dishes would include the Soto Ayam (chicken soup), Sate Kerang (seafood brochettes), Telor Pindang (preserved eggs) and Es Teh Manis (sweet ice tea).



Singapore – An excellent example of ethnic mixture and diversity of cultures existing in Singapore. This cuisine has many influences of Malay, Chinese and Indian gastronomy (especially the Tamil cuisine) and also has Western influences, due to the English occupation of the islands in the nineteenth Century. As an example of variety and fusion of styles, we find the Hawker Stores, a kind of food court of Singapore. We can also see that the chefs of Chinese origin prepare Indian dishes, while Indian chefs prepare different dishes from Malaysia. Culinary is definitely one of the cultural attractions of Singapore.



*The popular Hainanese
Chicken Rice*



Laksa – Very popular dish in Singapore

Grammar contents

The expression of quantity in English is divided between countable nouns and uncountable nouns.

There are many books in the room.

The hotel has many guests.

Few are capable of diving.

I have many friends at school.

I have few whisky bottles in stock.

Pour just a little rinse aid detergent.

Conjunctive present – used when we intend to identify an uncertain and potential action.

There is no certainty that the action will occur.

We may have to wake up early.



I intend to be at the reception at 15:15.

We need the information technician to come today, because the billing software is blocked.

Imperative – a verb that implies an order, a request or a suggestion.

You must be punctual.

Let's go, run to catch the bus.

Please sit down.

John, clean the floor right now!

Do not cross – danger of falling rocks!



Activities

- After researching the internet or magazines, please choose a hotel restaurant and a typical restaurant. Describe the characteristics of both.
- Imagine that you just travelled to England. Tell your colleagues and friends about the characteristics and traits of English gastronomy, and what you suggest to them.
- Read and transcribe three English recipes.
- Based on the information you got from this Manual, prepare a Menu for a “Grill-room” restaurant and another Menu for a “Hotel Restaurant”.
- After the preparation of the previous Menus, describe both recipes.
- Explain why gastronomy is considered to be a tourist product.



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Tourism and Hospitality

Module 5

Overview

This module is intended to make the student aware of the importance of the accommodating/welcoming factor in the context of tourism.

It is the objective of this exercise to have students understand the lexical content of hospitality and be able to give their opinion on associated activities. By the end of this Module, students should also be able to deal with situations of communication. In the initial stage, dedicated to diagnosis, we may perform an informal dialogue, asking the student to talk about personal experiences in hotel units.

We suggest the consultation of English websites dealing with hospitality, authentic texts taken from books on hospitality and tourism, publicity flyers, tourist guides, statistic data (occupancy rates, etc.) documents related with hospitality and hotels (reservations, billing, breakfast order forms, etc.), the translation and retroversion of small texts and possibly a guided visit to a hotel unit.

Objetives

- To know the different types of accommodation units and the respective ranking and criteria;
- To know the main English hotel chains and their characteristics;
- To know and be able to provide information on services provided by the different types of hotel units;
- To know and be able to give opinion on the main sectors/equipments of a hotel unit;
- To know how to adequately deal with the different communication situations that occur in a hotel's reception;
- To be proficient in the techniques/skills and the procedures in the area of hotel reception: accept reservations, take charge of complaints, to apologize in the name of the hotel, to suggest solutions and resolutions, to suggest alternatives, to express feelings and sympathy, etc.



Contents

The lexical content will focus on the following topics:

- The importance of the hotel industry;
- The different forms of accommodation in hospitality and their characteristics;
- The services associated with hospitality;
- The equipment associated with hospitality;
- The tasks and responsibilities of the hotel's receptionist.
- Grammar contents:
 - Some of the most frequent homophone words;
 - The verbs;
 - The direct and indirect personal pronouns;
 - Language functions relevant for the specific learning goals.



The importance of the hotel industry

Hospitality is a typical activity associated with tourism, as it is illustrated in the conceptual strategy and data supporting the position of tourism in a country's generation of revenue.



Source: World Tourism Organization

The importance of hospitality is a result of the relevant role it plays in most countries through the offer of accommodation/establishments, restaurants, business transactions, meetings, conferences, leisure and entertainment.



Source: World Tourism Organization



Contribution of hospitality and tourism:

- These are the main points where most expenditure is made by visitors, offering a significant contribution to the local economy: directly – with transportation, accommodation, restaurants, shows and spectacles (both the art and sports ones), among others; indirectly – we emphasize the increase in production in the primary sector, like agriculture, employment in various sectors, infrastructures serving both the visitors and the local people, among others.



- It became an important source of external revenue, contributing to the balance of payments (made and received;

Its importance can be seen by the volume of manpower it employs;



- It works as a way of distributing products of many industries;





Textile industry for hospitality

- It is also an important source of commodities for the local consumers.

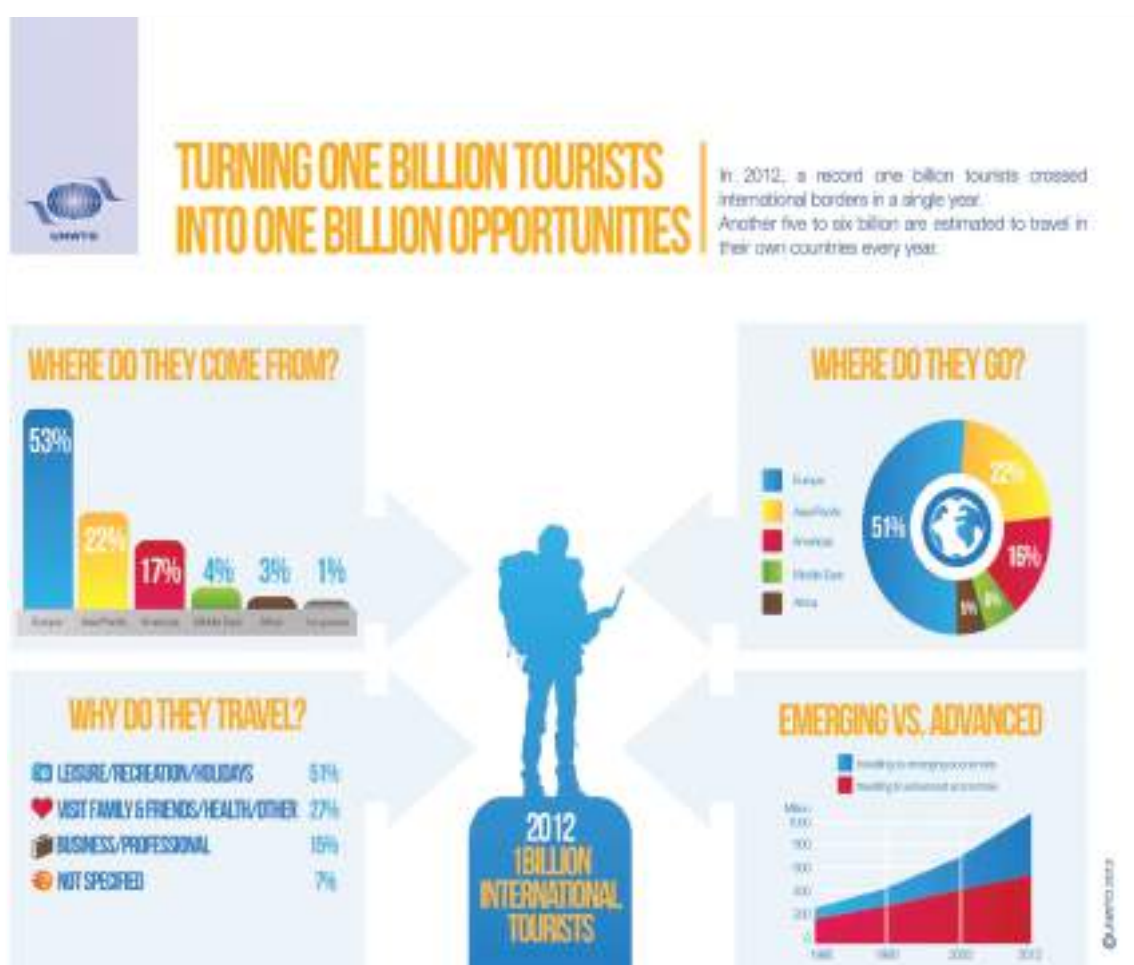


As pointed out by Medlik et al (2002) , “(...) hotels play an important role in most countries, offering appropriated conditions for business transactions, meetings, conferences, leisure activities and entertainment (...)”. The same author goes on and mentions that “(...) hotels contribute to the total production of goods and services, which are the main component of the substantial well-being of nations and communities (...)”.

However, tourism and hospitality, like other areas of action, are now facing new challenges and paradigms, making it necessary to reformulate public and company strategies, in order to defend and maintain the indispensable levels of competitiveness.



In the area of economic factors, the perspectives resulting from studies and research made by the World Tourism Organization are unanimous in the conclusion that after the removal of the effects of the financial crisis of 2008 and 2009, we will feel again the effects that led to the evolution of hospitality and tourism to the level they reached in the first years of the twenty-first Century, with the combination of new decisive factors. In this last part, we must emphasize the predictable consequences of the increasing pensions, the evolution of interest rates, the potential escalation of social inequalities in some countries and the increasing importance of new, strong, ascending economies.



Source: World Tourism Organization

In the demographic and social context we can identify specific background scenarios, especially those resulting from the gradual increase of the retirement age, the aging of the population and the heterogeneous composition of family structures.



Obviously, in this dynamic we must add other factors of change, namely the almost limitless technologic innovations in transportation, accessibilities, information and communication. In this area, we continue to see the impact of the increasing penetration of the phenomenon of low-cost air travelling and its irreversible tendency, as well as the role of the internet as a privileged medium for reservation and sales.

To these decisive elements we cannot avoid adding the rotation operated in the profile of consumers/clients, who came to attribute a significant importance to the access of information, the demand for high quality standards (safety included), the development of active vacation programs and the possibility of taking part in some local cultural practices.



On the other hand, tourists tend to use more frequently short pauses and secondary vacations out of the high seasons,

intensifying the search for diversified products and the usage of alternative forms of tourist accommodation, above all in the concept of second residences (houses).



In accordance with the micro-tendencies mentioned before, tourist companies, namely hotel companies, must continue intervening in a way that makes it possible to provide an adequate response to the already mentioned challenges, which must take into account the following factors: globalization, rotation of characteristics, information and communication technologies, human resources, safety requirements, supreme importance in the quality of services above everything else, innovation, diversification of products and differentiation.

In the context of globalization, where it is evident that there is a tendency for the standardization of some products and the concentration of the major market decisions in a short number of operators, it is important that professionals in the hotel industry possess adequate competences and skills, namely through the reinforcement of leadership, the development of good interpersonal relationships, the capacity to be creative and adapt to change, the ability to speak some languages fluently and the knowledge of information and communication technologies. On another hand, it seems also indispensable to possess full knowledge of the new business models, where diagonal integration, concentration on “branch” chains and internationalization are among the increasingly frequent options.

The already mentioned rotation of the characteristics of consumers makes it necessary to create ways for the top administration and the functional management to adequately respond, in order to ensure the necessary skill and flexibility to efficiently compete in the future, which means the eradication of a vision oriented only to quick and immediate profit/turnaround. The companies that invest in competitive processes have increased chances of success, while those that insist in the illusion that they can ensure a client base without developing and making available products and services that add real and significant value to the tourists, will have a lot more difficulties.

The importance of hospitality/the hotel industry has several factors to consider, among which we can highlight the following:

- Employment – it is responsible for most jobs in the area of tourism;
- The investments it generates in the building of hotels;
- Gaining of revenue;



- Propagation and promotion of heritage and history

Hospitality is characterized essentially by its diversity in terms of offer and services.

The variety of options hospitality intends to make available are:

Quality of the hotel: the offer of services that complement accommodation itself:

golf, tennis, entertainment, these are all indicators of the importance of hospitality and what it can offer for the ultimate well-being of the client.



Taking into account the importance of hospitality and its globalization, some universal working symbols have been adopted, for example, for reservations:

1/- or 1 x 1	A single room
1/= or 1 x 2	A double room (two beds)
1/= or 1 x 3	A triple room (three beds)
1/x or 1 x 1 C	A double room (double bed)
1 St	A Suite
()	Communicating rooms
T0	Studio room (2 people)
T1	T0 + 1 room (4 people)
T2	T0 + 2 rooms (6 people)
T3	T0 + 3 rooms (8 people)

The importance of hotel accommodation is based on hospitality as the way of welcoming and treating guests. According to CASTELI (2005), hospitality, in its more humane



meaning, is the generosity towards a group of people, whether it is a community, ethnicity, city, nation, state or country. It is the kindness of a group of welcoming people towards what is foreign and mysterious, in a relation that takes into account the fact that the target of that kind welcoming, which are the visitors, also look at the locals as mysterious people, and the places they visit are equally mysterious, which do not keep them from visiting those specific places; in other words, hospitality, in any of its forms, essentially encompasses the providing (free or otherwise) of services.

When hospitality provides accommodation for resting or delighting with the characteristics of a particular region, it is called “accommodation”, regardless of the providing of meals. If only the meals are offered, there will be hospitality, but not accommodation. (BOEGER, 2003) This is the most important defining part of the hotel industry: “accommodation”.



Different forms of accommodation

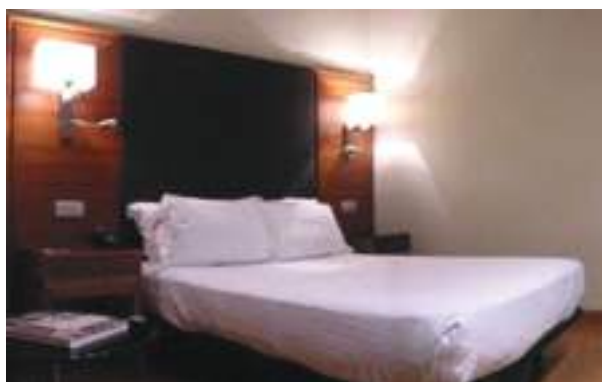
The accommodation in a hotel encompasses the occupation of a specific space which can be:

Hotel:

- Single room



- Double room



- Communicating room
- Suite



- Junior Suite
- Presidencial Suite



In the context of accommodation, it is equally common to find the same forms of lodging and accommodation, which can be:

- **Room Only (RO)**

This is the modality of accommodation that consists on the providing of a room, but the guest does not have the right to include breakfast.

- **Bed and Breakfast (BB)**

This is the modality of accommodation consisting on the providing of a room along with the service of breakfast.

- **Half Board (HB)**

This is the modality of accommodation consisting on providing a room plus the services of breakfast and one of the main meals (lunch or dinner).

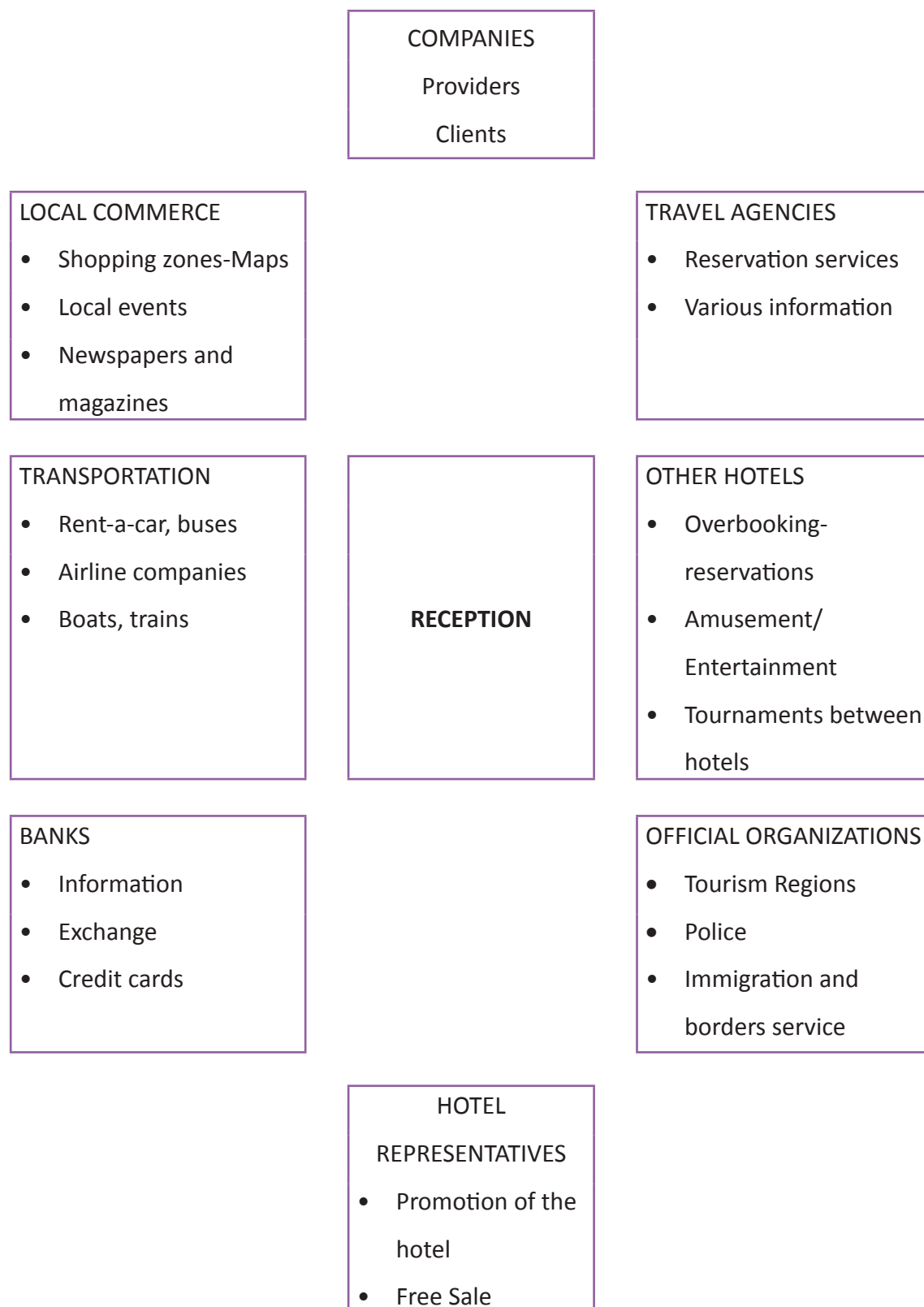
- **Full Board (FB)**

This is the modality of accommodation consisting on providing a room plus the services of breakfast, lunch and dinner.



Services associated to Hospitality

These can be external or internal. Hospitality is a transversal activity; let's look at some of the services provided by it at an external level:



Local commerce

Clients must be informed about the commercial areas of the city that are most adequate to the kind of purchase they intend to make. The providing of this information should be done with the offering of maps, pamphlets and flyers (local tourism), etc.



Transportation Companies

The reception must also have all necessary documentation in regard to the different available means of transportation, in order to be able to inform the clients whenever they so request (prices, schedules, etc.).

It must also establish connections with companies of car rentals, as well as with taxi service companies.

Banks

The client often prefers to do some operations directly in the bank counters.

Along with this informative service that hotel receptions



must provide the client, they must keep in constant communication with banks, for their own exchange purposes as well as other operations (various deposits, currency exchanges, etc.).



The reception must also have a daily contact with the banks, in order to keep up to date with the constantly updating currency exchanges.



Travel agencies

The connections established between the hotel's reception and travel agencies are constant, given the fact that the majority of tourists have their travels arranged by these companies.

Information

Receptions are constantly asked to provide information (through various means) to travel agencies about the possibility of accommodation (availability) and prices (contracts or otherwise). The information provided must therefore be quick and clear. It is indispensable that the hotel maintains a good relationship with travel agencies and keeps a good reputation and image in the travel agencies' eyes.

Reservations

This area is directly linked with the previous topic. Travel agencies will have the possibility of making reservations for accommodation services (and others) in the hotel. A certain type of rules must be established for the acceptance of reservations; these can be written confirmations of the reservations and the compliance with the rules established by a contract (when there is one).

Commissions

A reservation made by a travel agency that does not yet have a signed contract with the hotel gives the travel agencies the right to a commission established in advance (in the cases of travel agencies with signed contracts, the commissions is already included in the price – net prices).

The issuing (payment) of commissions to travel agencies must be carried out with regularity and within the deadlines agreed, which helps demonstrate the efficiency of the hotel's services.



Hotel Representatives

The connections between the reception and the hotel's representatives must follow the same nature as that of the relationships established with the travel agencies, since the hotel's representatives are the ones who ultimately take care of reservations and promote the hotel outside.

Other Hotels

It is also of great importance the kind of connections/relationships established between a hotel's reception and other hotels – in this case, ideally there will be a spirit of cooperation and help between the hotels.

The most frequent contacts take place when the hotel is at full capacity and the client asks for the receptionist's help to make a reservation in another hotel.

Also in the cases of overbooking, the reception is forced to use the services of another hotel in advance, in order to avoid unpleasant situations.

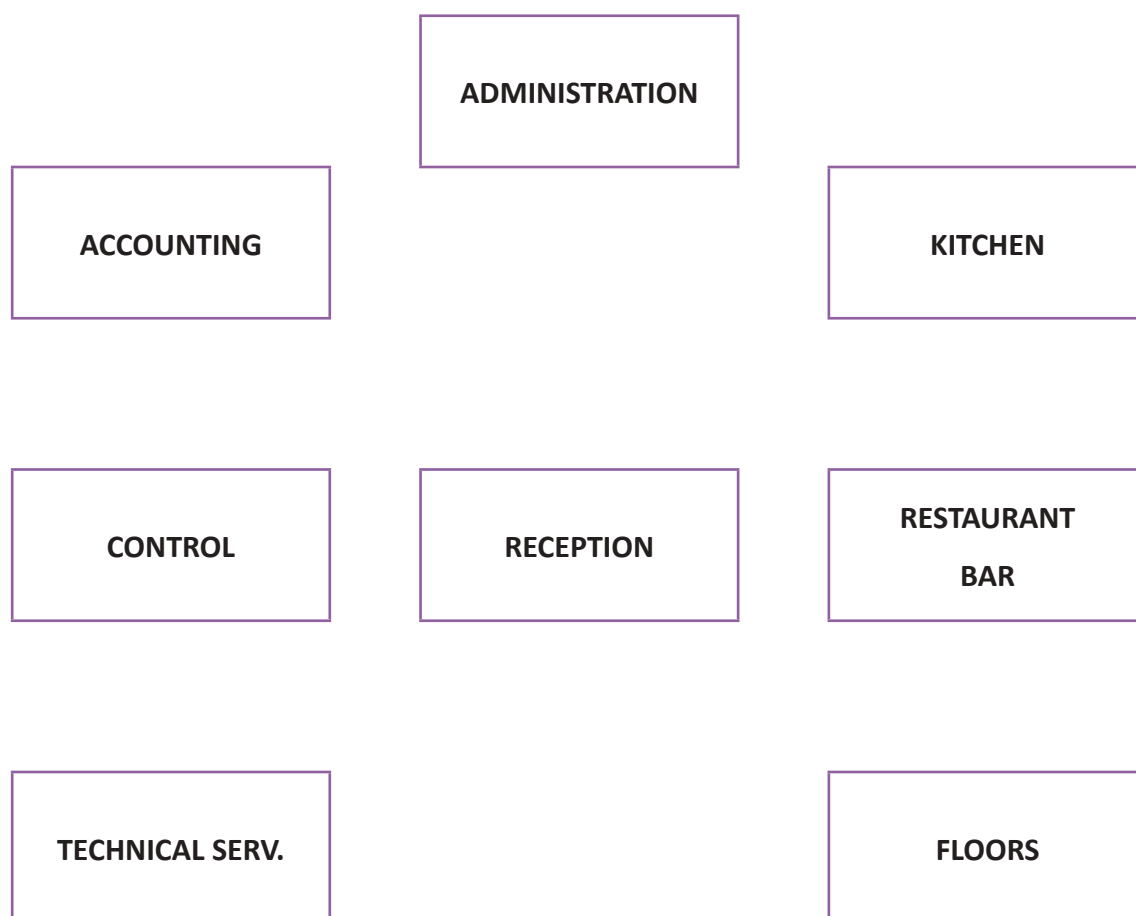
The client may also use the services of the reception to get information about other hotels located in another city, or even in another country, to which they are planning on going. The reception must have consultation material available, in order to adequately inform the client and even perhaps make the reservation in another hotel in the name of the client. If the cooperation previously mentioned was carried out correctly, the possibilities of success in the making and confirmation of the reservation in another hotel are much higher.

Official Organizations

It is convenient that the reception and the hotel in general maintain the best relationships with official organizations and institutions, especially those more closely linked with tourism, for example: the Ministry of Tourism, the Ministry of Commerce and Industry, the Hotel Schools, the City Councils, etc.



Connections at the internal level



Administration

The administration of the hotel must be kept informed about everything that may be of interest to them, and the reception staff must have the ability and capacity to provide the administration with quick and clear answers about all the movement and inflow of guests. Examples: Guest lists, lists of expected arrivals and departures, summary of daily movement, complaints, technical difficulties, statistics, etc.).

Invoices

In large hotel units, given their dimension, this sector is set aside from the reception, having its own working staff, while maintaining a permanent contact with the reception staff with regard to the volume of guest movement and flow (arrivals, departures, changes of room).





SOLD TO

INVOICE

INVOICE NO.

DATE _____

DATE	SERVICE	TOTAL

SUBTOTAL

TAX

LESS DEPOSIT

TOTAL

www.SavetzPublishing.com

Cashier

Generally, the sub-sector “cashier” is integrated in the sector of invoicing/billing, for which reason the connections established with this sub-sector with the reception are of the same nature.



Control

The connection of the control with the reception has to do with any kind of operations carried out by the control services in regard to the accommodation conditions (hired daily prices), the movement of guests along the hotel's premises and invoicing/billing in general.

Lobby

The lobby must be permanently connected to the reception's services, since a large part of the tasks undertaken by both services are common – today, many hotels have both sectors (lobby and reception) fused into a single sector.

Kitchen

The hotel's kitchen must be kept informed about the predicted daily meals to be served (half board or full board), as well as about any special requests made by the clients (diets, vegetarian servings, diabetic guests, among others).

Restaurant

The restaurant must be informed on a daily basis about the number of guests accommodated in the hotel, their respective accommodation conditions, special requests by clients, as well as other services that may have been asked by the reception.



Bar

As mentioned before for other sections, the bar must also be kept informed about the current guests, as well as other services that may be requested of the bar by the hotel's reception.

Floors

The contact and accessibility of communication with the hotel's different floors is indispensable, in regard especially to: predicted time of arrivals and departures, room changes, particular requests made by guests, guest/room control procedures, fixing of technical difficulties in rooms and public spaces, etc.

Telephones/Fax

The interaction between the reception and the telephone and telefax services is also very important, namely in regard to the acceptance of reservations, accommodation of guests and various invoicing/billing.

Technical Services

The relation/connection with this sector is also of great importance, given the fact that it is the reception's responsibility to communicate to these services the technical fixing procedures considered to be necessary and urgent.

Others

This depends on the size and structure of the hotel; other sections/services associated with the hotel's reception may be: laundry, room-service, pool, health-club, etc.

Equipment in hospitality/hotels

Hospitality/hotels use a lot of equipment in accordance with the characteristics of the unit and the services it provides – the equipment needed is listed below:

Reception:

- Counter;



- Computers;
- Printers;
- Desk;
- Chairs;
- Safe.

Kitchen:

- Stove;
- Frying equipment;
- Fridges;
- Freezers;
- Working/cooking tables;
- Cookware;
- Knives, forks, spoons, etc.;
- Conservatory.

Restaurant

- Tables;
- Chairs;
- Service trolleys;
- Lunch counters;
- Fridges Drink.

Accommodation/rooms

- Beds;
- Bedside table;
- Desk;
- Chairs;
- Sofas;
- Baggage carrier;
- Mirror.



Hotels usually have living rooms with sofas and tables so that guests can spend some time, which adds to their well-being.

The responsibilities of the receptionist

The receptionist is the person who, in the context of his/her tasks, has the responsibility of:

- Welcoming the clients;
- Communicating in person and/or by telephone with the clients;
- Writing e-mails;
- Making reservations;
- Issuing invoices/bills and ensuring they are paid (in the case of smaller hotels);
- Carrying out the check-in procedures;
- Carrying out the check-out procedures;
- Delivering room keys;
- Receiving and sending messages;
- Give and receive information;
- Listening to complaints and forward them to their supervisors, with all necessary information;
- Carrying out computer reservation operations and other tasks done in a computer;
- Carrying out the official registrations;
- Ensuring the adequate conditions and state of the section under his/her responsibility (the reception and immediate corridors).



Grammar contents

Some of the most frequent homophone words – homophone words are those words that sound the same or have the same pronunciation but are written differently and have different meanings.



Break

Brake

Heal

Heel

Through

Threw

They`re/Their/There/They`re

Waste

Waist

Too/to/Two

Hole

Whole



Activities

Group I

Go to the World Tourism Organization webpage at www.unwto.org/ and answer the following questions:

- What is the mission of the World Tourism Organization?
- Where are its headquarters?
- What was the growth rate of tourists in 2011?



- After reading the summary of this document, please identify the aspects discussed in it.

“Asia and the Pacific – growth driven by South-East Asian destinations

Asia and the Pacific (+6%) recorded an increase of 13 million tourist arrivals in 2011, reaching a total of 217 million. Growth slowed down compared to 2010 (+13%), largely



due to the impact of the Tōhoku earthquake and tsunami in Japan affecting both inbound tourism to and outbound tourism from the country. The Asia and the Pacific region earned US\$ 289 billion in tourism receipts, up US\$ 34 billion from 2010, or a 4% increase in real terms.

By subregions, South-East Asia experienced the highest growth in international arrivals (+10%), benefiting from strong intraregional demand. A large number of destinations reported double-digit figures, with Myanmar (+26%), Cambodia, Thailand (both +20%) and Vietnam (+19%) posting the highest growth in arrivals. In absolute terms, Thailand recorded the largest increase, with over 3 million more tourist arrivals, followed by Singapore (+1 million)."

- After reading this text, please comment on the factors mentioned in regard to Tourism in Asia and the Pacific.
- Please create a detailed graphic for the statistic data presented in the text for Asia.

Group II

"UNWTO Tourism Highlights, 2012 Edition

International tourism hits one billion

PR No.: PR12076

Madrid

12 Dec 12

One billion tourists have travelled the world in 2012, marking a new record for international tourism – a sector that accounts for one in every 12 jobs and 30% of the world's services exports. On the symbolic arrival date of the one-billionth tourist (13 December 2012), UNWTO revealed the actions tourists can take to ensure their trips benefit the people and places they visit, as voted by the public.



International tourism has continued to grow in 2012, despite global economic uncertainty, to reach over one billion international tourist arrivals. The figure cements tourism's position as one of the world's largest economic sectors, accounting for 9% of global GDP (direct, indirect and induced impact) one in every 12 jobs and up to 8% of the total exports of the world's Least Developed Countries (LDCs).

Recalling the positive impact even the smallest action can have if multiplied by one billion, UNWTO launched the One Billion Tourists: One Billion Opportunities campaign to celebrate this milestone, showing tourists that respecting local culture, preserving heritage or buying local goods when travelling can make a big difference. The public was asked to vote for the Travel Tip that would have the greatest benefit for the people and places they visit and to pledge to follow that tip when traveling.

The winning tip, revealed on the arrival date of the one-billionth tourist, was Buy Local, encouraging tourists to buy food and souvenirs locally, or hire local guides, to ensure their spending translates into jobs and income for host communities. A close second, Respect Local Culture calls on tourists to learn more about their destination's traditions, or some words in the local language, before leaving home.

"Today, we welcome the symbolic arrival of the one-billionth tourist" said UNWTO Secretary-General, Taleb Rifai. "Your actions count. That is our message to the one billion tourists. Through the right actions and choices, each tourist represents an opportunity for a fairer, more inclusive and more sustainable future."

As it is impossible to know exactly where the one-billionth tourist arrived, many countries are celebrating the occasion by welcoming tourists arriving on 13 December. UNWTO is celebrating in Madrid, Spain, home to its headquarters, by welcoming the symbolic one-billionth tourist in the Museo del Prado, Madrid's most-visited tourism attraction, together with the Ministry of Industry, Energy and Tourism of Spain."

Press Release, in World Tourism Organization <http://media.unwto.org/en/press-release/2012-12-12/international-tourism-hits-one-billion>, página acedida a 13 de Dezembro 2012.



- Please reflect upon the topic of “tourists’ actions” as a way to achieve a more inclusive and sustainable future.
- Please debate the themes covered in this Manual and the general topic of “the importance of the hotel/hospitality industry”.



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Modalities of Tourism / Touristic Destinations

Module 6

Presentation

This module is directed towards the objective of making the student aware of the importance of the different modalities of tourism and tourist destinations. It is the objective of this module that the students know the terminology used in the tourism area and be able to express themselves about the composition and preparation of tourist travelling and destinations. In the initial stage, dedicated to diagnostic, we can use a game of words like the “stop” game, in which students will be required to list the highest number of modalities and destinations that they know in English in a given period of time.

Objectives

- To know and give opinion about the evolution of tourism and its specialization in different modalities;
- To know and identify the different countries and nationalities of Europe and around the world;
- To know the general geographic characteristics of England and its most famous tourist destinations;
- To know the general geographic characteristics of East Timor and its most famous tourist destinations;
- To identify and describe the tourist attractions and highlights of the different destinations;
- To understand, be able to inform and be able to ask for information and clarification about different destinations (city, countryside, beach, mountain, etc.);
- To know and be able to give opinion regarding the main environmental impacts of tourism;
- To know and identify the benefits of sustainable tourism, providing some examples.



Contents

The lexical contents will focus on the following topics:

- The evolution of tourism regarding the development of specialized sub-sectors in certain products.
- Modalities of tourism: cultural tourism, religious tourism, Winter tourism, “green” tourism, active tourism, health tourism, “sun / beach”.
- The main countries in Europe and their respective nationalities.
- The main countries in Southeastern Asia and their respective nationalities.
- The geographic characteristics of England and its most famous tourist destinations.
- The characteristics of specific tourist destinations.
- The factors that play a role in tourist attraction (natural heritage, cultural heritage, gastronomy, craftwork, etc.).
- The environmental impact of tourism.
- Sustainable tourism.

Grammar contents to discuss:

- The present participle and the gerund tenses.
- The gerund tense when expressing time, cause, condition, concession, mode, etc.
- The expression of cause.
- Anteriority, simultaneity and posterity.



Evolution of Tourism

Tourism is without a doubt a very important phenomenon in societies which have been investing on the exploitation of its potential and in the countries that have decided to use tourism as a strategic push for social and economic development.



Looking at tourism as a phenomenon that has been the subject of an exponential development since the nineteenth Century, we must understand that although tourism has gained a very important role in societies and economies, it should not be seen as a magical formula for solving the problems of a country's economic system, since tourism itself carries a set of direct and indirect contradictions along with it, affecting people and resources, in order to expand its development. In fact, when we look at tourism from a natural or cultural point of view, we must never forget the equipment and means of transportation needed to make it possible, as well as, of course, the consequences that those resources produce when tourism works.

Tourism is being more and more studied and debated in schools, faculties and socio-professional media, elevating it to the level where it is considered to be a science, to which a whole range of elements and subjects converge, from politics, economics and





The London School of Hospitality and Tourism

culture to social sciences, making tourism a set of multidisciplinary areas of study capable of providing communities with the academic knowledge to improve the quality of promotion, investment, results and services.

In reality, taking into account the importance of tourism throughout the ages and, above all, in current times, we can say that all over the world and especially in Europe, tourism has provided a strong and, in some cases, even a decisive support in terms of the revenue it generates, and naturally because of the direct and indirect employment it makes possible.

Tourism has been growing steadily, evolving in terms of transportation, accommodation, entertainment, security and services, being incomparable today to what it was in the eighteenth Century, the classical age of tourism, which extended itself to the nineteenth Century; in this first phase of tourism, it was essentially based on individual travels, usually made due to fundamental market needs, or taking the form of religious pilgrimages or travels for health, political or research reasons.

Tourism as a subject matter begins to occupy its current position in the period between the two major wars, in other words, between the First World War (1914-1918) and the Second World War (1939-1945) (Fúster Luís, 1987), and in its primordial definitions as a phenomenon we encounter two components the tourist and tourism. The first is the acting subject; the second is the set of phenomena of all types produced by the first one.

Analyzing the tourist phenomenon in the twentieth Century encompasses the understanding of all the economic, social, political and technological transitions that took place since the second half of the eighteenth Century, which made it possible for tourism to become the worldwide mass phenomenon as we understand it now. The access to “tourism” travelling – for culture, leisure, or even for therapeutic purposes





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– which was, in the beginning of the eighteenth Century, exclusive to the aristocracy, expanded in a first phase to the enriched bourgeoisie, becoming available to more and more different social groups throughout the nineteenth Century, encompassing larger and larger segments of the population, thanks to the development of transportation and communication infrastructures. In the twentieth Century tourism achieves a level that makes it possible to become, in many regions and even countries, one of the main sources of revenue and an important supporter of the entire economy.



The twentieth Century is the century of the automobile, but it is also the century of the airplane. It is also the century that marks a set of positive developments in the working field, such as the right to paid leaves and vacations, which contributed largely to the increase in the number of citizens who could enjoy days off and make trips to know other places and different cultures.

The evolution in tourism bases itself, on one hand, on the evolution of the customer profile, faster and cheaper means of transportation, “Charter” and “Low Cost” services, and emergent destinations (Asia and Africa) and, on the other hand, on the quality, services and prices of tourism-associated establishments, which is a result of the enormous competition they generate between themselves.

As evolution, according to Cunha (1997), we can identify three historic eras of tourism:

- the classic Age;
- the modern Age;
- the current Age.

Classic Age

Modern Age

Current Age

Séc. XVIII

Séc. XIX

Séc. XX

Classic Age

- Period of time beginning in the establishment of the first civilizations and extending to the first half of the eighteenth Century;
- The invention of the wheel allowed for the development of chariots pulled by animals and provided the fundamental requirements for organizing trips, not only for commercial purposes, but also for other reasons;
- Roads began to expand and become commonplace, being built with growing technical knowledge and care.



- It was the Romans who, around 150 B.C., built the largest road network of that time. Some of those roads are used even today, and some of the bridges of that era are still crossed by modern cars.
- Also in the field of maritime transportation, more than 5000 years ago trips were made through the Nile River, in Egypt, to visit the many temples that existed along the way.
- The Romans and the Greek travelled to visit the temples and the seven wonders of the world of the Mediterranean area, particularly the pyramids and the monuments of Egypt, which still exist today and represent one of the greatest tourist attractions in the world.
- Greece used to attract a great number of visitors during the Olympic Games, and offered a great number of attractions, cultural activities and points of interest, such as theatrical plays and productions, thermal baths, athletic competitions and festivals.
- Between 180 and 160 B.C., a “Description of Greece” was written in ten books, containing a detailed description of the most important places and monuments of Greece – it can be considered to be the first tourist guide.
- With the development of the thermal installations, in 25 B.C., in Rome, the first true tourism centers emerge, and they are still the same ones we think of today.
- The Greek had already taken advantage of the thermal fountains for therapeutic purposes 4000 years ago, but it was the Romans who transformed those fountains into centers of attraction spread all over the imperial territory: in Italy, France, Spain, Portugal, England, Romania, Northern Africa and Asia Minor.
- The greatness and the luxury of the thermal (spa) installations, with hot water baths, massage rooms, theatrical plays, circus games, car races and other distractions, which we nowadays call entertainment, allowed thermalism to play an important part in the planning of travels and animation, a planning structure that is still followed in today’s era.
- A large part of the European thermal spa resorts, which represent important modern centers of touristic attraction, began with the Romans, and, in some cases, still retain the splendor they had in the distant past. Such is the case



of Ischia and Abano, in Italy, Vichy, Mont-Dore or Évian, in France, Chaves, S. Pedro do Sul or Luso, in Portugal, Bath, in England, and many others across several countries.

- Around 900 B. C., travelling had as their main purpose pilgrimages, some of which became famous, like the ones that have as destination Santiago de Compostela, in Spain, Canterbury, in England, the Holy Land, in Palestine, and Meca, in Arabia. For some authors, the pilgrimages which were first organized in Greece, Egypt or Rome were the first tourist travelers.
- In the fourteenth Century there were already some travel guides who provided detailed information to pilgrims about the regions they would be visiting and the types of accommodation they could use.
- The great journey began with Marco Polo in the thirteenth Century – he went from the East all the way to China.
- Later, the Portuguese prepared their great expeditions by sea, and Lisbon became a center of attractions.
- The first discoveries of the Portuguese, followed by great travels by the Spanish, English, French and Dutch, transformed the world and allowed for the universalization of travels.
- The Portuguese travel throughout the whole African Coast and the Red Sea, reach India, Thailand, China and Japan, established themselves in Malaca and Timor and discover Brazil;
- The Spanish land in the Caribbean, the Antilles and Central and South America.
- The English discover North America.

Modern Age

- During the whole historic period that encompasses Antiquity and the Middle Ages, the forms and purposes of travels kept the same characteristics, with no clear distinction being visible between the two.
- From the second half of the eighteenth Century, great changes in the areas of technology, economy, society and culture begin to happen, which results in a significant change in the way travels are planned and executed.



- It is during this era that that the **joyridings** become popular among the families with higher financial incomes, as a way of increasing general knowledge and seeking new relationships and experiences.
- In England, the birth of ideas of free-trade in international commerce and the first steps towards the industrial revolution, with the invention of the steam engine, increased and expanded international relations.
- In the second half of the century, most people with a good cultural level, and generally people with a certain degree of fame and recognition, travelled throughout almost all of Europe and enjoyed long-term accommodation.
- Diplomats, students and members of rich English families who lived in luxury made the **Grand Tour**, travelling through Europe. Visiting Paris, Florence, Rome or Venice became common practice.
- The **Grand Tour** marks the birth of a new concept of tourism and, for the first time, people visiting from abroad are addressed as **tourists**.
- The publishing of tourist
- guides expands enormously. In 1793 the *Guide des Voyageurs en Europe* is published.
- In the same year of 1793 the *Le Guide d'Espagne et Portugal* was also published.



- The vast travel flow of English citizens to the European continent had an extraordinary impact on the development of transportation, hospitality and restaurants.
- In the nineteenth Century, the progress in science, the industrial revolution, the multiplication of exchanges and trades, the development in transportation means, particularly trains, and the transmission of ideas with the generalization of newspaper publications all give a new boost to travelling.
- Around 1830 the first full-fledged hotels start appearing in Switzerland, taking the place of smaller hostels and inns.
- The main boost for the creation of hotels and the development of the hospitality sector was, above all, the travel flow of English people. It is thus not surprising that many of those hotels got English names: *Hotel d'Angleterre*, *Hotel Albion*, *London Hotel*, *Hotel Windsor*, *Carlton*, etc.
- It is in this era that some of the great hotel businessmen become prominent, giving their name to famous hotel chains and organizations like *Pullman* and *Ritz*.
- In 1822, Robert Smart, from Bristol, became the first travel agent, taking on the task of organizing seat reservations for boat passengers between England and Ireland.
- It was in 1841 that tourism as we know it was born, organized by Thomas Cook. Cook organizes the first Collective Travel with the duration of one day and taking on board 570 passengers between Loughborough and Leicester, to attend an anti-alcohol manifestation.
- In 1855 the first international travel takes place – *Great Exhibition*.



- In 1864 Thomas Cook organized the first guided excursion, in an “all included” package, for 500 tourists – with Switzerland as destination. This was followed one year later by a travel in the same terms from London to the U.S.A.
- In 1867 the Travel Agency “Thomas Cook & Son” issues the *Voucher*.
- Thomas Cook opens offices all around the world (Egypt and India). His initiatives mark one of the greatest stages in the history of tourism and become the source for today’s tourism – still today, the agency he created is one of the biggest tourist organizations in the world.
- Henry Wells issues in 1891 the first Traveller Check of American Express.
- In Portugal, the first travel organizations are born. One example is Agência Abreu, founded in 1840.



- The first decade of the twentieth Century became prominent for innovations and transformations that deeply changed lifestyles: it is the so-called *Belle Epoque*:
- The discovery of the telegraph;
- The invention of the telephone;
- The extension of railway train networks to a degree where it surpasses a million kilometers in distance covered;
- The extension of road networks. In France alone, the distance covered by roads reaches 700.000 kilometers;
- The great industrial development, transferring the economic power from Europe to the United States;
- The rationalization of work and union claims lead to a great democratization of societies and to new concepts of life in society;





- Working time diminishes and workers are given the right to weekly day offs, which gives the concept of leisure a new meaning;
- Tourism becomes a phenomenon in society;
- Tourism starts having an influence in the behavior of people in general;
- Tourism starts achieving an unprecedented economic dimension.
- The recognition of tourism's importance leads most countries in Europe to create governmental institutions with the purpose of promoting and organizing tourism-related activities. The first country to do this was Austria, followed by France, with the creation of the *Office National du Tourisme*, in 1910, and Portugal, with the *Repartição de Turismo*, in 1911.



- The International Labour Organization (ILO) establishes the principle of paid vacations, later recognized by the Universal Declaration of Human Rights, and, in 1936, a bill from 20th of June establishes paid vacations in France, something that will deeply impact the future of tourism.



Current Age

Tourism is considered to be a relevant economic activity from the start of the twentieth Century:

- The development of transportation means;
- The recognition of the right to paid vacations;
- The creation of national and international organizations with the purpose of promoting tourism.

Despite the events that cast shadows on the whole world like

- the First World War;
- the Great Depression of 1929;
- the Civil War in Spain.

Tourism achieved a significant dimension until the beginning of the II World War, after that it entered a negative phase where it practically vanished.

- From the start of the 50's, European countries had the greatest phase of economic and social progress the world had ever seen, which boosted and consolidated the development of tourism.

It is important to analyze the years after 1945 in order to determine the factors that had an impact on tourism:

- Free time;
- Available income;
- Paid Vacations;
- Technological advances – faster travels and distant destinations;
- Social change – equality / democracy;
- Television;
- The purposes of travels – interest in knowing new places;

In terms of evolution, we can even take into account the fact that tourism stands apart in some essential products:

- Sun and Beaches;



- Tourism and health;
- Nature Tourism.

An important aspect has to do with the offer of tourist package deals with everything included, lowering the prices and attracting more clients.

Modalities of tourism: cultural tourism, religious tourism, Winter tourism, “green” tourism, active tourism, health tourism, “sun/beach”

The identification of the modalities of tourism is a result of the travellers’ motivations and intentions. We can select a great variety of modalities, given the enormous diversity of reasons that make people travel.

The diversification of tourist motivations results in a diversity of the types of tourism. Since the different regions and countries possess a great diversity of attractions as well, the identification of several different types of tourism allows us to evaluate and determine if the existing offer is adequate, or if further development is needed in terms of the motivations behind travelling abroad.



Even though the reasons that make people travel are extremely varied and sometimes are concentrated in the same person, it is possible to distinguish certain types of tourism. By dividing in groups in accordance with the reasons for travelling, we can distinguish the following types of tourism, which do not, however, establish a barrier or incompatibility between themselves:



Recreational Tourism

This type of tourism is carried out by people who want to have a «change of scenery», for curiosity, to see new things, to enjoy beautiful scenarios and to take advantage of the distractions and activities offered by the great cities or the great tourist centers.



Some people find pleasure in travelling for the simple act of changing places, others do it for the simple reason of copying what others do and some others do it even to distinguish themselves socially.

This type of tourism is particularly heterogeneous because the simple notion of pleasure differs and varies depending on people's hobbies, their personality, their character, or the social environment they are used to live in.

Rehabilitation Tourism

The reason behind travelling abroad for the visitors included in this group is the fact that they intend to gain a physical and mental relaxation, to obtain a benefit for their health and to recover physically from the damage caused by “stress”, or from the psychophysiological instabilities generated by modern life's agitation or the intensity of their working lives.



For these people, tourism becomes a possibility for physical and mental recovery, and they usually seek calm places, contact with nature, thermal spas or places where they have access to physical care, like the modern health farms or beauty farms.

They represent an important segment in the tourism market. They come mainly from the great urban centers and they usually enjoy animation, sports and recreational activities.

Cultural Tourism

The reasons for travelling for the people included in this group are the desire to see new things, to increase certain areas of knowledge, to get to know the peculiarities and traditions of other cultures and populations, to know different civilizations and cultures, to take part in artistic manifestations or even for religious purposes.

The cultural centers, the great museums, places in the world where in the past the greatest civilizations were developed, the monuments, the great pilgrimage centers or the natural or geographic phenomena justify the preference of this type of tourists.



In this group we must include research/study trips, as well as the trips made in order to learn new languages.

Sports Tourism

Nowadays, sports-related travels appeal to larger segments of the population, encompassing people of all ages and all social backgrounds, taking either a passive or an active approach towards sports activities.





In the first case, the purpose of the trip is to attend sports manifestations or events like the Olympic Games, Football/Soccer World Cups, or the Winter Games; in the second case, the objective is to take active part in sports activities like hunting, fishing, watersports, climbing mountains, ski, tennis, golf, etc.

The modern tendencies, in which active vacations play an increasingly important role, require that the development of any touristic center must be equipped with the appropriate means for practicing sports, taking into consideration the possibilities and characteristics of each place.

Business Tourism

Professions and businesses result in important tourist movement and have a great economic impact, even further developed today by the growing degree of internationalization of economies and companies, by the increase in scientific meetings and the proliferation of marketing and publishing of products, such as in fairs and exhibitions.



Business travels often represent opportunities to get to know the great industrial or technical complexes and the great agricultural or fishing exploitation facilities, as well as the participation in congresses on specific business or economic topics.

In this group, we can include the travels organized by companies for their collaborators and employees, either as compensation/payment, or as an opportunity to take part in contact meetings with other businessmen who work in other cities or countries: these are the so-called «incentive travels».

This type of tourism represents a very important opportunity for business for the places or countries visited, given that these travels are usually organized outside the usual vacation periods and are paid by the companies, or by the institutions of which the travelers are part of.

It requires, however, the existence of adequate equipment and services, such as convention rooms, congress centers, available spaces for exhibitions and easy access to international contacts.

Many scholars and sociologists believe that a business trip cannot really be considered to be a true tourist travel, because it does not have the element of voluntariness associated with most touristic trips. According to them, these are professional trips that do not allow the traveler to choose their destination, nor the period of time they wish to spend in that destination: the notion of individual freedom, fundamental in tourism, is non-existent in this type of travels.

Nonetheless, not only the multiplicity of situations that originate business trips and the connection that is often established between those and the taking of whatever free time business travelers have left to explore or take part in ludic activities, but also the usage (imposed by the travel) of tourist equipment and services, these are all effective in compensating the lack of freedom and effectively nullify the differences between business tourism and any other type of tourism.

Business Tourism thus encompasses: Individual Business Trips / Congresses and Conventions / Fairs, Exhibitions and Specialized Meetings / Seminars and Company Meetings / Conferences and Lectures / Incentives and Workshops.



Political Tourism

The participation in political events or meetings results in a significant flow of travelling people, whether sporadically or in meetings and events held in regular intervals.



Examples of the first are the commemorations of the two centuries of the French Revolution, in Paris, the funerals of the Emperor of Japan, or the crowning of the Queen of England; examples of the latter are the meetings held by the European Union in Brussels, or by the European Parliament in Strasbourg.

However, these are specific cases that do not represent the reality of the travel flow of people for political reasons, since this type of reunions and gatherings is organized on a daily basis, with greater or lower intensity, both nationally and internationally.

This type of tourism has similar effects to those of business tourism, and demands identical requirements, to which it is necessary to add a more careful organization, for diplomatic and security reasons.

Health Tourism

Thermalism

Thermalism (spas) is an activity done since at least the era of the Roman occupation. The therapeutic properties of hot waters have been used since then, having achieved its greatest height of development in Europe in the eighteenth and nineteenth centuries.



Staying for a certain amount of time in the spas offers the reassuring image of serious healthcare. Today's spa facilities are making an effort to adapt to the new scientific and technologic requirements of our era.

Along with this modernization effort, we are witnessing the appearance of new "Fitness" or "Keep in Shape" products, which work as a complement to products for clients seeking the cure for a certain type of disease.

Clients using "Fitness" products desire to find the most intensive balance, since this activity encompasses not only physical aspects, but also psychological and sociologic ones. It is a type of well-being associated with feelings of regaining balance and vitality, or, in other words, maintaining the unity between body and spirit, overcoming life's adversities.

This new product is a result from:

- Using more and more multiple health treatments, including hemotherapy and other natural medicine;
- The refusal of the erosion of the body: aging is postponed or delayed to the largest possible extent;
- The duration of vacation times, which tend to be more frequent but lasting and costing less;
- The growth of the urban population and their wearing lives.

The concept of "keeping in shape" takes into account:

- The global aging of the population;
- The sophistication of the treatments that use the most recent technologies;
- The awareness of the need to prevent the health risks from the illness.

Thalassotherapy

The thalassotherapy centers attract more and more clients, either for health reasons (remedial or preventive) or for the consumption of products associated with the idea of "keeping in shape".



In this sector of Health Tourism, thalassotherapy is a kind of standard-bearer. What are the reasons for its success? The sea's water, above all, but also the image of luxury, the technicality of the installations, the duration and content of the suggested products, the care provided, the need to recover from daily stress, not to mention the social media, which gives this activity an idyllic tone, emphasizing the dream aspect.

Thalassotherapy is defined as the exploitation, for therapeutic purposes, of the combined benefits of seawater, maritime climate and maritime atmosphere. These all apply perfectly to this century's difficulties and obstacles, but in reality this is not a recently developed activity.

Throughout the ages the seawaters have been used for therapeutic purposes. In 1899, the first thalassotherapy center was created in Roscoff, France. The treatment was only idealized for remedial ends.

Thalassotherapy as a product has evolved from medicinal product to "keeping in shape" product. This change is due, in part, to the characteristics of the new type of demand, and, in part, to the uncertainties regarding the acquisition of social security benefits for this type of treatments. It remains true, however, that the best way to avoid being ill is precisely to keep in shape, thus preventing the appearance of disease.

Religious Tourism

For purposes of simplification, we can say that there are two major religious tides:

- The religions for which pilgrimage is part of the religious practice (Catholics, Muslims and Buddhists) and the religions in which pilgrimage is not an integrating part of religious practice but whose believers practice at least one form of tourism associated with religion – Jews and Protestants visit sites containing



the milestones and landmarks of their coreligionists. The first type of religion, especially the Catholic religion, has created organizations to encourage and facilitate the practice of this type of tourism.



The main countries in Europe and their respective nationalities.






Europe is a continent with a great impact as sender and receiver of tourists, containing in its borders countries with some degree of touristic relevance, for example:

Country	Nationality
Germany	Germans
England	English
France	French
Italy	Italians
Spain	Spanish
Portugal	Portuguese
Greece	Greek
Austria	Austrian
Poland	Polish
Russia	Russians

The main countries in Southeastern Asia and their respective nationalities

Southeastern Asia encompasses two peninsulas, Indochina (where we find five countries: Myanmar – ex-Burma -, Thailand, Cambodia, Laos and Vietnam) and Malaysia (with two countries: Malaysia and Singapore), along with a great archipelago (where four countries are located: the Philippines, Indonesia, Brunei and East Timor). Singapore is the only country in this region considered to be an Asian Tiger.

The following are the countries located in this region and their nationalities:

 Brunei	Bruneian
 Cambodia	Cambodian
 Philippines	Philippine
 Indonesia	Indonesian
 Laos	Laotian



	Malaysia	Malay
	Myanmar	Burmese
	Singapore	Singaporean
	Thailand	Thai
	East Timor	Timorese
	Vietnam	Vietnamese



The geographic characteristics of England and its most famous tourist destinations.

England is a country located in the European continent and it is part of the United Kingdom. The United Kingdom is a union of four nations: England, Northern Ireland, Scotland and Wales.



England borders on the north with Scotland and on the west with Wales. It also has maritime borders with France through the English Channel. The English territory represents two thirds (2/3) of southern Great Britain, an island it shares with Scotland and Wales.



London

The capital of England is one of the largest cities in Europe. London is one of the historic and cultural reference points in the world.

In London, the picturesque capital of Great Britain, there is a lot to do, see and have fun with, by taking walks through its most famous museums, relaxing and taking it easy in its parks, shopping in its famous malls and commerce streets, its theaters, its pubs, its restaurants and nightlife.

One of the best ways to become familiar with this city is to buy a bus ticket for a tourist guided excursion to visit the city; these are the famous double-decked red buses. You can hop-off and



start walking in the most famous tourist points, and then catch the same bus again and restart the journey from where you left off. We suggest that in the first day of riding these buses you travel with your complete itinerary. Since the tickets are valid for 24 hours, you can catch the same bus the next day and hop-on to visit the places you are most interested in.

For shopping, walk through Oxford Street, where you will find stores selling all kinds of items – clothing, souvenirs – and the large shopping centers: Selfridge and Marks & Spencer. Regent Street is worth visiting in detail – this street is right next to Oxford Street, and contains the most exquisite and famous stores (as well as the most expensive ones), whose Christmas decoration is the most beautiful in London.



Riding the subway is the most simple, easiest and cheapest way to go around London. Choose the tourist points you want to know in advance, have a map of the city in your hands and travel by subway, saving time. However, you should carefully study the subway map, because there are several lines that can take you to any part of the city and have interfaces with train stations.

History is something abundant in this city. Visit the British Museum and the National Gallery. The English Parliament, originally the royal palace, is home to the Big Ben – which is worked manually and whose preciseness you can trust with absolute confidence. Westminster Abbey, where the English monarchs have been crowned and buried more than 900 years ago. You can also find St. Peter's Cathedral, where Prince Charles and Lady Diana got married. Then there is Buckingham Palace, home to the Royal Family, where the change of guard happens every day during the summer and every other day in the rest of the year – this is a spectacle attended by thousands of tourists.



Trafalgar Square, the meeting point of London, is the city square that receives the highest concentration of tourists, and it is also the site where many social or political manifestations take place. London's Tower, a castle built in the eleventh Century where many murders have happened in the distant past, is also home to the Crown's treasure – visiting it is indispensable. Next, the famous Madame Tussauds wax museum, with more than 400 replicas of famous people of today and personalities of the French Revolutions. Piccadilly Circus, a hectic crossroad where many political, cultural and behavioral manifestations take place, is home to a permanent presence of exotic people, hippies, punks and others.

Soho, neighborhood of the eternal bohemians, is a quiet place during the day and hectic at night, bars, alternative theaters, international restaurants and many bookshops. Near



Soho stands the Covent Garden, a market of fruits, greenery and flowers, which after a major reform contains excellent pubs, coffee shops, gift shops and the presentation of art in the sidewalks. London has gained new attractiveness with the arrival of the Third Millennium; a huge giant wheel, London Eye, operated by British Airways, 135 meters high right next to the Tames, offers the tourist a beautiful landscape of the entire city.



In all places century-long traditions and footsteps of other people are preserved and treasured; London is a mixture of cultures that results from its people's adventurer past. The English have demonstrated that they are capable of mixing that glorious past with the modern technologies and ideas, resulting in a unique tourist product.

Culture is one of the main attractions – concerts, exhibitions, museums, theatre, dancing, and an enormous set of possibilities, ideal for art lovers. Travelling to this country will definitely bring tourists a mixture of culture and nature, feeding visitors' spirits.

Wales stands apart because of its spirit and its ancestral culture, usually full of life and joy. Its history goes back a long time, and some legends and myths add to the real facts, like the legend of Camelot: a castle, a king and a set of horsemen who met in a round table and travelled around the world looking for the secret of eternal youth. Wales possesses a heroic heritage of princesses, like Gwennllian, who gave her life defending the Kidwelly castle in the twelfth Century, or the greatest personality in Welsh history, Owaim Glyndwr, who led the nation in 1400 during a war that went on for 10 years, fighting for independence. All this and much more are waiting for those who choose to explore these lands, in every stone lifted in the air, floating timelessly in the wonderful natural space.





Art and Culture in England

The world of arts in England has produced numerous talents, especially in literature, theatre and architecture, not to mention rock music. In theatre, we can pick authors as famous as William Shakespeare, “father” of famous texts, like “Hamlet”, “Othello” or “Romeo and Juliet”, to name only a few (his private house, in Stratford-upon-Avon, can also be visited). His works are continuously promoted both in London’s Barbican and in Stratford. This heritage has turned London into an active center of theatre and music, with world famous works of art filling the schedule during the whole year in the main theatres; the Newcastle theaters are also famous.

In Literature, some immortal names can be identified, such as Charles Dickens, author of “Oliver Twist” or “David Copperfield”, and Agatha Christie, the “queen of crime”.



In the Torquay Museum tourists can know more about her life and her works of art. Jane Austen also wrote important novels like “Pride and Prejudice” or “Sense and Sensibility”, in her house in Chawton, near Alton, today functioning as a museum. Bram Stoker



was born in Whitby, a quiet fishing city, the scenario for his most famous work of art: “Dracula”.

It is impossible to forget the “Canterbury Tales” of Chaucer. In the eighteenth Century, we can distinguish Mary Bartom and her popular novel “Elizabeth Gaskell”. The romantic poet William Wordsworth lived in the Lake District. Also Thomas Hardy evoked the British landscape in the novel “Tess of the D’Urbervilles”. In the twentieth Century, authors like DH Lawrence, Joseph Conrad, George Orwell and Graham Green became prominent.

Other references

Stonehenge

In the plain field of Salisbury, in southern England, we find the mysterious and indecipherable monolithic complex called Stonehenge, an enigma as big as the Egyptian pyramids.



Stonehenge is the most important prehistoric monument of England and there is nothing like it in the world. This altar of stone was used 5000 years ago and even today we are not absolutely sure of what its purpose was. Druid Rituals, sun-worshipping ceremonies,

or even portals for beings from other planets are some of the possibilities always mentioned.



Salisbury Cathedral



Characteristics of specific tourist destinations.

For Dias (2005, p.75) “a tourist destination can be a city, a region or a country that receives visitors who want to go there for a relatively short period of time”. According to the UNWTO (2005, p.10, authors’ translation), a tourist destination is defined as a “physical space”. In other words, a tourist destination is the specific space that will receive the visiting tourists. Tourist destinations are considered to be towns or regions offering tourist products, services and attractions (tourist offer) capable of attracting tourists. England offers many attractions: Architecture, history, arts, among many others. It is a highly sought destination in Europe, and it holds great reputation and respect for the quality of tourism it provides. This is a tourist destination essentially defined by its historic and cultural highlights.

In tourist destinations, choice is rarely made randomly. But, what makes a tourist travel to a specific destination? The most plausible hypothesis is that there are specific factors and reasons that make the tourist want to travel there and not to another destination, in other words, there are elements that influence the tourists’ choices. Among these elements, those that are defined as tourist attractions represent the main motivating factor. By concluding that tourist activity only keeps flowing when the destinations offer a certain degree of attractiveness for the tourists, we can conclude that one of the main general objectives of destinations is that tourists have a clear perception of their attractiveness. Therefore, it is the responsibility of the professionals in the tourism sector to ensure that those attracting factors are well perceived by tourists. England is easy to deal with in that regard.

There are some peculiar tourist attractions, typical only of certain tourist destinations, like specific natural or cultural highlights of a region or town, or a given event held at a particular time. There are also general aspects in most tourist destinations, although with some degree of variation, like safety, comfort, ease of access, minimal infrastructures, etc. All these require different acting strategies by the managers of the tourist destinations.



Factors of tourist attractions (natural heritage, built heritage)

According to Barreto (1999, p. 9), heritage “is a set of valuable goods belonging to a person or entity”. If that concept is transferred to a given territory, heritage becomes the set of valuable goods and services that are within its boundaries and under the territory’s administration. Barreto (1999) states that heritage can be divided in two definitions: nature and culture. The first one, the natural heritage, is comprised of the valuable wealth and treasures coming from the soil or subsoil – these can be forests or mineral deposits, for example.

This statement by Barreto (1999) is consistent with the association made from the second half of the twentieth Century, when the idea of heritage began being linked to cultural wealth, works of art, archeological sites, landscapes, flora and fauna species, buildings, craftworks, and realities connected to intellectual output, to tradition and to history/past. (IPHAN, 2000).



However, the concept of cultural heritage is closely linked to the physical, biological or geographic formations, considered to be unique and possessing an exceptional value. Natural heritage can also be considered to be all that which possesses notable value due to natural or anthropic action; natural heritage must be preserved and protected for the sake of the next generations. (GOMES CARNEIRO, 2006).



Natural resources and Tourism

Natural resources are an important element for development. As such, the preservation of its scenic attributes is essential, mainly in places whose attractiveness depends on the diversity and level of preservation of their natural heritage. In that regard, Diegues (1996, p. 20) points out that “one of the pillars of the concept of sustainable development is its ecologic basis. The preservation of ecosystems and natural resources is a fundamental factor for sustainable development”.

Therefore, space becomes an inseparable component of tourism, because it is in space where all facilities for tourist activities are located. It is space that allows for a safe and adequate exploitation of a tourist destination’s natural wonders. Meanwhile, it is necessary that the distribution of these elements follows a pre-established plan, given that its implementation in the tourist space, without following any criteria or research, may cause a severe impact to the site’s attractiveness. This coordinated distribution of tourist equipment and services is seen by Boullón (2002, p.79) the following way:

“Tourist space is the consequence of the presence and territorial distribution of tourist attractions, and we must not forget that those attractions are the base of tourism. This element of tourist heritage, together with tourist enterprise and infrastructures, is enough to define the tourist space of any country”

The natural heritage has its place in human nature; the waters, the mountains, all preserved nature represents for many clients everything they are looking for. For example:

The mountains in Timor and the waters that cover its coastline are a great natural heritage, just like the waters of the Tames and the sumptuous English gardens and fields.

Within the context of natural heritage, nature tourism and ecotourism are recognized as especially enriching forms of tourism, provided that they respect the natural heritage and that local populations adjust themselves to the capacity of tourist destinations (BADARÓ,



2003). The preoccupation with the preservation of our biologic diversity is particularly important in tourism, which flourishes thanks to the attractiveness of different flora and fauna, along with a clear perception of the tourist place. The need to preserve and protect our basic life-supporting systems is essential. If those basic needs are not met, our other needs, like travelling, will not be a possibility (THEOBALD, 2001).

Built heritage is defined, mostly, as the wealth that was generated or made possible by man.

Gastronomy, handicraft, etc.

English gastronomy

In the Modern Age, the countries' gastronomy used to avoid strong flavors and spices, because they were associated with Catholic political affiliations. The puritan heritage resulted in a traditional culinary, avoiding the usage of garlic and tempered sauces, having potatoes as the basic element.

The British adopted the French and Italian gastronomy, which were considered suspicious before, but they also discovered their roots in a sustainable agriculture.

Chinese and Thai gastronomy are also popular in the country of Elizabeth II, as well as the traditional "fish and chips" and the "Yorkshire pudding". Fried dishes, fish and sea fruits are also part of the English diet.

Some of those who visit England have always made fun of and criticized the local cooking, which has a variety of regional dishes unknown to most of them. Meanwhile, the consumption of Italian pizzas and American hamburgers becomes commonplace.

The sausages are typical of Lincolnshire, in the Eastern part of the country. The gastronomic identity of the Cornwalls is shown in the pasta stuffed with meat and potato, although this is a coastline area, where the best sea fruits are available. In Leicestershire, we can select pork meat with peas. The delicious British cheeses are handmade in Silton, in Blackmore Valley.



Breakfast

As we mentioned before, breakfast is the gastronomic soul of English people.

English breakfast – this is the most complete meal of the day and it is comprised of bacon, sausage, scrambled eggs, tomatoes, beans with tomato sauce, fried mushrooms, marmalade toasts, juices, dehydrated fruits, tea or coffee.

Asian gastronomy

Rich in texture tastes and in the mixture of spices, the food in Asian countries has a growing number of followers in the West.

The term “Asian gastronomy” is used as a generalized form of grouping the gastronomy of Western Asia and Southeastern Asia. Despite that generalization, each of those countries possesses a rich and complex gastronomy, full of details and peculiarities that characterize them and distinguish them from each other. The sauces, spices and flavors all contribute differently for a peculiar taste and make this type of culinary a rich and complex experience. It is a true voyage through flavors full of refinement and sophistication. Varied, tasty, healthy and, above all, exotic, Asian gastronomy has already proven its value and is becoming more and more popular throughout the world.

Flavors and spices

Asian cuisine distinguishes itself mostly through these elements.

Asian cuisine is a type of gastronomy of excesses and details, but it does not promote itself only through an unusual mixture of exotic ingredients and flavors, nor does it limit itself to the careful combination of herbs and aromatic spices (“Honey and pepper, fruits and vegetables, coconut and ginger”). It is also famous for the careful approach given to its aesthetical aspect in the making of the dishes, a “Pan Asia” gastronomy concept that is spreading throughout the world and influencing other already established gastronomies. Timor: thanks to its geographic position and essentially due to the Indonesian occupation, we can find here an extraordinary variety of colors, tastes and flavors. Rice is the common ingredient in all dishes, but it is seasoned differently in each occasion.



Environmental impacts of tourism.

The relation between tourism and the natural environment is unquestionable, since the latter is the “raw material” and the base for tourist activity. The natural environment is a fundamental element and ingredient of the tourist product, and it does not have a price attached to it, so it will always be super-exploited.

The accelerated growth of tourism in the 50's and the development of man and his ability to exploit natural resources led to an increased degradation in the natural environment.

“The indicators show that there is a continuous increase in activity, of around 4% to 5% a year; consequently, the impact on the environment will also intensify” (RUSCHMANN, 1997, p.34). Since the moment that the tourist activities happen, the environment is inevitable modified. The environmental impacts that are a result of tourist activity are due to the changes and transformations that such activity causes in the natural environment. As RUSCHMANN (1997) points out, the impacts are a result of a process of complex interaction between tourists, the communities and the receptive services; they are not a result of any specific, single cause.

With the great increase of the tourist industry, there was the need for developing and installing the infrastructures; such as accommodation facilities, restaurants, basic sanitation, etc. This was done inadequately, without taking into account the effects on the local natural environment. CRUZ (2003, p.31) also tells us that:

“The negative impact of tourism in natural environments is associated both with the installation of infrastructures in the territories so that tourism may happen with the circulation and movement of people that tourist activity promotes in the destinations (...) means of accommodation built in non-urban areas, along with other infrastructures associated with these, may represent important risks of destabilizing the ecosystems in which they are located”.

Infrastructure is an important component of tourism, but the close connection between tourist projects and the quality of the natural environment makes it so that the negative



impact of those enterprises causes degradation in the natural environment. The main negative impacts of the tourist projects are:

- Increase in the production of solid waste;
- Increase in the demand for electric energy;
- Increase in car traffic, with consequent reduction in the quality of the air;
- Siltation of the coastline, due to human action, with the destruction of corals;
- Increase in the usage and necessity of supply of drinkable water;
- Modification in the lifestyle of native/local populations;
- Seasonal increase of population, with several implications on the affected area, its infrastructure and the native/local population;
- Contamination of the water of rivers and seas, due to the increase in untreated sewage;
- Degradation of the local flora and fauna, due to deforestation, hunting and overfishing;
- Displacement and marginalization of the local populations;
- Degradation of the landscape, due to inadequate installation of new buildings and other construction works;
- Necessity for the installation of infrastructure works/buildings, which cause negative impacts, such as: excessive roads, drainage systems, embankments with great earth displacement;

As for the environmental impacts that are a result of disorderly and ill-planned exploitation, we can distinguish three items, under the umbrella of direct usage.

- Fauna – The impacts regarding fauna are not yet fully known, but we know that there is a change in the number of species, specifically an increase in the number of species that are more tolerant of man and a reduction in the number of species that are less tolerant and more sensible to the presence of man.
- Soil – The main impacts on the soil are: the compression and reduction in the soil's capacity to retain water, thus changing its capacity to sustain wildlife and animal life, followed by erosion.
- Vegetation – The impacts caused lead to local extinction of plants through mechanic shock directly or indirectly caused by the compression of the soil;



the erosion leaves the plants exposed, compromising their sustainability and making them vulnerable to contamination by plagues, which adds to the general changes that occur in the natural environment. (MARQUES, ON-LINE).

We conclude that the negative impacts of tourism in the natural environment may surpass the positive impacts, such as noise pollution, excessive garbage and solid waste, degradation of fragile ecosystems, loss of biodiversity, loss of vegetal and soil covering, acceleration in erosive processes, displacement of native fauna, among others. It is because of all these that there is a need for extra care to allow for a sustainable, positive functioning of the touristic activity, given the fact that irreversible results may compromise potential tourist areas; we must never forget that the demand for this tourist modality is based on the clients' desire for well-preserved environments, as close to their natural state as possible.

In order to accomplish that, it is extremely important to reflect and discuss the impacts derived from tourist activity on the natural heritage, generating suggestions and proposals to minimize the negative impacts and improve the positive impacts. It is important to make it very clear that tourism does not bring negative impacts only; there are advantages that come from developing tourist activities. It is for that reason that tourist activity must be well-managed and well-planned. Thus, studies are required in order to minimize to the highest possible degree the environmental degradation of visited areas.

For impact research, it is important to proceed to an analysis of specific situations and aspects, separately, in order to obtain more precise results. Afterwards, it would be ideal to make an analysis taking into account all the information obtained, in order to be able to positively contribute to the recovery of the area and the prevention of future problems.

In order to make this success possible, it becomes necessary to create interdisciplinary commissions, and that a professional of the tourist area becomes the pillar for the orientation and management of the work's development, organizing his team according to activities directed at environmental education, raising the population's awareness, as well as the awareness of tourists and some private institutions of great importance for nature.



Sustainable Tourism

Sustainable Tourism, or Responsible Tourism, is a type of tourism that intends to satisfy the needs of tourists without forgetting or negatively influencing the receptive regions, protecting them and amplifying future visiting opportunities.

Sustainable Tourism intends to be a leading factor in the management of economic, social and environmental needs and resources of destinations and tourists. This type of tourism is a Responsible Tourism, and it is consistent in the sense that it balances the cultural and moral integrity of ecologic processes and the biologic diversity, taking into account tourism as a business and the natural environment as the scenario where it acts. Sustainable Tourism is based on the ambition to make the difference in local populations and tourists seeking to travel to broaden their horizons. The main differences of this type of tourism are its ideas and that which they intend to achieve.

Sustainable Tourism is a concept whose objective is to respect the culture of local peoples and their natural environments; it contributes actively to the economy of local families; it recognizes that energy and power are invaluable resources and that it is necessary to preserve them, to protect and improve the tourist destinations so that in the future more tourists may benefit from the destination's resources and wonders, and also so that people living there permanently may have a calm, quiet life; it seeks to ensure the protection of wildlife in the tourist destinations and takes on the responsibility for the actions and impacts caused by tourists and tourism in general.

The goal is to build and manage a tourism industry that benefits not only those who travel, but also the destination and the local community (through protection and economic revenue). By helping to protect the natural environment, its culture and its traditions, we are ensuring the happiness of the local population, which in turn will make it possible for them to be more receptive of tourists. To teach the local population about the benefits of tourism is also a way to improve the hospitality towards tourists in general, which will contribute to the satisfaction of tourists and promote their return.

All this can give us an even better tour/vacation experience, and it will also help guarantee that the known destinations are ideal places to visit and preserve for the next generations. The reasons behind choosing certain destinations are varied, but there are some common factors to all of them: the climate and the destination's characteristics.



However, to make it possible that such tourist destinations retain the same acceptance and attractiveness to tourists, it is necessary to minimize the impact caused by tourism's actions, to ensure that the destinations remain an ideal choice and to protect the heritage that each destination represents, both now and in the future.

Problems like the depletion of the ozone layer, pollution and major fires are aspects that have a negative impact on the natural environment, causing drastic climate changes, modifications in the rain patterns, an increase in the level of sea rise and glacial melting, and change of habitats. The environment has a direct impact on the choices made by tourists and on their overall touristic experiences as well.

A protected environment results in an even better vacation experience and guarantees the possibility of visiting wonderful places by opening one's mind and taking advantage of the natural beauty offered by tourist areas to both today's and tomorrow's generations. Sustainable Tourism is the opportunity to make the difference when we travel. By choosing responsible tourism we ensure benefits for both the local populations and their environment, guaranteeing their continuity and growth. By making simple choices like the choice for a sustainable kind of tourism, we are helping ensuring the protection of the natural environment and offering the maximum benefit to the communities that live in the places we all like to visit.

Sustainable Tourism is based on the principles of minimizing the negative effects caused by tourism on the natural environment and using the revenues generated by tourism to help protect the natural resources of the local populations.

What is Sustainable Tourism?

- To respect the local cultures and the natural environment;
- To buy locally, providing a fair economic revenue for the local families;
- To recognize and understand that water and energy are invaluable resources which we need to handle with care;
- To help and protect wildlife;
- To protect and value favorite tourist destinations for future satisfaction of visitors and the people that inhabit those places;



- To accept the responsibility of our actions, without impacting the pleasure we draw from our activities.

What can we do?

We all must contribute to defend the natural environment. We must give our utmost attention to this cause.

Despite the “compensation systems” being an option and an excellent principle, it would be even better if it was possible to create ways to reduce our own carbon and waste emissions in the long run. For example, did you know that:

- Leaving the cell phone charger on the socket when it is not being used uses up 5 watts of electricity per hour?
- Leaving the computer in stand-by mode during the night uses up enough energy to heat six dinner meals in the microwave?
- The watch on your microwave uses up as much energy as the microwave itself?
- Low voltage lamps use up only a quarter of the energy than normal lamps and last 8 times more?
- 10% of the energy used in the developed countries is used by devices in stand-by mode?
- It takes 95% less energy to recycle an aluminum can than to make a new one?
- About 50% to 80% of car tires are filled below what is recommended, which leads to cars wasting around 5% of their fuel consumption?

It is justified to generate a voluntary integration of social and environmental preoccupations resulting from the business itself, in daily operations and in the interaction of all interested parties, without forgetting the local populations. We must accept ourselves as part of the means to contribute to society in a positive manner and manage the social and environmental impacts of the organization as a way to ensure and increase its competitiveness. Examples like the recycling of garbage (the recycling of toners, plastic, glass and carton) are ways of actively contributing for a better future.



Grammar contents

The gerund, when it is a nominal form of a verb, has this name because it has no tense or verbal mode. Usually, the gerund is formed by adding “-ing” at the end of the verb.

Examples:

- Walking
- Travelling
- Eating
- Sleeping
- Writing
- Reading

The expression of cause - examples

- John should have gotten more subway tickets.
- If you are late, walk faster.
- Due to the hurricane, Jackie and Peter did not go to Fiji.

The temporal adverbial subordinate clauses add an idea of time to the fact specified in the main clause; these ideas can express notions of anteriority, simultaneity and posterity.

- As long as there is sun and sea, we will have tourists in the island.
- As soon as you land in Heathrow, you will catch a taxi.
- Since I have been three months in London, I speak better English.
- Every time we recycle, we are helping the environment.
- When you enter the Kruger National Park, you cannot leave your car.



Activities

- Identify the different modalities of tourism approached in this Manual. Out of these, choose one to conceive a promotional flyer for East Timor.
- “Travelling can be much more than simply visiting places, taking pictures and buying souvenirs. We are here to help you make positive contributions to conservation and communities while on vacation”. Source: <http://www.ecotourism.org/>
- Identify the verbal tenses present in the text.
- Develop a text discussing the issues of sustainable and ecologic tourism.
- How can each of us contribute to the preservation of tourist destinations?
- In the website <http://www.ecotourism.org/> look for 6 members of this organization. Specify the mission of this organization.
- What is the topic discussed in this publication?



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Notas

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