



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
French Language

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

French Language (V2101)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ANA MARGARIDA DE SOUSA DINIS VIEIRA

12. Assistants

13. Teaching Language

French

14. General Objectives

- . Discover the world of tourism
- . Welcome and assist the tourist
- . Design a tourism product
- . Ensure sales and after-sales
- . Promote the product and build customer loyalty

15. Specific Objectives

- . Identify tourism partners, their functions, their services
- . Identify communication tasks and situations
- . Understand requests and react professionally
- . Identify and provide the useful document
- . Research and communicate on transport, timetables, transport tickets
- . Analyze the service offer

16. Skills to be acquired

- . Discover the world of tourism
- . Strengthen and enrich communicative and professional interpersonal skills and know-how
- . Practice the language for professional purposes: specific vocabulary and contextualized grammar
- . Meet the needs of the tourism professions



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17. Teaching Methodology

- . Presentation of thematic content
- . Solving practical situations
- . Tasks to be performed (application of acquired knowledge)

18. Course Unit Program

Module 1: Discovering the world of tourism

Unit 1: Actors, professions, places

Unit 2: The labor market

Module 2: Welcoming and assisting the tourist:

Unit 1: Reception and assistance

Unit 2: Transport, schedules, programs

Unit 3: Hospitality, catering, gastronomy

Module 3: Designing a tourism product:

Unit 1: The offer of itineraries, excursions, circuits

Unit 2: The offer of cultural and leisure activities

Unit 3: The accommodation and catering offer

Module 4: Ensure sales and after-sales:

Unit 1: The sale of benefits and services

Unit 2: Payment

Unit 3: Complaints

Module 5: Promote and retain the customer:

Unit 1: Promote the company, its image, its products

Unit 2: Knowing and making known the country

Unit 3: Build customer loyalty

19. Assessment Methods

- . Written work: 20%
- . Glossary: 10%
- . 2 written tests: 70%
- . Attendance: 70% (minimum)

20. Didactic Resources

- . Authentic documents
- . Fact sheets
- . Worksheets
- . Solving practical situations

21. Sustainability Objectives



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Good health and well being
Quality education
Decent employment and economic growth
Reduction of inequalities
Partnerships towards goals

22. Keywords

insert; leaflet; brochure; announcement, OT; journey; prices; offer; requests; benefits; accommodati



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23. Main Bibliography

Author(s): DEWAILLY J.-M. et FLAMENT E.
Title: Le tourisme
Edition: 1^a Year: 2000
Local: Paris
Publisher: SEDES

Author(s): STOCK M. et al.
Title: Acteurs, lieux et enjeux
Edition: 1^a Year: 2003
Local: Paris
Publisher: Belin

Author(s): Knafo R. (dir)
Title: Les lieux du voyage
Edition: 1^a Year: 2012
Local: Paris
Publisher: Le Cavalier Bleu

24. Complementary Bibliography

Author(s): Haupt, Jean
Title: On ne dit pas...On dit
Edition: 4^a Year: 2005
Local: Lisboa
Publisher: Didática Editora

Author(s): Boulet, Roxane, Vergne-Sirieys, Anne
Title: Grammaire expliquée du Français
Edition: 1^a Year: 2005
Local: Lisboa
Publisher: Porto Editora



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