

GIORNATE DELLA RICERCA MEMOTEF 2022

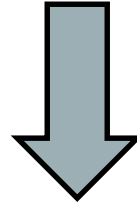
May 31st - June 1st 2022

**SPANISH FOR ECONOMY AND TOURISM: SCIENTIFIC AND EDUCATIONAL
GUIDELINES AND FUTURE PERSPECTIVES**

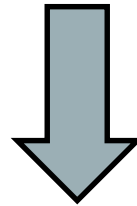
Alessia A. S. Ruggeri
Laura Mariottini

SPANISH FOR ECONOMY AND TOURISM

Tourism is one of the cornerstones of the Spanish and Latin American economy and an outstanding driver of economic and social development.

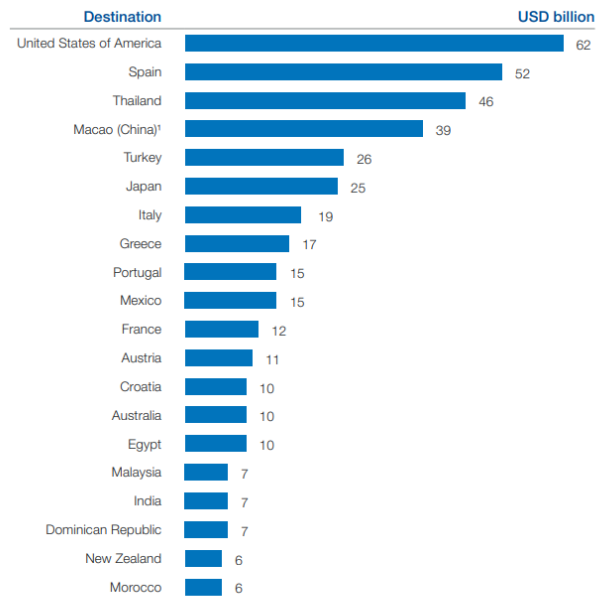


Why is it important to learn and study these topics?



To prepare managers and professionals that are able to tackle the global challenges of contemporary tourism and economy: being, at the same time, engine for economic growth, key-player of sustainable development, and promoter of the cultural heritage.

SPANISH FOR ECONOMY AND TOURISM



Countries with the largest surplus in the travel balance 2019* (USD billion)

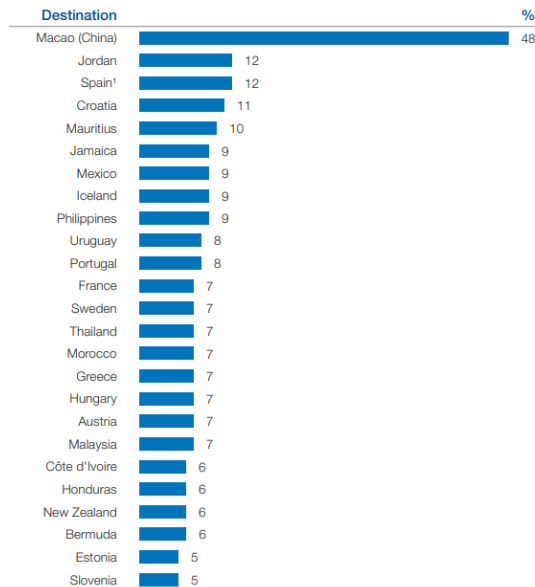
Notes: Travel balance is the difference between international tourism receipts (inbound) and international tourism expenditure (outbound).

¹ Data for Macao (China) corresponds to 2018.

Source: World Tourism Organization (UNWTO).

Data as of November 2020.

* Provisional data.



Economic contribution of tourism (direct tourism GDP as a % of total GDP), 2018

Notes: Destinations with available Tourism Gross Domestic Product data for 2018, 2017 or 2016, where Tourism GDP is 5% or more of total GDP.

When Tourism GDP was not available, "tourism gross value added (TGVA)" or "tourism internal consumption" was used.

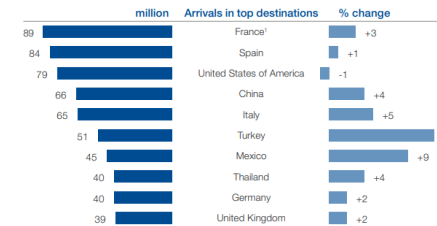
¹ Data for Spain corresponds to both direct and indirect contribution.

Source: World Tourism Organization (UNWTO).

Top destinations

7 out of the 10 top destinations are featured in both rankings

The world's top 10 destinations receive 40% of global arrivals



Top 10 destinations by international tourist arrivals, 2019*

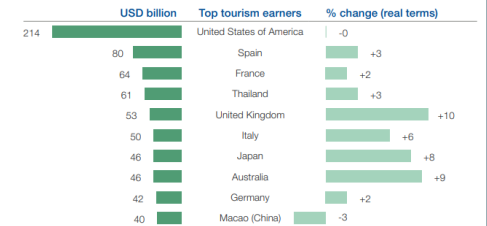
¹ Data for France corresponds to 2018.

Source: World Tourism Organization (UNWTO).

Data as of November 2020.

* Provisional data.

The top 10 tourism earners account for almost 50% of total tourism receipts



Top 10 destinations by international tourism receipts, 2019*

Source: World Tourism Organization (UNWTO).

Data as of November 2020.

* Provisional data.

SCIENTIFIC LINES

- Sociolinguistic aspects of the Spanish language: migrations, linguistic landscape, terminological and conceptual changes due to new situations (e.g. Spanish neologisms during and after COVID-19).
- Spanish for specific purposes: political, economical and touristic fields.
- Climate change: discourses concerning environmental, social and economic sustainability.



*Turismo, empresas y sociedad en la época post Covid.
Una aproximación desde la lengua y el discurso en el mundo hispánico*

Find out particles participating: <https://www.researchgate.net/publication/359607946/figure/fig/1/figure-fig1/1616041100000/1616041100000.png>

Ura. Alessia A. S. Ruggeri (Sapienza Università di Roma)

Dra. Alessia A. S. Ruggeri (Sapienza Università di Roma), Neologismos en tiempos de pandemia. Las nuevas palabras del sector turístico

Prof.a **Laura Mariottini** (Sapienza Università di Roma), *Discurso del turismo: argumentación y persuasión en la Covid 19*

Dr. **Vincenzo Sanfilippo** (Universidad de Salamanca), *La comunicación política en tiempos de pandemia* (en línea)

Dra. **Elvira Zingone** (Proyecto España. Formación, didáctica y turismo), *Turismo y formación lingüístico y cultural: la mirada de la empresa* (en línea)

EDUCATIONAL GUIDELINES THEMES AND TOPICS IN SPANISH COURSES

- 1) Language, history, society, economy and tourism in Spanish-speaking countries
 - 1.1. Geographical and geo-linguistic differences
 - 1.2. Introduction to Spanish history (XX-XXI ss.)
 - 1.3. From Dictatorship to Democracy: How Spain has changed
 - 1.4. The development of tourism in Spain (1950-nowadays): Turespaña – Spain.info
 - 1.5. The economy of Spain and its political organization

- 2) Spanish for specific purposes: analysis of different discourse genres
 - 2.1. Tourism: guides, flyers, advertisements, webpages, new trends – new words, etc.
 - 2.2. Economy: press articles, reports, etc.
 - 2.3. Politics: analysis of political discourses concerning economy and tourism (e.g. green economy, responsible tourism, sustainability, etc.)
 - 2.4. Society: migrations and (transnational) micro-economy

STUDENTS' FINAL PROJECTS: 2021/2022

classroom.google.com/c/MzoxODY5MzcwNzNM4

Lingua Spagnola Ecoturs -Turismo e gestione delle ri...

Stream Lavori del corso Persone Voti

Lingua Spagnola Ecoturs -Turismo e gestione delle ris...

Codice del corso: dcgkiqu Materia: Lingua Spagnola

Meet



Comentario de texto:

5 estrategias de marketing digital para el turismo post Covid en 2021

classroom.google.com/c/MzoxODY5MzcwNzNM4/a/NDQyMzI2MTU1NjA3/submissions/by-status/and-sort-last-name/done

Lingua Spagnola Ecoturs -Turismo e gestione delle risorse a...

Istruzioni Lavori degli studenti

Restituisci 100 punti

Tutti gli studenti

Ordina per stato

Consegnati

Bianca Maria Balanoli	100
giorgia barra	100
lara bellini	100
stefano bianco	100
valentina brancale	100
eugenia bulat	100
martina calà scaccione	100
christian cerioni	100
Silvia Compagnone	100
gianmarco delli colli	100
Samuele Di Biagio	100
elisa di nicola	100
Noemi di Tria	100
anastasia dubinkina	100
cristina egido	100
daniela epifania	100
marco fedeli	100
giulia ferri	100

33 Consegnati 30 Assegnati

Consegnati

Bianca Maria Balanoli 3 allegati Consegnato

giorgia barra 3 allegati Consegnato

chiara bellini 3 allegati Consegnato

antonio bianco 3 allegati Consegnato

valentina brancale 3 allegati Consegnato

eugenia bulat 3 allegati Consegnato

martina calà scaccione 2 allegati Consegnato

christian cerioni 3 allegati Consegnato

Silvia Compagnone 3 allegati Consegnato

gianmarco delli colli 2 allegati Consegnato

Samuele Di Biagio 3 allegati Consegnato

elisa di nicola 3 allegati Consegnato

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giulia ferri

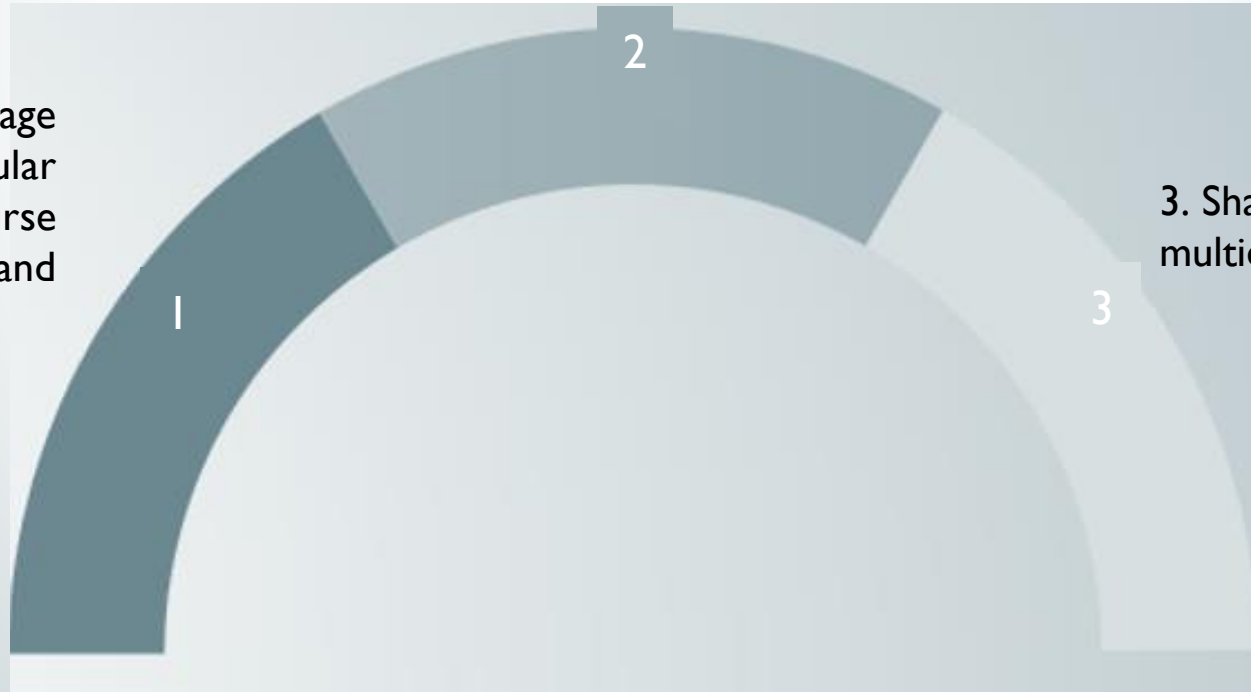


FUTURE PERSPECTIVES

2. Increase students' interest and participation thanks to the organization of workshops on specific topics and collaborations with other institutions, corporations and enterprises of the area (e.g. Proyecto España)

1. Go ahead in the study of Language for Specific Purposes, with particular attention to language and discourse of sustainability, green economy and responsible tourism

3. Share knowledges in order to create multidisciplinary research groups



Thank you!