

PROPOSTA DI ATTIVITA' PRATICA PER STUDENTI DI PGT
IN LINGUA INGLESE

WORKSHOP

Guidebooks as intermediaries and interpreters: a critical reading

The workshop focuses on tourism guidebooks and on their role in the construction of the tourism image of regions. A methodology will be proposed for the analysis of the guidebooks, in order to understand the ways tourism destinations are presented, concerning both tools (text, graphs, images) and contents. Besides it, we will discuss the kind of information guidebooks offer and to what degree they give the tourists suggestions for responsible / sustainable behaviour at the destination.

Lesson 1 – Monday April, 3 – 15.30-18.00

- Introduction to Guidebooks as intermediaries and interpreters

Lesson 2 - Tuesday April, 4 – 15.30-18.00

- Examples of tourism guidebooks analysis
- Methodology and analysis setting

Lesson 3 – Monday April, 10 – 14.30-17.00

- Working groups: analysis of tourism guidebooks

Lesson 4 – Wednesday April, 12 – 14.30-17.00

- presentation of the outcomes
- discussion & wrap up

Teachers:

- prof. Bouke van Gorp, University of Utrecht (NL)
- prof. Benedetta Castiglioni

Number of students: min. 15 – max 30 students

Deadline for registration: March, 24. To register, refer to Michela Milanato, didactic secretary of DBC

Language: the workshop will be held in English

Place: the lessons of the first week (April 3 and 4) will take place in Aula E, Palazzo ex ECA, via degli Obizzi, 23.

The lessons of the second week (April 10 and 12) will take place in the room of the Museum of Geography, via del Santo, 26, I floor

Credits: 2 CFU will be awarded to the students attending the workshop