

ratings) supported the analysis developed, which legitimized the hypothesis of a future network organization of the educational institutions in Tourism. The collection of additional primary data to compare with the current situation is an immediate goal, so the use of questionnaire surveys will be the preferred technique for data collection to complement the content analysis of the interviews.

It was established that the Responsible individuals were appointed by the course director/coordinator (89%). The tasks included require the necessary meticulousness for the best curriculum organization and implementation of Tourism Education courses, hence their limited experience in office (3 years on average) and also in teaching (10.2 years in the institution and 12.3 years of permanence in higher education), could weaken the management of tourism studies. These positions are usually filled by appointment (74%). The predominance of males (71.4%) and aged between 35 and 44 years (34.3%) are demographic indicators that point, on the one hand, to a traditional trend in which men assumed a certain prominence in the Portuguese organizations and on the other, for a relative youth of these managers. Qualifications at Post graduate level have become central and those who did not hold the degree were pursuing the required courses, in accordance with the professional career requirement. The relative newness of tourism studies has implications in the youth of the teaching staff of this scientific community, as evidenced in their age, experience and academic qualifications.

As a major contribution, one can refer that these Course Responsible individuals affirmed their interest in boosting the network between the institutions that make up the higher education system in Tourism. This network would lay the foundations of this system, which is to be constituted by the majority of institutions working in Tourism. Within this framework it was decided to undertake a survey that will allow to understand the current prevailing opinions about RIETL (Research and Education Network for Tourism in the Lusophony) project, which is being discussed and constructed, within the Tourism academic and scientific community, and hence interpret whether any changes in the gender representation will lead to differences to favour or inhibit this collaborative network.

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**FEMALE LABOUR IN UN PROGRAMS AND ITS INFLUENCE ON TOURISM SUSTAINABILITY IN BRAZIL:  
INFLUENCE ANALYSIS OF THE MILLENNIUM DEVELOPMENT GOALS AND THE CONVENTION ON  
BIOLOGICAL DIVERSITY IN THE DEPLOYMENT POLICIES AND PUBLIC USE PROGRAMS IN  
PROTECTED NATURAL AREAS**

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**Keywords:** tourism; Millennium Development Goals; São Paulo; human development; sustainability

**Abstract**

This analysis aims to evaluate the planning and management of tourism in protected areas of Brazil. A case study was also conducted (State of São Paulo), based on these areas tourism management models. The main objective was to identify at what level these planning actions were influenced by concepts and methods proposed by two global programs of the United Nations: the Millennium Development Goals (MDGs) and the Convention on Biological Diversity (CBDs). The Millennium Development Goals emerged in 2000 at the Millennium Summit organized by the United Nations in order to ensure the achievement of goals established for the promotion of human development. Ratified by 199 countries and placing human well-being and poverty reduction at the centre of discussions on sustainable development, they were structured in eight goals to be achieved by the member states of the United Nations until the end of 2015. The Convention on Biological Diversity was established during the United Nations Conference on Environment and Development (UNCED) held in Brazil in 1992. Spanning all

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that relates directly or indirectly to biodiversity, acts as legal and political reference for other more specific agreements. The specific focus of the analysis was to assess whether the programs and action planning and management of Tourism in protected areas in Brazil, have been influenced directly or indirectly by the concepts and methodologies of programs promoted by the United Nations mentioned above, at what level this influence occurred and if it occurred, using as an example the specific analysis of existing protected areas along the coast of the State of São Paulo. As a result, the research showed, through comparative and descriptive tables, there is a direct and historical influence of the Convention on Biological Diversity in the tourist use programs developed for protected areas, with the agents being both government agencies and civil society organizations. In turn, the Millennium Development Goals were to date, little applied to tourism practices in Brazilian protected areas. Four of the eight Millennium Development Goals were selected as a methodological parameter to investigate the degree of incorporation into planning practices and management of tourism in protected areas selected for research. More specifically these areas are located in coastal areas of State of São Paulo in a region called "Baixada Santista", where tourism is extensively practiced. Among these four Millennium Goals selected for the study are the Goal 01 (because tourism contributes to poverty reduction). Goal 03 (because tourism contributes to the improvement of gender equality). Goal 07 (because tourism contributes to sustainable development of the areas where it is practiced). And the Goal 08 (because tourism contributes to a better cooperation between people both locally and regionally and globally). In the Brazilian context of the Millennium Development Goals, through strong public policies, advanced exemplarily as the Goal 01 (poverty reduction) and to different degrees with respect to other objectives. So, tourism is considered by the UN as a key activity for the advancement of almost all the targets of the Millennium Development Goals. Sustainable development can provide the necessary protection for protected natural areas and the areas around them, especially in developing nations. Research has shown important contribution towards cataloguing, organizing, analysing and disseminating some of the results from the merger of the Millennium Development Goals by Brazil and its effects on tourism activities in protected areas. For the United Nations, with the end of the Millennium Goals will start the Goals of Sustainable Development, when you want to increase the emphasis on sustainable economic activities. Tourism in this regard will be crucial in the pursuit of effective sustainable development.

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### AN EMPIRICAL PERSPECTIVE ON GENDER AND FOREIGN LANGUAGE EDUCATION IN THE TOURISM DOMAIN

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**Keywords:** communication; gender; English; communicative and intercultural competence

#### Abstract

English has become the most widespread language of communication all over the world (Crystal 2003, 2004; Cenoz & Jessner 2000; Gnutzmann & Intemann 2005 [2008]) in several domains, namely service encounters, business and professional domains across cultures, even in a supposedly monolingual country as is Portugal. Findings of a work in progress on the use of English in Madeira (learner corpus collected in 1998, updated in 2008; and a case study on English use in a variety of discursive communities in Madeira, 2009) has evidenced the role of English, not as a foreign language, but as a lingua franca (ELF) and an international language (EIL) of communication in different discursive communities in Madeira, following major claims by Seidlhofer (2004), Jenkins (2006, 2007), Mollin (2006), Mackenzie (2007), and James (2008).

As far as professional communication is concerned several authors (cf. Bhatia, Gotti, Jaworski) have focused their research on the role of language choice in intercultural and interpersonal exchanges, and English seems the master code worldwide also in tourism as an interdiscursive domain given the multiple discourse communities involved. Rather interesting is Cappelli's focus (2008, 2013) on the sociolinguistic dimension on the way linguistic choices in tourism discourse can help build different categories of travellers and different traveller identities and a further research on *Languaging* in English tourism discourse drawing on a representative corpus of guidebooks, travel articles and expatriates' blogs.

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