UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Professional and Academic Communication in Tourism

Academic Year 2024/2025

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Professional and Academic Communication in Tourism (V2109)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

2nd 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 SOFIA ALMEIDA LOPES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

The main learning objective of the course is the development of important oral and written communication skills for students, both professionally and academically. More specifically, this curricular unit will enable students to analyze speeches more critically (LO1) and to develop effective and persuasive exposition (written and oral) (LO2) in relation to different stakeholders.

15. Specific Objectives

This curricular unit is designed to provide students with the communication skills that will enable them to deal with different stakeholders in various professional and academic contexts.

16. Skills to be acquired

- Communicate in a professional manner;
- Mobilize interpersonal relationship strategies and argumentation and negotiation techniques in different professional situations.

17. Teaching Methodology

The sharing of theoretical knowledge will be combined with carrying out exercises and analyzing case studies. Reading and writing strategies will be developed through critical analysis of materials made available by the sector's main stakeholders, in addition to indexed scientific articles related to the core areas of the degree. This process will include research into materials from different sources.

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18. Course Unit Program

1. Professional communication
1.1 Introduction to professional communication
1.2 Verbal and non-verbal communication
1.3 Oral presentations
1.4 Listening and feedback at work
1.5 Negotiation and persuasion
1.6 Professional writing
1.7 Intercultural communication

2. Academic communication
2.1 Introduction to academic communication
2.2 Sources of information
2.3 Treatment of sources: citations, references and bibliography
2.4 Scientific language

19. Assessment Methods

The assessment will consist of 2 individual written tests.
All elements mentioned will have the same weight in the final grade.

20. Didactic Resources

1.Scientific articles;
2.Exercise sheets;
3.Case studies;
4.Internet resources.

21. Sustainability Objectives

SDG4; SDG10; SDG17.

22. Keywords

-Communication
-Academic Communication
-Professional Communication
-Intercultural Communication

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23. Main Bibliography

Author(s): Arora, N.
Title: Communication Skills for Hospitality Management and Tourism Industry.
Edition: Year: 2019
Local:
Publisher: Book Enclave

Author(s): Hanauer, D. I., & Englander, K.
Title: Scientific writing in a second language.
Edition: Year: 2013
Local:
Publisher: Parlor Press LLC.

Author(s): Hargie, O.
Title: The handbook of communication skills.
Edition: Year: 2006
Local:
Publisher: Routledge.

24. Complementary Bibliography

Author(s): Pina, J. A.
Title: Apresentações que falam por si.
Edition: Year: 2011
Local:
Publisher: Lidel Edições Técnicas.

Author(s): Quintanilla, K. M. M. & Shawn T. W
Title: Business and Professional Communication: Excellence
Edition: Year: 2019
Local:
Publisher: London: SAGE.

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'COMUNICAÇÃO PROFISSIONAL E ACADÉMICA APLICADA AO TURISMO': Academic Year 2024/2025
Autor / Author	Prof. Doutora ANA SOFIA ALMEIDA LOPES
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