

**UNIVERSITY OF ZADAR**

**DEPARTMENT OF TOURISM AND COMMUNICATION STUDIES**

**4th INTERNATIONAL CONFERENCE**

**FOREIGN LANGUAGES AND TOURISM**

zadar, 8 & 9 NOVEMBER 2018

venue: dr. fRANJE tUĐMANA 24i (novi kampus)

conference hall - 117

**ProgramME**

# thursday, 8 november 2018

**9:00 REGISTRATION**

**9:30 CONFERENCE PROGRAMME**

**Moderator: Vlado Sušac**

10:00 – 10:20 Mirna Linčir Lumezi, Vera Krnajski Hršak: IZAZOVI PREVOĐENJA STRUČNE TERMINOLOGIJE U TURIZMU

10:20-10:40 Tina Orel Frank, Nina Lovec, Ljudmila Sinkovič: UNESCO PRESENTATION IN ENGLISH, ITALIAN AND GERMAN ON-SITE BROCHURE MATERIAL AS A TYPE OF TOURISM DISCOURSE TEXT

10:40-11:00 Tanja Jerman: DEVELOPING LANGUAGE COMPETENCES FOR THE TOURIST SERVICE PERSONNEL ON THE BASIS OF KINSHIP OF SLAVIC LANGUAGES

**11:00-11:30 COFFEE BREAK**

**Moderator: Dolores Miškulin**

11:30-11:50 Brigita Bosnar Valković, Suzana Jurin: LINGUISTIC AND TEXTUAL FEATURES OF TRAVEL BLOGS AND TRAVEL GUIDES PRESENTING CROATIAN TOURIST DESTINATIONS – A COMPARATIVE STUDY

11:50-12:10 Anna Martinović: LSP AND LANGUAGE TEACHING: A FOCUS ON VOCABULARY LEARNING

12:10-12:30 David F. Brett, Antonio Pinna: USING SEM-GRAMS TO STUDY METAPHORS IN TRAVEL JOURNALISM

**12:30-14:00 LUNCH TIME**

**Moderator: Brigita Bosnar Valković**

14:00-14:20 Dolores Miškulin: TALIJANSKI JEZIK U TURIZMU: ISKUSTVA I PERSPEKTIVE

14:20-14:40 Nevenka Blažević: VIŠEJEZIČNOST U UDŽBENICIMA NJEMAČKOG KAO DRUGOG STRANOG JEZIKA ZA UGOSTITELJE

14:40-15:00 Alenka Šuljić Petrc, Ivana Edmonds: VAŽNOST KVALITETE PRIJEVODA VIŠEJEZIČNIH JELOVNIKA NA STVARANJE IMIDŽA UGOSTITELJSKOG OBJEKTA

15:00-15:20 Iva Planišek-Čikara: A COURSEBOOK EVALUATION IN THE CONTEXT OF ENGLISH FOR TOURISM PURPOSES

15:20-15:40 Vlado Sušac: MULTIMODAL ASPECTS OF FOREIGN LANGUAGE TEACHING FOR TOURISM PURPOSES

15:40-16:00 Ivana Lozo: ULOGA TIPOGRAFIJE U TURISTIČKIM MULTIMODALNIM TEKSTOVIMA

**16:00-16:30 COFFEE BREAK**

**Moderator: Vlasta Kučiš**

16:30-16:50 Boglarka Kiss Kulenović: USING INFOGRAPHICS IN TEACHING LANGUAGES FOR SPECIFIC PURPOSES

16:50-17:10 Marijana Fabijanić: E-TALIANO PER IL TURISMO

17:10-17:30 Loreta Šimunić: CULTURAL ELEMENTS IN ITALIAN LANGUAGE TEXTBOOKS

17:30-17:50 Matea Bulić: AUDITIVNE METODE U RAZVIJANJU VJEŠTINE SLUŠANJA KOD UČENIKA ŠPANJOLSKOG JEZIKA

**19:30 CONFERENCE DINNER**

# FRIDAY, 9 NOVEMBER 2018

**Moderator: Irena Zavrl**

9:00-9:20 Vlasta Kučiš, Helga Begonja: BRUDET OD BAKALARA ILI FISCHRAGOUT ITALIENISCH- SALATA OD HOBOTNICE ILI KRAKE SALAT? KOMPARATIVNA ANALIZA DALMATINSKIH HRVATSKO-NJEMAČKIH JELOVNIKA

9:20-9:40 Katja Nadine Passeri: VAŽNOST NJEMAČKOG JEZIKA U HRVATSKOM TURIZMU

9:40-10:00 Tomislav Krpan: EINSATZ VON REISEBERICHTEN IM FREMDSPRACHENUNTERRICHT DER FACHRICHTUNG TOURISMUS

10:00-10:20 Dario Maršanić, Manuela Svoboda: E-LEARNING: EINE SINVOLLE ERGÄNZUNG IM FREMDSPRACHENUNTERRICHT?

10:20-10:40 Martina Mencer Salluzzo, Višnja Kabalin Borenić, Branka Šuput: WORLD LANGUAGE STANDARDS FOR INTERNATIONAL SCHOOLS AS A POSSIBLE FRAMEWORK FOR REFLECTING ON ENGLISH FOR TOURISM OR ANY ENGLISH FOR SPECIFIC PURPOSE COURSE

**10:40-11:10 COFFEE BREAK**

**Moderator: Ljudmila Sinkovič**

11:10-11:30 Irena Medvešek, Anita Skelin Horvat: STJEPAN SRKULJ I NJEGOVI POLITIČKI STAVOVI U TURISTIČKIM VODIČIMA

11:30-11:50 Ivona Jovanović, Isidora Lazarević-Milivojević: FRANCUSKI JEZIK U TURIZMU I JEZIČNA POLITIKA CRNE GORE

11:50-12:10 Đani Bunja: OBILJEŽJA PREZENTACIJE TRADICIJSKE GASTROKULTURNE BAŠTINE HRVATSKE U TURIZMU

12:10-12:30 Žana Modrić: ULOGA POSLOVNOG TURIZMA U UČENJU RUSKOG KAO STRANOG JEZIKA

12:30-12:50 Andrea Knežević: (IZGUBLJENI) IDENTITET RUSKOG JEZIKA U TURIZMU

# 13:00 DISCUSSION AND CLOSING

Co-organizers:

