

A - General description

Programme Title – Cultural Tourism Management

Qualification awarded – Graduate (BA)

Admission requirements – (11) History or (18) Portuguese (04) or Economy

Educational and Professional goals – Understand the problematics associated with cultural tourism as the core area of the degree; acquire skills to perform managing activities in tourism and culture-related companies in areas such as marketing, organization and management of events, travel arrangements, catering, hotels and similar services as well as to be able to work as a consultant in this area.

Access to further studies – 2nd Cycle / 3rd Cycle

Course structure diagram with credits (60 per year)

Course Title	Year	Semester	Number of credits
Tourism Systems	1st	1st	6
Portuguese Language and Literature I	1st	1st	3
Computer Science	1st	1st	5
Geography and Tourism	1st	1st	5
Research Methodology on Tourism and Culture	1st	1st	5
Mathematics Applied to the Social Sciences	1st	1st	6
Portuguese Language and Literature II	1st	2nd	5
History I	1st	2nd	5
English I	1st	2nd	6
French I / German I	1st	2nd	6
Economy and Sociology of Tourism	1st	2nd	5
Introduction to Corporate Management	1st	2nd	5
Tourism Law	2nd	1st	3
General Accounting	2nd	1st	4
Tourism Operations	2nd	1st	6
History II	2nd	1st	5
English II	2nd	1st	6
French II / German II	2nd	1st	6

Events and Cultural Animation	2nd	2nd	5
Tourism and Culture Promotion	2nd	2nd	6
Descriptive Statistics	2nd	2nd	3
Management Accounting	2nd	2nd	4
Art History I	2nd	2nd	6
Portuguese Ethnography and Traditional Arts	2nd	2nd	6
Tourism Planning	3rd	1st	7
International Tourism	3rd	1st	4
Art History II	3rd	1st	5
Tourism Organizations Management	3rd	1st	4
Archaeology and Site Museums	3rd	1st	4
Cultural Heritage Safeguard	3rd	1st	6
Municipal Management of Tourism and Culture	3rd	2nd	6
Corporate Tourism	3rd	2nd	5
Seminar on Tourism & Culture Studies	3rd	2nd	4
Information Society: Tourism and Culture	3rd	2nd	3
Art History III	3rd	2nd	5
Final Project	3rd	2nd	7

Final examination, if any –

Examination and assessment regulations – Mid-terms and/or Final Examination

ECTS departmental co-ordinator – Eunice R. Lopes, Assistant Lecturer

B - Description of individual course units

Course title	Tourism Systems
Course code	964101
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	1st
Number of credits	6
Name of lecturer	Sónia Carla Fidalgo Pais
Objectives of the course (preferably expressed in terms of learning outcomes competences)	The students should be able to understand the tourism sector in its full potential, including all interrelations and interdependencies of its various elements. It is intended that the student will acquire an overview of the complexity of the tourism system by learning key concepts.
Prerequisites	NA
Course contents	The History of Tourism. Tourism in Portugal: historical evolution Typologies of tourists and specific forms of tourism. Functional Systems Theory applied to Tourism. The tourism supply. The tourism demand. Economic, socio-cultural and environmental impacts of Tourism
Recommended reading	BENI, Mário Carlos (2001) Análise Estrutural do Turismo, Editora Senac, São Paulo CUNHA, Licínio (2001) Introdução ao Turismo, Verbo, Lisboa FOSTER, Douglas (1991) Travel and Tourism Management, Macmillan Education, Hong Kong McINTOSH, Robert W.; GOELDNER, Charles R. (1986) Tourism – principles, practices, philosophies, John Wiley and Sons, Inc., United States of America
Teaching methods	Lectures, text analysis and exercise solving.
Assessment methods	The students will be assessed taking into account the following items: attendance and active participation in class. This assessment will amount to 10% of the final grade. The assessment will also be made using a written test and also a group project. Students must obtain a grade of 10 or more to pass. Project will amount of 20% of the final grade and the written test will amount to 70% of the final grade.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Portuguese Language and Literature I
Course code	964102
Type of course	Semestral
Level of Course	I
Year of study	1st
Semester/trimester	1st
Number of credits	3
Name of lecturer	Hermínia Sol
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To reflect upon the practical usage of language as native speakers; To understand language as a cultural product through analysis of its diachronic and synchronic changes; To establish a connection between language and national identity; To identify the relationships between the various sentence components; To expand the students' lexicon and to develop their rhetorical skills.
Prerequisites	Basic knowledge of the Portuguese language
Course contents	1 Language structure: orthography, morphology, syntax, semantics and lexicon; 2 – Prosody; 3 – Diatopic varieties of the Portuguese language; 4 – Orthography; 5 – Literatures and lusophone identities; 6 – Literature as a tourism product.
Recommended reading	CUNHA, Celso e CINTRA; Luís Filipe Lindley (1984) <i>Nova Gramática do Português Contemporâneo</i> . Lisboa: Edições Sá da Costa. ESTRELA, Edite et al.. (2004) <i>Saber Escrever, Saber Falar</i> . Lisboa: Dom Quixote FROMKIN, Victoria e RODMAN, Robert (1993) <i>Introdução à Linguagem</i> . Coimbra: Livraria Almedina. NASCIMENTO, Zacarias e PINTO, José Manuel de Castro (2003) <i>A Dinâmica da Escrita. Como Escrever com Êxito 2.ª ed.</i> , Lisboa: Plátano Editora.
Teaching methods	Lectures and tutorials.
Assessment methods	Continuous assessment. Final assessment: Written exam = 100%
Language of instruction	Portuguese

B - Description of individual course units

Course title	Computer Science
Course Code	964104
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	1st
Number of credits	5
Name of lecturer	Célio Gonçalo Marques. Ricardo Campos
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>To reinforce basic notions of computer science and computer architecture.</p> <p>To develop the capacity to explore tools such as word processors, spreadsheets and presentations.</p> <p>To explore the resources of networks and Internet.</p> <p>To understand the importance of information security and privacy.</p>
Prerequisites	NA
Course contents	<p>Introduction to Information Technology (IT) and Computer Architecture Notions.</p> <p>Operative systems and Work Atmosphere.</p> <p>Text Processing: Microsoft Word.</p> <p>Spreadsheet: Microsoft Excel.</p> <p>Presentations: Microsoft Powerpoint.</p> <p>Networks and Internet.</p> <p>Privacy and Security.</p>
Recommended reading	<p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., <i>Noções de Arquitectura de Computadores</i>, AIDTIC, IPT, 2008.</p> <p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., <i>Sistemas Operativos e Ambiente de Trabalho</i>, AIDTIC, IPT, 2008.</p> <p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., <i>Processamento de Texto: Microsoft Word</i>, AIDTIC, IPT, 2008.</p> <p>MENDES, J.R., MARQUES, C.G., SILVA, V., CAMPOS, R., <i>Apresentações: Microsoft Powerpoint</i>, AIDTIC, IPT, 2008.</p>
Teaching methods	Lecturers
Assessment methods	Test (50%) + Project (45%) + Individual Work (5%)
Language of instruction	Portuguese

B - Description of individual course units

Course title	Geography and Tourism
Course code	964105
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	1st
Number of credits	5
Name of lecturer	Maria de La Salete da Silva Brito da Ponte
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To provide guiding tools to analyse the Portuguese geomorphological context, having space, landscape and sustainable tourism in mind. To locate Portugal in the world and provide intertourism mechanisms in a multicultural reality.
Prerequisites	NA
Course contents	Geography and Tourism. Tourism and Cultural Geography. Tourism Production and Trends.
Recommended reading	BAPTISTA, Mario (1997): <i>Turismo-competitividade sustentável</i> . Verbo. Lisboa. CASTRO, I. E. (2002): "Turismo e Paisagem", in <i>Contexto</i> , pp. 121-140. São Paulo. CAVACO, C.; FONSECA, M. L., (2001): <i>Território e Turismo no Brasil. Uma introdução</i> . Centro de Estudos Geográficos/Universidade de Lisboa. Lisboa. CORRÊA, R. L. (1995): <i>Geografia: conceitos e temas</i> . Livraria Bertrand. Rio de Janeiro
Teaching methods	Lectures. Case Studies analysis (group work). Presentation and Discussion of individual or group work. Individual work
Assessment methods	Test (80%) + Project (20%) <ol style="list-style-type: none"> 1. For admission to final test, the students will have to meet the requirements concerning the continuous assessment (Test+ project), and they are required to attend, at least, 60% (10% + 50%) of total number of classes. 2. Students who do not obtain a grade of 10 must take a written exam. <p>The students with a grade of 13 or higher will be exempt from taking final examination.</p>
Language of instruction	Portuguese

B - Description of individual course units

Course title	Research Methodology on Culture and Tourism
Course code	964106
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	1st
Number of credits	6
Name of lecturer	Luís Mota Figueira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To provide contact with the scientific processes within the context of intellectual construction. To analyse culture and tourism research issues and produce a research method from emergence and identification of the problem to its solution and evaluation.
Prerequisites	NA
Course contents	Introduction to scientific methodology. The scientific method. Science as a form of expertise: the operative and common language; the scientific language. Research specificities; coherence, consistency, originality and objectivity. Research phases and their instruments. Definition of the subject of study, introduction, development and Conclusion. Technical procedures.
Recommended reading	CASTRO, Armando, (2001), <i>Teoria do Conhecimento Científico</i> , Lisboa, Instituto Piaget. CEIA, Carlos (2005), <i>Normas para Apresentação de Trabalhos Científicos</i> , Lisboa, Editorial Presença. GASTAL, Susana, (org.), (2000), <i>Turismo – 9 propostas para um saber-fazer</i> , Porto Alegre, EDIPUCRS – Pontifícia Universidade Católica do Rio Grande do Sul.
Teaching methods	Lectures and practical classes.
Assessment methods	Final exam.
Language of instruction	Portuguese.

B - Description of individual course units

Course title	Mathematics for Life Sciences
Course code	964103
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	2nd
Number of credits	5
Name of lecturer	José Manuel Faria Paixão, Cristina M. M. Andrade
Objectives of the course (preferably expressed in terms of learning outcomes competences)	The main goal of the course is to provide the students with the mathematical knowledge and tools necessary to a better understanding of real economical and social problems. The contents provide also the requirements needed for other courses.
Prerequisites	NA
Course contents	<p>Par tone – Mathematical Analysis</p> <ol style="list-style-type: none"> 1. Complements of calculus 2. Complements of real functions 3. Numerical successions <p>Part two – Linear algebra</p> <ol style="list-style-type: none"> 1. Matrices 2. Determinants
Recommended reading	<p>Barnett, R. & Ziegler, M. & Byleen, K. (2007): Calculus for Business, Economics, Life Sciences and Social Sciences, Pearson Education</p> <p>Gonçalves, J.V. (1953): Curso de Álgebra Superior, 3ª ed. Lisboa</p> <p>Harshbarger, Ronald J & Reynolds J. (2006): Matemática Aplicada- Administração, Economia e Ciência Sociais e da Saúde. McGraw-Hill</p> <p>Ferreira, Manuel (2006): Exercícios de Álgebra Linear - 1º Vol. - Matrizes e Determinantes, Edições Sílabo</p>
Teaching methods	Attending classes
Assessment methods	Exams (attending exams)
Language of instruction	Portuguese

B - Description of individual course units

Course title	Portuguese Language and Literature II
Course code	964108
Type of course	Semestral
Level of Course	II
Year of study	1st
Semester/trimester	2nd
Number of credits	3
Name of lecturer	Hermínia Sol
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To further knowledge acquired in Portuguese Language and Literatures I; To allow access to different points of view, on a same topic, using literature; To study different types of literary genres in several varieties of Portuguese; To stimulate critical thinking and develop argumentative skills;
Prerequisites	Basic knowledge of the Portuguese language
Course contents	1 -- Sociolinguistics; 2 – Promotional language in the Portuguese context; 3 – Types of texts; 4 – Literary genres and sub-genres.
Recommended reading	BARTHES, Roland et all. (1980) <i>Linguística e Literatura</i> . Lisboa: Edições 70. CUNHA, Celso (1999) <i>Língua Portuguesa e Realidade Brasileira</i> . Lisboa: Edições Sá da Costa. MATA, Inocência (2001) <i>Silêncios e Falas de uma Voz Inquieta. Literatura Angolana</i> . Col. "Mar Inquieto", Lisboa: Mar Além. NEJAR, Carlos (org.) (1986) <i>Antologia da Poesia Brasileira Contemporânea</i> . Col. "Escritores dos Países de Língua Portuguesa", INCM. SAÚTE, Nelson (org.) (2001) <i>As Mãos dos Pretos. Antologia do Conto Moçambicano</i> . Lisboa: Publicações Dom Quixote. VENÂNCIO, Fernando e Peixoto Fonseca (1985) <i>O Português entre as línguas do mundo</i> . Coimbra: Livraria Almedina.
Teaching methods	Lectures and tutorials.
Assessment methods	Continuous assessment. Final assessment: Written exam = 100%
Language of instruction	Portuguese

B - Description of individual course units

Course title	History I
Course code	964107
Type of course	One-semester course
Level of Course	I
Year of study	1st
Semester/trimester	2nd
Number of credits	5
Name of lecturer	Carlos José Rodarte de Almeida Veloso
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Offer a coherent perspective of the world historical process. Stimulate a humanist unprejudiced understanding of the different world cultures. Value critical ability and creativity. Foster a demanding scientific attitude.
Prerequisites	NA
Course contents	Introduction to historical sciences. Prehistoric humanity. Agricultural and urban revolutions. Eastern Antiquity. Classical Antiquity. Building of the European Nations. Middle Ages: society, economics and culture. The Western Regeneration. 14 th century crisis.
Recommended reading	MOURRE, M.- Dicionário de História Universal, Porto, 1998; DUNBAR, R. – História do Homem, Lisboa, 2006; LEVEQUE, P. - As Primeiras Civilizações, Lisboa, 1990; PEREIRA, M.H.R. - Estudos de História da Cultura Clássica, Lisboa, 1988; GRIMAL, P.-A Civilização Romana, Lisboa, 2002; BLOCH, M. -A Sociedade Feudal, Lisboa, 1987; FRAILE, B. - Os Templários, Lisboa, 2005.
Teaching methods	Lectures, debates and tutorials.
Assessment methods	Written test - 60%; class attendance and research work – 40%.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	English I
Course code	964109
Type of course	Semestral
Level of Course	I
Year of study	1st
Semester/trimester	2nd
Number of credits	6
Name of lecturer	Hermínia Sol
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Strengthen grammatical structures within the context of tourism; Retrieve as much information as possible from an English Dictionary for Advanced Learners; Adopt an active role in the debates led in class; Be able to articulate vocabulary and sentence structures of intermediate complexity in their written productions; Identify and produce different types of writing, such as: precis, descriptions, notes, faxes and letters.
Prerequisites	Intermediate knowledge of the English language
Course contents	1 – Trends in Tourism; 2 – Types of accommodation; 3 – Food, cooking and restaurants; 4 – Tourist information; 5 – Motoring and giving directions; 6 – Intermediate grammar structures.
Recommended reading	<i>Oxford Advanced Learner's Dictionary</i> (2000), Oxford: O.U.P.. HARDING, Keith (1998) <i>Going International: English for Tourism</i> . Oxford: OUP. MEDLIK, S. (2002) <i>Dictionary of Travel, Tourism and Hospitality</i> . London: Butterworth Heinemann. MURPHY, Raymond (2004), <i>English Grammar in Use. With Answers</i> Cambridge: C.U.P. O'KEEFE, M. & Iwona Dubicka (2002) <i>English for International Tourism</i> London: Longman. SWAN, Michael (2005), <i>Practical English Usage</i> , 3 rd ed., Oxford: O.U.P.
Teaching methods	Lectures and tutorials.
Assessment methods	Continuous assessment. Final assessment: Written exam = 100%
Language of instruction	English

Course title	French I (Option)
Course code	964137
Type of course	One-semester course
Level of Course	I
Year of study	1st
Semester/trimester	2nd
Number of credits	6
Name of lecturer	Sofia Mota
Objectives of the course (preferably expressed in terms of learning outcomes competences)	- Strengthen the knowledge of the French language and civilization; - Develop written and oral skills; - Know and understand the world of tourism; - Deepen the knowledge of the grammatical structures within the context of the course contents.
Prerequisites	Upper-intermediate knowledge of the French language.
Course contents	- The different types of French language; - Tourism as a profession; - Means of transport, hotels, and restaurants; - Travel agencies; - Cultural tourism and leisure; - Different types of tourism.
Recommended reading	<i>Dictionnaire du Français</i> , référence apprentissage, dir. Josette Rey-Debove, dictionnaires Le Robert, Clé International. <i>Le Micro-Robert</i> , dictionnaire de la langue française, dir. Alain Rey, édition poche. CHEVALIER, Jean Claude, Claire Blanche Benveniste, Michel Arrivé, Jean Peytard, <i>Grammaire du Français Contemporain</i> , Larousse. Dictionnaires on-line: www.lexilogos.com www.leconjugueur.com
Teaching methods	Lectures and tutorials
Assessment methods	Continuous assessment: - Class attendance and tutorials - 20% - Coursework assessment (extra-class) - 40% - Written test - 40% Final Assessment: - Written exam - 100%
Language of instruction	French

B - Description of individual course units

Course title	German I (Option)
Course code	964138
Type of course	One-semester course
Level of Course	NA
Year of study	1 st
Semester/trimester	2nd
Number of credits	6
Name of lecturer	Jorge Lágea
Objectives of the course (preferably expressed in terms of learning outcomes competences)	In this subject emphasis will be given to the acquisition of oral skills concerning services provided to the German-speaking tourists. The student should be able to use the German language in real day-to-day contexts (hotels, tourist information, agencies etc.).
Prerequisites	NA
Course contents	Greetings and farewells, Personal data, Numbers, hotel business and Restaurants
Recommended reading	Cohen, Ulrike (2000) <i>Zimmer frei</i> . Langenscheidt, Berlin Barberis, Paola (1989) <i>Deutsch im Hotel 1</i> . Max Hueber Verlag, München Cohen, Ulrike (1986) <i>Herzlich Willkommen</i> . Langenscheidt, Berlin Cohen, Ulrike (2000) <i>Zimmer frei</i> . Langenscheidt, Berlin Dreyer/ Schmitt (1996) <i>Lehr- und Übungsbuch der deutschen Grammatik</i> . Verlag für Deutsch, München Langenscheidts Taschenwörterbuch, Portugiesisch – Deutsch / Deutsch – Portugiesisch. (2001) Langenscheidt, Berlin
Teaching methods	Development of comprehension skills and writing skills through exercises taken from the chosen syllabuses; Development of comprehension and oral skills through classroom-simulations and through the analyses of audio and video documents.
Assessment methods	Continuous evaluation with written test at the end of semester Final evaluation with final exam at the end of semester.
Language of instruction	German

B - Description of individual course units

Course title	Economics and Sociology of Tourism
Course code	964111
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	2nd
Number of credits	5
Name of lecturer	Sónia Carla Fidalgo Pais
Objectives of the course (preferably expressed in terms of learning outcomes competences)	It is intended that students understand the phenomenon of tourism as a social phenomenon and its relevance as an object of study in the field of the Social Sciences, in particular the Sociology of Tourism. In the area of Tourism Economics students will acquire the ability to clarify concepts and indicators linked directly to the tourism sector, bearing in mind the effects of supply and demand for the sector.
Prerequisites	None
Course contents	Introduction to the Sociology of Tourism. Tourism destinations Sociocultural impacts. Social Tourism. Tourism measures and indexes. Tourism Satellite Account. Tourism economic effects
Recommended reading	DIAS, Reinaldo (2003) Sociologia do Turismo, Editora Atlas, São Paulo KRIPPENDORF, Jost (1989) Sociologia do Turismo, Editora Civilização Brasileira, Rio de Janeiro MICHEL, Franck (éd.) Tourismes, Touristes, Sociétés (1998), Harmattan, 1998 MONTEJANO, Jordi Montaner (1996) Psicología del Turismo, Editorial Síntesis, Madrid BULL, Adrian (1996) The Economics of Travel and Tourism, 2nd edition, Longman, Melbourne
Teaching methods	Lecturing, analysis of texts and resolution of exercises.
Assessment methods	Assessment will be made through a written test. Students must obtain a grade of 10 or more to pass.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Introduction to Corporate Management
Course code	964112
Type of course	One-semester course
Level of Course	NA
Year of study	1st
Semester/trimester	2nd
Number of credits	5
Name of lecturer	Jorge Manuel Marques Simões
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Upon completion of course the students should understand the various concepts associated with management, and put them into practice with the help of practical exercises. It should be noted that at the end of the semester the student will be able to understand all the basic concepts of a management course.
Prerequisites	
Course contents	1. What it is an Organization 2. Administration by objectives 3. The Production Function 4. The Financial Function 5. The Commercial Function 6. The Human Resources Function
Recommended reading	<ul style="list-style-type: none"> - Rego, Arménio; Cunha, Miguel (2007). O Tão da Eficácia Organizacional, Edições Sílabo, Lisboa. - Reis, Lopes dos; Paulino, António (1994). Gestão dos Stocks e Compras, Editora Internacional, Lisboa. - Robalo, António (1997). Teorias Contingenciais de Organização, Edições Sílabo, Lisboa. - Rocha, José António de Oliveira (1999). Gestão de Recursos Humanos, Editorial Presença, Lisboa. - Sousa, António de (1998). Introdução à Gestão: Uma Abordagem Sistémica, Editorial Verbo, Lisboa.
Teaching methods	<ul style="list-style-type: none"> - Current affairs, and the discussion of case studies, according to the items listed in the course programme; - Examples and exercises in oral and written forms, to improve the understanding and learning by the students; - Consultations of projects; - Audiovisual support (data-show, power-point) in class.
Assessment methods	Mid-term (100%). Students with a grade below 10 will be eligible to take an Exam (100%)
Language of instruction	Portuguese

B - Description of individual course units

Course title	Tourism Law
Course code	964113
Type of course	One-semester course
Level of Course	NA
Year of study	2nd
Semester/trimester	1st
Number of credits	3
Name of lecturer	Joana Pinto Coelho
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Provide students with an insight, as broad as possible, of the laws that regulate tourism activities. Students will also get acquainted with tourism law's agents and basic contents.
Prerequisites	NA
Course contents	I – Notion, object, nature e tourism law sources; II – The legal treatment of tourism in Portugal. III – The fundamental structures of economic organization. IV – Portuguese Public Administration of Tourism. V – The legal regime of tourism activities.
Recommended reading	<ul style="list-style-type: none"> - Aureoles Martin, Adolfo, Introducción al Derecho Turístico, Madrid, Editorial Tecnos, 2002; - Blanquer Criado, David: Derecho del Turismo, Valencia, Tirant lo Blanch Libros, 1999; - Badaró, Rui A. De Lacerda: Direito do Turismo. História e Legislação no Brasil e no exterior, São Paulo, Editora SENAC São Paulo, 2003; - Correia, Miguel A. Pupo, Direito Comercial, Lisboa, Ediforum, 2001; - Mendes, João de Castro Mendes, Introdução ao Estudo do Direito, Lisboa, Editora Danúbio, 1984;
Teaching methods	Lectures
Assessment methods	Mid-term (100%). Students with a grade below 10 will be eligible to take an Exam (100%)
Language of instruction	Portuguese

B - Description of individual course units

Course title	General Accounting
Course code	964114
Type of course	One-semester course
Level of Course	NA
Year of study	2nd
Semester/trimester	1st
Number of credits	4
Name of lecturer	Manuel Silvério Garcia Esparteiro
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Justify the need for accounting in enterprises and organizations. Know the tools of accounting: POC, Accounts, Releases. Daily, Reason, Report, Balance Sheet, Profit and Loss Statements and the Annex.
Prerequisites	None
Course contents	1-Introduction.2- Patrimonial.3-The Account.4-Inventory and the Balance .5-Patrimonial Facts.6-Development of Accounts.7-Methods of Accounting Records.8-Accounting Standards.9-Settlement of Accounts. 10- POC: 1-Cash, 2-Trial Balance, 3-Inventories, 4-Fixed Assets, 5- Equity, 6-Costs and Losses, 7-Income and Gains, 8-Earnings. Financial statements.
Recommended reading	<i>Elementos de Contabilidade Geral</i> de António Borges, Azevedo Rodrigues and Rogério Rodrigues – Rei dos Livros. <i>Plano Oficial de Contabilidade</i> – Porto Editora
Teaching methods	Lectures, problem exploration and practical exercises.
Assessment methods	Continuous Assessment and end-of-semester examination
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Tourism Operations
Course code	964115
Type of course	One-semester course
Level of Course	NA
Year of study	2 nd
Semester/trimester	1st
Number of credits	6
Name of lecturer	Filipe Reis Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Students should acquire in-depth knowledge of the Tourism sector, how the tourism agents work, what's their role, how they operate, what are the relations between them and what changes are happening today. They are also expected to acquire basic knowledge of the GALILEO system.
Prerequisites	NA
Course contents	Public and private players. Tour Operators and Travel Agencies. Lodging Camping. Airlines. Galileo.Cruises
Recommended reading	Curran, P., <i>"Principles and Procedures of Tour Management"</i> , CBI, Boston, 1978; Foster, Douglas, <i>"Viagens e Turismo – Manual de Gestão"</i> , Edições CETOP, Mem Martins, 1992; Holloway, J. C., <i>"The Business of Tourism"</i> , Pitman Publishing, Londres, 1994; Medlik, S., <i>"The Business of Hotels"</i> , Heinemann, Londres, 1980; Palhares, Guilherme Lohmann, <i>"Transportes Turísticos"</i> , Editora ALEPH, São Paulo, 2002; Prado, Wania Gaspar M., <i>"Manual Prático para Organização de Viagens"</i> , Editora ALEPH, São Paulo, 2002;
Teaching methods	Interactivity between students and teacher, practical computer work and a monograph will be produced by the students with the teacher's supervision.
Assessment methods	Students must produce a monograph and hand it in at the end of the semester. The monograph adds up to 70% of the final grade; its oral presentation adds up to 20% of the final grade and class assessment 10%. Students who fail their continuous assessment must take a written exam.
Language of instruction	Portuguese

	B - Description of individual course units
Course title	History II
Course code	964116
Type of course	One-semester course
Level of Course	II
Year of study	2 nd
Semester/trimester	1st
Number of credits	5
Name of lecturer	Carlos José Rodarte de Almeida Veloso
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Offer a coherent perspective of the world historical process. Stimulate a humanist unprejudiced understanding of the different world cultures. Value critical ability and creativity. Foster a demanding scientific attitude.
Prerequisites	NA
Course contents	European expansion, Renaissance and Humanism. 16 th century religious crisis. The "Ancien Régime" and the Enlightenment. The Revolutions era. The Industrial Revolution and social struggles. The european imperialism and the "Armed Peace" World War I and its consequences. Tje World between the two wars. World War II and its consequences. From the postwar to the building of the European Union.
Recommended reading	MARQUES, A.H.O.- Breve História de Portugal, Lisboa, 2003; MOURRE, M.- Dicionário de História Universal, Porto, 1998; DELOUCHE, F. (coord.) - História da Europa, Coimbra, 1992; GODINHO, V. M. – Expansão quatrocentista portuguesa, Lisboa, 2008; GARIN, E. - Renascimento, Lisboa, 1994; WOOD, G.S.- A Revolução Americana, Lisboa, 2004.
Teaching methods	Lectures, debates and tutorials.
Assessment methods	Written test - 60%; class attendance and research work – 40%.
Language of instruction	Portuguese

B - Description of individual course units

Course title	English II
Course code	964117
Type of course	Semestral
Level of Course	II
Year of study	2nd
Semester/trimester	1st
Number of credits	6
Name of lecturer	Hermínia Sol
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Strengthen grammatical structures within the context of tourism; Practice an analytical and deeper reading through texts of advanced complexity; Be able to articulate vocabulary and sentence structures of advance complexity in the student's oral and written productions; Identify and produce different types of writing, such as: reports, brochures, fliers, descriptions, and formal letters.
Prerequisites	Advanced knowledge of the English language
Course contents	1 – History and development of tourism; 2 – Understanding tourist motivations; 3 – Promoting a destination; 4 – Guiding language; 5 – Marketing the Past; 6 – Responsible and sustainable tourism; 7 – Grammar -- advanced level
Recommended reading	<i>Oxford Advanced Learner's Dictionary</i> (2000), Oxford: O.U.P.. HARDING, Keith (1998) <i>Going International: English for Tourism</i> . Oxford: OUP. MEDLIK, S. (2002) <i>Dictionary of Travel, Tourism and Hospitality</i> . London: Butterworth Heinemann. MURPHY, Raymond (2004), <i>English Grammar in Use. With Answers</i> Cambridge: C.U.P.. O'KEEFE, M. & Iwona Dubicka (2002) <i>English for International Tourism</i> London: Longman. SWAN, Michael (2005), <i>Practical English Usage</i> , 3 rd ed., Oxford: O.U.P.
Teaching methods	Lectures and tutorials.
Assessment methods	Continuous assessment. Final assessment: Written exam = 100%
Language of instruction	English

B - Description of individual course units

Course title	French II (Option)
Course code	964139
Type of course	Optional
Level of Course	II
Year of study	2nd
Semester/trimester	1st
Number of credits	6
Name of lecturer	Sofia Mota
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ul style="list-style-type: none"> - Expand and consolidate knowledge acquired in French I; - Improve oral and written skills; - Focus on the specific aim of the course: tourism ad culture management.
Prerequisites	Upper-intermediate knowledge of the French language.
Course contents	<ul style="list-style-type: none"> - Production of touristic materials; - Promotion of tourism and culture; - The problems of the tourism sector: mass tourism and sexual tourism, among others; - The tourist vs the traveller; - Travel and literature; travel and art; - Guided visits; - Business letters.
Recommended reading	<p><i>Dictionnaire du Français</i>, référence apprentissage, dir. Josette Rey-Debove, dictionnaires Le Robert, Clé International.</p> <p><i>Le Micro-Robert</i>, dictionnaire de la langue française, dir. Alain Rey, édition poche.</p> <p>CHEVALIER, Jean Claude, Claire Blanche Benveniste, Michel Arrivé, Jean Peytard, <i>Grammaire du Français Contemporain</i>, Larousse.</p> <p>Dictionaries on-line: www.lexilogos.com www.leconjugueur.com</p>
Teaching methods	Lectures and tutorials.
Assessment methods	<p>Continuous assessment: class attendance and tutorials - 20%.</p> <p>Coursework assessment (extra-class) - 40%. written test - 40%</p> <p>Final assessment: - written exam - 100%</p>
Language of instruction	French

B - Description of individual course units

Course title	German II (Option)
Course code	964140
Type of course	One-semester course
Level of Course	II
Year of study	2nd
Semester/trimester	1st
Number of credits	6
Name of lecturer	Jorge Lágea
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Consolidation and development of the student's communicative skills concerning the German language in the context of tourism. The student should be able to use the German language in a fluent, correct and adequate way in the areas of cultural tourism: holidays and travel, cultural tourist tours and organization of cultural events etc. In addition, the students should be able to produce personal and institutional correspondence and also consolidate the grammar structures acquired in this context.
Prerequisites	NA
Course contents	Cultural tourism, Mass tourism, Environment and Tourism among others
Recommended reading	Lévy-Hillerich, Dorothea (2005) <i>Kommunikation im Tourismus</i> . Goethe-Institut, München. Langenscheidts Taschenwörterbuch, Portugiesisch – Deutsch / Deutsch – Portugiesisch. (2001) Langenscheidt, Berlin
Teaching methods	Development of comprehension and writing skills through exercises taken from the chosen syllabuses; Development of comprehension and oral skills through classroom-simulations and through analyses of audio and video documents.
Assessment methods	Continuous assessment with written test at the end of the semester. Final evaluation with final exam at the end of the semester.
Language of instruction	German

B - Description of individual course units

Course title	Events and Cultural Animation
Course code	964119
Type of course	One-semester course
Level of Course	NA
Year of study	2nd
Semester/trimester	2nd
Number of credits	5
Name of lecturer	Eunice Ramos Lopes
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ul style="list-style-type: none"> • Provide the students with the tools necessary to organize events; • Deepen the notion of event in the context of tourism and culture; • Define event based products in the field of cultural animation and integrate them in the tourist and cultural package;
Prerequisites	NA
Course contents	<ol style="list-style-type: none"> 1. Cultural Events and Entertainment. Definitions; 2. Practices / techniques that lead to the organization of events and animation: case studies; 3. Cultural schemes connected to cultural tourism: the integration of culture in the tourism phenomenon and ways of introducing events and entertainment related to cultural heritage in society; 4. Operationalization of Event/Cultural Animation: theoretical tests and practical experimentation (as well as thematic projects);
Recommended reading	<p>ALLEN, Johnny (et al), (2003), <i>Organização e Gestão de Eventos</i>, Elsevier Editora, Rio de Janeiro.</p> <p>WATT, David, C., (2004), <i>Gestão de Eventos em Lazer e Turismo</i>, Bookman, Porto Alegre.</p> <p>ALMEIDA, Maria João de, (1980), <i>Métodos pedagógicos e técnicas de animação</i>. Textos de Apoio, IDL, nº 9, Pedagogia e Animação, Coimbra.</p> <p>ANDER-EGA, Ezequiel, (1999), <i>O Léxico do Animador</i>, Edições ANASC, Associação Nacional de Animadores Socioculturais, Gráfica do Norte – Amarante.</p>
Teaching methods	Lectures and practical classes.
Assessment methods	A project work carried out over the semester (50%) and written test (50%).
Language of instruction	Portuguese

B - Description of individual course units

Course title	Tourism and Culture Promotion
Course code	964120
Type of course	One-semester course
Level of Course	NA
Year of study	2 nd
Semester/trimester	2 nd
Number of credits	6
Name of lecturer	Manuel Reis Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Conceptual and instrumental knowledge of tourism marketing. Skills to work in tourism product and destination marketing. Ability to conduct a regional or local tourism promotion plan.
Prerequisites	NA
Course contents	Basic marketing concepts. Marketing as a framework. Strategic marketing and marketing operational marketing. Commercial and cultural marketing. Tourism and culture products marketing. Tourism destination marketing. Strategic positioning and market segmentation. Branding. Promotion methods and techniques. Promotion planning.
Recommended reading	<ul style="list-style-type: none"> - Alcañiz, E.B. et. al. (2000) Marketing de Destinos Turísticos: Análisis y Estrategias de Desarrollo. ESIC Editorial. Madrid. - Kotler, P. (2005) Marketing para Turismo. 3^a ed. Pearson Education. Madrid. - McLean, F. (1997) Marketing the Museum. Routledge. London. - Oñate, F. M. (1994) Marketing Turístico. Editorial Centro de Estudios Ramón Areces, S.A., Madrid. - Pires, A. (1994) O que é o Marketing. Difusão Cultural. Lisboa.
Teaching methods	Classes are both theoretical and practical. Theoretical classes are interactive and supported by case studies. The production of case studies by working teams will be carried out to allow students to put theoretical concepts and models into practice.
Assessment methods	A final written examination. Students who attend at least two thirds of the total number of classes take a mid-term test and present case studies. Minimum test grade is 10 (out of a 0-20 scale).
Language of instruction	Portuguese.

B - Description of individual course units

Course title	Descriptive Statistics
Course code	964121
Type of course	One-semester course
Level of Course	NA
Year of study	2 nd
Semester/trimester	2 nd
Number of credits	3.0
Name of lecturer	Francisco Paulo Vilhena Antunes Bernardino Carvalho
Objectives of the course (preferably expressed in terms of learning outcomes competences)	At the end of the course, students should have developed a critical and objective attitude regarding data analysis. Likewise, they must be able to argue and make decisions based on the appropriate statistical instruments.
Prerequisites	NA
Course contents	I – Descriptive Statistics. 1.1 Concepts; 1.2 Tables, Charts and Numerical Indicators. II – Probabilities. 2.1 Definition; 2.2 Conditional Probabilities and Bayes Theorem. III – Index Numbers. 3.1 Concepts; 3.2 Properties; 3.3 Laspeyres, Paasches and Fisher Indexes; 3.4 Deflation of Time Series. IV – Regression and Correlation. 4.1 Simple Linear Regression; 4.2 Estimators 4.3 Quality Measures.
Recommended reading	Guimarães, R.; Sarsfiels Cabral, J.A. – Estatística – McGraw Hill Murteira, B.J., <i>et al</i> – Introdução à Estatística – McGraw Hill Murteira, B.J., Black, G.H. –Estatística Descritiva, McGraw Hill
Teaching methods	Lectures
Assessment methods	Final Exam
Language of instruction	Portuguese

B - Description of individual course units

Course title	Management Accounting
Course code	964122
Type of course	One-semester course
Level of Course	NA
Year of study	2nd
Semester/trimester	2nd
Number of credits	4
Name of lecturer	Pedro Augusto Nogueira Marques
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To recognize the limitations of Financial Accounting and to identify the utility of Management Accounting; To distinguish between direct/indirect costs, fixed/variable costs, inventorial/period costs and produce the Income Statement; To distinguish between the different cost accounting systems and their influence in the determination of the results; To understand the assumptions, the utilization scope and the limits of Cost/Volume/Profit analysis; To describe and apply the different methods for allocating production overheads.
Prerequisites	NA
Course contents	Introduction; Costs classification and the determination of results by department; Costing Systems; Cost/Volume/Profit analysis; Analysis methods and cost allocation. Enhancement of finished goods.
Recommended reading	<p>Franco, Victor Seabra e Outros, <i>Contabilidade de Gestão – O Apuramento dos Custos e a Informação de Apoio à Decisão</i>, Lisboa, Publisher Team, 1.^a edição, 2005;</p> <p>Pereira, Carlos Caiano e Victor Seabra Franco</p>
Teaching methods	Lectures
Assessment methods	Exams
Language of instruction	Portuguese

B - Description of individual course units

Course title	Art History I
Course code	964123
Type of course	One-semester course
Level of Course	I
Year of study	2 nd
Semester/trimester	2nd
Number of credits	6
Name of lecturer	Carlos José Rodarte de Almeida Veloso
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Be aware of the role of Art in the civilizational process.</p> <p>Offer an inclusive perspective of the artistic forms and styles.</p> <p>Identify different levels of a work of art interpretation.</p> <p>Value critical ability and creativity.</p> <p>Foster a demanding scientific attitude.</p>
Prerequisites	NA
Course contents	<p>Introduction to Art History and artistic terminology.</p> <p>Prehistoric arts.</p> <p>Antiquity arts.</p> <p>The Preromanesque and Islamic arts.</p> <p>The Romanesque Art.</p> <p>The Gothic Art.</p> <p>The Late Gothic Art.</p> <p>The Renaissance Art.</p> <p>Notes on religious and profane iconography.</p>
Recommended reading	<p>ECO, U. - A definição da Arte, Lisboa, 2006; READ, H.- O Significado da Arte, Lisboa, s.d.; GOMBRICH. E.H. - A História da Arte, Lisboa, 2005; SOVERAL, A. (Direcção) – História da Arte, Barcelona, 1996, Vols.1-6; PEREIRA, P. (Direc.) – História da Arte Portuguesa, Lisboa, 1995; REVILLA, F.- Diccionario de Iconografia, Madrid, 1990.</p>
Teaching methods	Lectures, debates and tutorials.
Assessment methods	Written test - 60%; class attendance and research work – 40%
Language of instruction	Portuguese

B - Description of individual course units

Course title	Portuguese Ethnography and Traditional Arts
Course code	964124
Type of course	One-semester course
Level of Course	NA
Year of study	2nd
Semester/trimester	2nd
Number of credits	6
Name of lecturer	Eunice Ramos Lopes
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ul style="list-style-type: none"> • To understand the importance of Ethnography as a tool for analyzing the material culture and intangible culture of a people. • To adopt methodologies focusing on social reality and to promote contact with the ethnographic reality contributing to local and cultural tourism development.
Prerequisites	NA
Course contents	<ol style="list-style-type: none"> 1. Concepts of cultural anthropology, ethnography and Traditional Arts ; 2. Ethnography and Tourism; 3. Handicraft and handicraft production. Enhancement of local cultural heritage; 4. Ethnography an Cultural Tourism. Expressions of local culture in handicraft, folklore and traditions;
Recommended reading	<p>COELHO, Adolfo, (1993), <i>Festas, Costumes e outros materiais para uma Etnologia de Portugal</i>, in Portugal de Perto, Obra Etnográfica, Volume I, Publicações Dom Quixote, Lisboa.</p> <p>VASCONCELOS, José Leite de, (1995), <i>Etnografia Portuguesa</i>, vol. I e II - Edição fac - similada, Lisboa.</p>
Teaching methods	Lectures and laboratory classes.
Assessment methods	A practical work carried out over half the semester (50%) and written test (50%).
Language of instruction	Portuguese

B - Description of individual course units

Course title	Tourism Planning
Course code	964125
Type of course	One-semester course
Level of Course	NA
Year of study	3 rd .
Semester/trimester	1 st
Number of credits	7
Name of lecturer	Manuel Reis Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Conceptual and instrumental knowledge of Tourism Planning. Acquire skills to work in tourism product planning, marketing and management.</p> <p>Ability to conduct a regional or local tourism development plan.</p>
Prerequisites	NA
Course contents	<p>1 – Tourism development 2 – Tourism policies 3 – Tourism resources and products 4 – Tourism product planning 5 – Tourism destinations 6 – Tourism development strategy 7 – Sustainable development and land use planning 8 – Tourism destinations planning and management.</p>
Recommended reading	<ul style="list-style-type: none"> - Gunn, Clare. <i>Tourism Planning</i>. Taylor&Francis. London. 3^a ed. 1993. - Hall, C. Michael. <i>Tourism Planning - Policies, Processes and Relationships</i>. Prentice Hall. England. 2000. - OMT, <i>Desenvolvimento de Turismo Sustentável: Manual para Organizadores Locais</i>, Tradução da 1^a ed., 1993, DGT, Lisboa. - Vieira, J. Martins. <i>Planeamento e Ordenamento Territorial do Turismo</i>. Editorial Verbo. Lisboa. 2007.
Teaching methods	Classes are both theoretical and practical.
Assessment methods	<p>A final written examination. Students attending at least two thirds of the total number of classes take a mid-term test and present case studies. Minimum test grade is 10 (out of a 0-20 scale). The test adds up to 60% and the case study 40% of the final grade. Final grade may be increased by a maximum of 1 point as a function of assiduity.</p>
Language of instruction	Portuguese.

B - Description of individual course units	
Course title	International Tourism
Course code	964126
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	1st
Number of credits	4.0
Name of lecturer	Maria de La Salete da Silva Brito da Ponte
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To define objectives and draw lines of strategic development for tourism within the framework of international tourism. To promote a relationship between strategies and programs for the employment of concepts of tourism marketing, with tourism institutions, as a factors for the development of Portugal as a cultural entity in the world. To analyse, characterize and recognize the trends of international tourism.
Prerequisites	NA
Course contents	Preliminary concepts and Standardization of Tourism. Geography and Space Tourism. Systems and Services: travel and tourism. Marketing in Tourism. Impacts of Tourism. Teaching Strategies
Recommended reading	BAPTISTA, Mário (1997): <i>Introdução ao Turismo</i> . Editorial Verbo-Lisboa/São Paulo BENI, Mário Carlos (2001): <i>Análise Estrutural do Turismo</i> , 5ª edição. SENAC, São Paulo
Teaching methods	Lectures. Case Studies analysis (group work). Presentation and Discussion of individual or group work. Individual work
Assessment methods	Test (80%) + Project (20%): For admission to final test, the students will have to meet the requirements concerning the continuous assessment (Test+ project), and they are required to attend, at least, 60% (10% + 50%) of the total number of classes. Students who do not obtain a grade of 10 must take a written exam. The students with a grade of 13 or higher will be exempt from exam.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Art History II
Course code	964127
Type of course	One-semester course
Level of Course	II
Year of study	3rd
Semester/trimester	1st
Number of credits	5
Name of lecturer	Teresa Sofia Alves Miranda Bandeira Duarte
Objectives of the course (preferably expressed in terms of learning outcomes competences)	History of Art II wants to convey to students the role of art in the process of civilization through the study of artists, shapes, spaces, colours and volumes of the "great cycles", from the Renaissance to the twentieth century art. In addition, it aims to provide the students with skills that allow them to interpret and understand the "art object," phenomenon while calling their attention to the need to adequate the arts terminology / content to the context of Cultural Tourism.
Prerequisites	NA
Course contents	Presentation. Renaissance Art. Mannerism. Baroque. Rococo Neoclassicism. Romanticism. Art of the XIXth century Art of the XXth century
Recommended reading	JANSON, H.W., <i>História da Arte – Panorama das Artes Plásticas e da Arquitectura da Pré-História à Actualidade</i> , Lisboa, Fundação Calouste Gulbenkian, 1979 KOCH, Wilfried, <i>Estilos de Arquitectura</i> , I e II, Lisboa, Presença, 1982 MEIRELES, Fernanda, PINTO, Ana Lúcia, CAMBOTAS, Manuela C., <i>História da Arte Ocidental e Portuguesa das Origens ao final do século XX</i> , Porto, Porto Editora, 2001 PEREIRA, Paulo (Coord.), <i>A Grande História da Arte</i> (vários volumes), Ed. Scala – Público, 2006
Teaching methods	Lectures and image analysis.
Assessment methods	Continuous Assessment: 2 written tests (35% each) +- 1 individual project (30%). Exam.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Tourism Organizations Management
Course code	964128
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	1st
Number of credits	4
Name of lecturer	Filipe Reis Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Students should acquire knowledge about tourism organizations management, associated running tools and available business models.
Prerequisites	None
Course contents	<ol style="list-style-type: none"> 1. Organizations 2. Management 3. Administration 4. Operations 5. Planning 6. Tourism Organizations management 7. Business Models
Recommended reading	<p>Curran, P., <i>"Principles and Procedures of Tour Management"</i>, CBI, Boston, 1978;</p> <p>Foster, Douglas, <i>"Viagens e Turismo – Manual de Gestão"</i>, Edições CETOP, Mem Martins, 1992;</p> <p>Holloway, J. C., <i>"The Business of Tourism"</i>, Pitman Publishing, Londres, 1994;</p> <p>Medlik, S., <i>"The Business of Hotels"</i>, Heinemann, Londres, 1980;</p> <p>Sousa, António, <i>"Introdução à Gestão"</i>, Editorial Verbo, Lisboa, 1990;</p> <p>Baranger, P.; Helfer, J.P.; Bruslerie, H; Orsoni, J; Peretti, J. M., <i>"Gestão"</i>, Editora Sílabo, Lisboa, 1993;</p>
Teaching methods	Lectures
Assessment methods	<p>Written test (80%) + classroom performance (20%)</p> <p>Students who do not pass the test will have to take a final exam.</p>
Language of instruction	Portuguese

B - Description of individual course units

Course title	Archaeology and Site Museums
Course code	964129
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	1st
Number of credits	4
Name of lecturer	Maria de La Salete da Silva Brito da Ponte
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Definition of strategies and intervention plans regarding the safeguard, management and protection of archaeological heritage, represented in spaces and sites humanised, aiming at minimizing negative environmental impacts.</p> <p>Focusing on the <i>facies</i> of landscapes, aiming at revitalizing and stimulating the use of spaces and heritage sites.</p> <p>Provision of tools and managing devices to students, having site optimization and landscape humanization in mind.</p>
Prerequisites	NA
Course contents	I - Socialization of Spaces and Sites. II - Architectures and Collections. III - Archaeographies and Collections. IV - Museum Management and New Technologies
Recommended reading	ADILIA, Al., (1985) – “Arqueologia e Turismo” “1.ªs Jornadas de Arqueologia do Nordeste Alentejano”, Portalegre, Região de Turismo. ALONSO FERNÁNDEZ, L. (1995) - <i>Museologia, Introducción a la teoría y práctica del Museo, Madrid.</i>
Teaching methods	Lectures. Case Studies analysis (group work). Presentation and Discussion of individual or group work. Individual work
Assessment methods	Test (80%)+ Project (20%).For admission to final test, the students will have to meet the requirements concerning the continuous assessment (Test+ project), and they are required attend, at least, 60% (10% + 50%) of the total number of classes. Students who do not obtain a grade of 10 must take a written exam. The students with a grade of 13 or higher will be exempt from exam.
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Cultural Heritage Safeguarda
Course code	964130
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	1st
Number of credits	6
Name of lecturer	Eunice Ramos Lopes
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ul style="list-style-type: none"> • Questioning the need to preserve heritage; •Analysing the problems emerging from safeguarding cultural heritage.
Prerequisites	NA
Course contents	1. Heritage; 2. The importance of safeguarding cultural heritage ; 3. The connection between cultural policies promoted by the activity of cultural tourism and the corresponding protection of cultural assets ;
Recommended reading	AAVV, (1998), <i>Patrimonio Cultural y Sociedad: una relación interactiva</i> , Curso celebrado en valladolid, del 21 al 29 de Mayo de 1997, Junta de Castilla Y León, Spain. AIRES-BARROS, Luís, (1996), <i>As grandes questões do património cultural construído, in gestão e tutela do património</i> , Lisboa, SPPC. AUDRERIE, Dominique, (1997), <i>La notion et la protection du patrimoine</i> , Paris.
Teaching methods	Lectures and practical classes.
Assessment methods	A practical work carried out over half the semester (50%) and written test (50%).
Language of instruction	Portuguese

B - Description of individual course units

Course title	Municipal Management of Tourism and Culture
Course code	964131
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	2nd
Number of credits	6
Name of lecturer	Luís Mota Figueira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To provide students with skills that will enable them to develop technical work in the fields of tourism and culture in municipalities. To train the students to conceptualize and implement methods, techniques and tools for creation, development and evaluation in professional environment, in this particular area of municipal, management of tourism and culture.
Prerequisites	NA
Course contents	Brief history of municipalities: genesis and development. Heritage resources in the sphere of local power. Legislative and regulatory frameworks: heritage and inventory management tools. Projects of cultural development in the municipalities: presentation of cases. Cultural projects: the organization and management of events on a local scale.
Recommended reading	Costa, M. S. (1993). <i>Autarquias locais e desenvolvimento</i> – Actas do Colóquio de Braga de Novembro de 1991. Porto. Edições Afrontamento. Henriques, J. M. (1990). <i>Municípios e desenvolvimento</i> . Lisboa. Ed. Escher. Lopes, R. L. (1990), <i>Planeamento municipal e intervenção autárquica no desenvolvimento local</i> . Lisboa. Estudos Locais. Pereira, A. e Almeida, M.C. (1985), <i>Conhecer as Autarquias Locais</i> . Porto. Porto Editora. Reis, A M. (1991, <i>Origem dos municípios portugueses</i> . Lisboa. Livros Horizonte. Valles, Edgar, (2006), <i>Guia do Autarca</i> . 3ª edição. Coimbra. Edições Almedina.
Teaching methods	Lectures and practical classes
Assessment methods	Final exam.
Language of instruction	Portuguese

B - Description of individual course units

Course title	Entrepreneurial Tourism
Course code	964132
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	2nd
Number of credits	5
Name of lecturer	Filipe Reis Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Students should acquire knowledge about the management of tourism organizations from the owner's point of view. To select the appropriate business model, how to start a company and why, and evaluate market constraints and support to SME's.
Prerequisites	NA
Course contents	How to start a company. Products and Services. Organizations Marketing. Strategy. Planning. Business Plan. Financial support.
Recommended reading	Curran, P., <i>"Principles and Procedures of Tour Management"</i> , CBI, Boston, 1978; Foster, Douglas, <i>"Viagens e Turismo – Manual de Gestão"</i> , Edições CETOP, Mem Martins, 1992; Holloway, J. C., <i>"The Business of Tourism"</i> , Pitman Publishing, Londres, 1994; Medlik, S., <i>"The Business of Hotels"</i> , Heinemann, Londres, 1980; Sousa, António, <i>"Introdução à Gestão"</i> , Editoral Verbo, Lisboa, 1990; Baranger, P.; Helfer, J.P.; Bruslerie, H; Orsoni, J; Peretti, J. M., <i>"Gestão"</i> , Editora Sílabo, Lisboa, 1993;
Teaching methods	Lectures
Assessment methods	Written test (80%) + classroom performance (20%)
Language of instruction	Portuguese

B - Description of individual course units

Course title	Seminar on Tourism & Culture Studies
Course code	964133
Type of course	One-semester course
Level of Course	NA
Year of study	3rd
Semester/trimester	2nd
Number of credits	4
Name of lecturer	Maria de La Salete da Silva Brito da Ponte
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Provide the necessary tools for the production of a scientific paper, and their oral presentation.
Prerequisites	NA
Course contents	Provide the students with a set of rules connected to the planning and writing of academic articles, and to oral presentation of research papers.
Recommended reading	<p>ANDRADE, M. M. (1997): <i>Introdução à Metodologia do Trabalho Científico</i>. São Paulo: Atlas.</p> <p>FRADA, J. J. C., (2001): <i>Guia Prático de Elaboração e Apresentação de Trabalhos Científicos</i>. 11^a ed. Lisboa, Edições Cosmos</p> <p>MADEIRA, A. C. e ABREU, M. M. (2004): <i>Comunicar em Ciência: como redigir e apresentar trabalhos científicos</i>. Lisboa, Escolar Editora.</p> <p>RUIZ, J. Ál. (1991): <i>Metodologia Científica: guia para eficiência nos estudos</i>. 3 ed. São Paulo: Atlas.</p>
Teaching methods	Lectures. Case Studies analysis (group work). Presentation and Discussion of individual or group work
Assessment methods	Practical exercises, discussions on structural and functional issues; Formatting a research paper for publication + its oral presentation. The final results of the points 1 and 2, according to the sum of the two assessment sheets (working paper + oral presentation on datashow). The final results of both components (working paper + oral presentation) of continuous assessment, will establish the student's final grade.
Language of instruction	Portuguese

B – Descrição das unidades curriculares

Nome da Unidade Curricular	Information Society: Tourism and Culture
Código da Unidade Curricular	964134
Tipo de Unidade Curricular	One-semester course
Nível da Unidade Curricular	NA
Ano	3rd
Semestre/Trimestre	2nd
Número de Créditos	3
Nome do Professor	José Ribeiro Mendes. Vasco Gestosa da Silva
Objectivos da Unidade Curricular (expressa em termos de competências educacionais a atingir)	To strengthen the knowledge and skills of future managers of tourism and hotel units. To develop strategic management of Systems and Information Technology in their organizations. To get acquainted with and apply the various aspects of the management of SI, from the strategic component of the architecture, to systems of management control and presence on the Internet.
Pré-requisitos	NA
Conteúdos da Unidade Curricular	Information and Knowledge Society. Competitive and Sustainable. Tourism. Culture in current Digital Age. e-Business and Tourism Industry. e-Work. Legislation. Safety and Data Protection. Information systems in the Organizations (Galileo...). Internet Presence and Tools (Frontpage ...). Information Systems for Management (CRM, ERP's,...).
Bibliografia Recomendada	Mendes, J.R., <i>Sociedade de Informação na Europa</i> , AIDTIC, IPT, 2008. Mendes, J.R., <i>Sociedade de Informação em Portugal</i> , AIDTIC, IPT, 2008. Mendes, J. R., <i>Negócio e Comércio Electrónico</i> , AIDTIC, IPT, 2008. Mendes, J. R., <i>Teletrabalho</i> , AIDTIC, IPT, 2008.
Métodos de Ensino	Lectures
Métodos de Avaliação	Test (60%) + Project (40%)
Língua de Ensino	Portuguese

B - Description of individual course units

Course title	History of Art III
Course code	964135
Type of course	One-semester course
Level of Course	III
Year of study	3rd
Semester/trimester	2nd
Number of credits	5
Name of lecturer	Teresa Sofia Alves Miranda Bandeira Duarte
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Based on foundations acquired in Art History I and II, Art History III seeks to address and manage the Portuguese artistic phenomenon in the international art scene. From Prehistory to our time, this subject wishes to highlight the national and artistic identity, and the particularities introduced at various times, with special emphasis on The Discoveries. Along with the so-called "Fine Arts", this subject will focus on the most relevant aspects of "Decorative Arts", especially those who helped and contributed to build our "national identity". This makes sense in a tourism course, since some of the so-called "Decorative Arts" are real ex-libris of Portuguese Art.
Prerequisites	NA
Course contents	Presentation. Prehistoric art on Portuguese territory. Roman art in Portuguese territory. Pre-Romanesque art in Portuguese territory. Romanesque art in Portugal. Gothic art in Portugal. Portuguese late-Gothic art: the Manuelino. The Renaissance in Portugal. The Mannerism in Portugal. The Baroque in Portugal. The Rococo in Portugal. The Neoclassicism in Portugal. The Romanticism in Portugal. The Naturalism and the end of the nineteenth century in Portugal. The twentieth century in Portugal. History of Decorative Arts
Recommended reading	ALVES, Adalberto – <i>A Herança Árabe em Portugal</i> , Edição Correios de Portugal, 2001. ALARCÃO, Jorge de - <i>Portugal Romano</i> , Verbo, Lisboa, 1974. ALARCÃO, Jorge de - <i>O Domínio Romano em Portugal</i> . Lisboa: Europa-América, 1988
Teaching methods	Lectures and image analysis.
Assessment methods	Continuous assessment: 1 written test (70%) + 1 paper (30%); Examination
Language of instruction	Portuguese

B - Description of individual course units

Course title	Integrated Project for Tourism and Culture
Course code	964136
Type of course	One-semester course
Level of Course	NA
Year of study	3 rd .
Semester/trimester	2 nd .
Number of credits	7
Name of lecturer	Manuel Reis Ferreira Carlos Veloso Luís Mota Figueira Salette da Ponte
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To provide skills to conduct an individual project in a professional environment; To stimulate the capacity to develop interdisciplinary projects. To stimulate the capacity to organize and communicate a Project.
Prerequisites	NA
Course contents	To be organized according to working themes included in thematic groups to allow individual options within tourism, leisure and culture, heritage and entrepreneurial projects. Sub-themes shall be established according to the students' individual options submitted to the lecturers mentoring.
Recommended reading	To be selected according to each case.
Teaching methods	Learn-by-doing approach totally focused on the student and tutorial.
Assessment methods	Continuous assessment. Two monthly progress reports and regular meetings with the tutor. Minimum grading of 10 points (out of a 0-20 scale) based upon the final report and the project presentation.
Language of instruction	Portuguese.