

A- General Description

Programme Title – Development of Cultural Tourism Products

Qualification Awarded – MA, second cycle degree (120 ECTS credits)

Admission Requirements – Bachelor's Degree in Cultural Tourism Management or Tourism

Educational and Professional Goals:

- Develop and improve skills acquired at first-cycle degree level.
- Apply acquired knowledge in new unfamiliar situations and in multidisciplinary contexts.
- Be able to incorporate new knowledge, deal with complex issues, devise solutions or make judgements in situations of restricted or incomplete information, including insights on the implications and ethical and social responsibility of those solutions or judgements.
- Be able to communicate conclusions as well as underlying knowledge and reasoning to specialists or non-specialists in a clear unequivocal manner.
- Incorporate, through internship or dissertation, the values of the area/subject field and develop academic training by applying the theoretical skills acquired.
- Be able to present conference papers or publish scientific articles in renowned scientific journals, both at national and international level.
- Acquire skills that enable the students to engage in lifelong learning in an autonomous self-oriented manner.
- Expand knowledge in their area of expertise using a multidisciplinary approach.
- Develop competences that allow the use of creative, critical, autonomous and interdisciplinary skills to design, plan and integrate Cultural Tourism products according to international project regulations and the National Strategic Tourism Plan.
- Apply professionally the contents taught and reinforce the students' cultural knowledge so as to provide them with a state-of-the-art professionalizing post-graduation Degree.
- Acquire knowledge and skills needed to proceed to doctoral studies.

Access to further studies – this Master's degree allows access to doctoral programmes in Tourism-related areas upon application and admission by the concerning universities.

Table including course structure and credits:

Course Title	Year of Study	Semester	Number of credits
Tourism Products Management	1	1	6
Marketing Planning	1	1	6
Local Management of Cultural Heritage	1	1	6
Artworks Interpretation Techniques	1	1	6
Archaeology and Regional and Local Heritage I	1	1	6
Tourism Projects Feasibility Studies (Elective)	1	2	6

Quality Management in Tourism (Elective)	1	2	6
Information Society and Sustainable Tourism (Elective)	1	2	6
Gastronomy and Wines (Elective)	1	2	6
Portuguese Applied Arts (Elective)	1	2	6
European Museums (Elective)	1	2	6
Multiculturalism and the Lusosphere (Elective)	1	2	6
Archaeology and Regional and Local Heritage II (Elective)	1	2	6
Natural Heritage, Preservation and Ecotourism (Elective)	1	2	6
Urban and Regional Planning (Elective)	1	2	6
Research Methodology	2	3	10
Dissertation/Project /Internship	2	3 and 4	50

Final exam, if any – public discussion of Internship or Project Report, or Dissertation before a competent jury.

Final and continuous assessment regulations – Training will be monitored by a supervisor who will be part of the report jury. Competences demonstrated during training and respective report or dissertation will be evaluated by the whole jury and awarded a grade within a 0-20 scale. Minimum passing grade is 10 (ten).

ECTS Departmental Coordinator - Luís Mota Figueira, PhD

	B - Description of individual course units
Course title	Tourism Products Management
Course code	36411
Type of course	One-Semester course
Level of Course	NA
Year of study	First
Semester/trimester	First Semester
Number of credits	6.0
Name of lecturer	Joana Neves e Manuel Reis Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>To analyse methods to conceive, organize, develop and manage tourism products based on the resources available.</p> <p>To broaden the tourism supply value chain especially as far as cultural tourism products are concerned.</p>
Prerequisites	Not Applicable
Course contents	<ol style="list-style-type: none"> 1. Identification of opportunities 2. Applied creativity - Generation of concepts - Innovation 3. Resource appraisal 4. Product planning and development processes 5. Integration of the consumer's requirements 6. Product testing 7. Analysis of good practices and case studies 8. The life span of a product 9. Launching and commercialization 10. Product management
Recommended reading	<p>Balanzá, I.M. (2004) <i>Diseño y comercialización de productos turísticos locales y regionales</i>. Madrid. Thomson Paraninfo.</p> <p>Hall, C.M. et al (2002) <i>Wine Tourism Around the World</i>. Elsevier Science. Oxford.</p> <p>Kahn, K.B. (2001) <i>Product Planning Essentials</i>. London. Sage Publications Inc.</p> <p>PENT (2007) <i>Estudos de Produto</i>. Lisboa. Turismo de Portugal</p>
Teaching methods	<p>Explanation of concepts and methods in the theoretical lectures.</p> <p>Working up of a project (under tutorial guidance) applied to the conception and development of an innovative tourism product.</p>
Assessment methods	<p>Project work (25%)</p> <p>Oral presentation of project work (25%)</p> <p>Final exam (50%)</p>
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Marketing Planning
Course code	36412
Type of course	One-Semester course
Level of Course	NA
Year of study	First
Semester/trimester	First Semester
Number of credits	6,0
Name of lecturer	Joana Neves e Filipe Reis Ferreira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To understand marketing while adopting a double perspective. That is, as a philosophy and management method, and as a strategic planning instrument.
Prerequisites	Not applicable
Course contents	<ol style="list-style-type: none"> 1. Marketing concepts and methods 2. New marketing horizons 3. Commercial and cultural marketing 4. Tourism and territorial marketing 5. Market survey 6. Strategy design 7. Market positioning 8. Marketing implementation 9. Branding 10. Clienting 11. Development of a marketing plan
Recommended reading	<p>Kotler, P. e tal. (1998) <i>Museum Strategy and Marketing</i>. San Francisco. Jossey-Bass Inc.</p> <p>Kotler, P. (2005) <i>Marketing para Turismo</i>. 3ª ed. Madrid. Pearson Education.</p> <p>Lovelock, C.H. (1996) <i>Services Marketing</i>. London. Prentice Hall.</p> <p>McLean, F. (1997) <i>Marketing the Museum</i>. London. Routledge.</p>
Teaching methods	<p>Explanation of concepts and methods in theoretical lectures.</p> <p>Draw up of a project (under tutorial guidance) consisting of the design and development of an innovative tourism product.</p>
Assessment methods	<p>Project work (25%)</p> <p>Oral presentation of project work (25%)</p> <p>Final exam (50%)</p>
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Local Management of Cultural Heritage
Course code	36413
Type of course	One-Semester course
Level of Course	NA
Year of study	First
Semester/trimester	First
Number of credits	6,0
Name of lecturer	Luís Mota Figueira e José Veiga Maltez
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>To reflect upon Heritage as an asset that ought to be used, preserved and enjoyed from an educational, cultural and tourist perspective.</p> <p>To analyse the operational management models available.</p>
Prerequisites	Not applicable
Course contents	<ol style="list-style-type: none"> 1. The concept of Heritage, its origin and evolution 2. The protection and functional framing of heritage (present legislation, doctrines, trends, and perspectives) 3. The management concept: underlying principles and overall activity characterization. 4. The use and consumption of Heritage and education, culture and tourism fruition issues. 5. Local management of cultural Heritage: methodological procedures.
Recommended reading	<p>Bilhim, João.(2004) <i>A Governação nas autarquias locais</i>, Porto, Sociedade Portuguesa de Inovação, S.A.</p> <p>Henriques, J. M. (1990). <i>Municípios e desenvolvimento</i>. Lisboa. Ed. Escher.</p> <p>Lopes, R. L. (1990), <i>Planeamento municipal e intervenção autárquica no desenvolvimento local</i>. Lisboa. Estudos Locais.</p> <p>Pereira,ª e Almeida, M.C.(1985, <i>Conhecer as Autarquias Locais</i>. Porto. Porto Editora.</p> <p>Reis, A M. (1991), <i>Origem dos municípios portugueses</i>. Lisboa. Livros Horizonte.</p> <p>Sá, Luís, (1991), <i>Razões do Poder Local</i>, Lisboa, Editorial Caminho.</p>
Teaching methods	Lectures, tutorials and field work.
Assessment methods	<p>Continuous assessment:</p> <p>Individual final project (compulsory) (coef. 0,25)</p> <p>Oral presentation of the project (compulsory) (coef. 0,25)</p> <p>Final exam (compulsory) (coef. 0,50)</p>
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Artworks Interpretation Techniques
Course code	36414
Type of course	One-Semester course
Level of Course	NA
Year of study	First
Semester/trimester	First
Number of credits	6,0
Name of lecturer	Carlos Veloso e Luís Mota Figueira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	1. Sensitise the students to the astounding variety of possible interpretations of an artwork. 2. Provide a historical overview of the different methodologies across time. 3. Provide the students with the knowledge and theoretical and practical tools which are indispensable to decode the possible interpretations, thus promoting autonomous research.
Prerequisites	Not applicable
Course contents	1. Introduction to artwork interpretation 2. Artwork analysis methods 3. Iconography and symbol system: the value of images
Recommended reading	BAZIN, Germain – <i>História da História da Arte</i> , Livraria Martins Fontes, S. Paulo, 1989 CALABRESE, Omar – <i>A Linguagem da Arte</i> , Editorial Presença, Lisboa, 1986 CALABRESE, Omar – <i>Como se lê uma obra de arte</i> , Edições 70, Lisboa, 1997 DUCHET-SUCHAUX, Gaston; PASTOUREAU, Michel – <i>La Biblia y los Santos</i> , Alianza Editorial, Madrid, 1996 FRANÇA, José-Augusto – <i>O Retrato na Arte Portuguesa</i> , Livros Horizonte, Lisboa, 1981
Teaching methods	Lectures and tutorials
Assessment methods	Individual Project work (80%) Class assiduity and participation (20%)
Language of instruction	Portuguese

	B – Description of individual course units
Course Title	Archaeology and Regional and Local Heritage I
Course Code	36415
Type of Course	One-Semester course
Level of Course	NA
Year of Study	First
Semester/Trimester	First
Number of credits	6,0
Name of Lecturer	Salete da Ponte
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Provide the students with the possibility to attain high quality scientific-pedagogic mechanisms so that they can achieve an appropriate qualification in cultural tourism with a view to exercising a tourism-related profession.
Prerequisites	Not applicable
Course contents	<p>Redefine strategies, methodologies and practices related with concepts, know-how and experience on the "archaeological artifact" and other "property assets".</p> <p>An association between the various anthropological areas of the Portuguese society will be attempted, which is oriented towards a sustainable development of "intangible things and memories" under a dynamic perspective of local and regional territories.</p>
Recommended Reading	<p>ALVES, F. L. e CAEIRO, S., (1998) : <i>Educação Ambiental</i>. Universidade Aberta. Lisboa.</p> <p>GARCIA BLANCO, A. (1997) : Aprender con los objectos. Museo Arqueológico Nacional, Madrid.</p> <p>GOUVEIA, L. B. (2003): <i>Cidades e Regiões Digitais. Impacte nas cidades e nas pessoas</i>. Ed. Universidade Fernando Pessoa. Porto.</p> <p>GRAFMEYER, Y., (1994): Sociologia Urbana. Publicações Europa-América L.dª, col. Saber.</p>
Teaching Methods	Lectures, workshops and tutorials
Assessment Methods	Written and oral tests to assess the subject-matters studied; these subject-matters will be debated and commented in several team or individual assignments.
Language of Instruction	Portuguese

	B – Description of individual course units
Course Title	Tourism Projects Feasibility Studies
Course Code	NA
Type of Course	One-Semester course
Level of Course	NA
Year of Study	First
Semester/Trimester	Second
Number of credits	6,0
Name of Lecturer	Carlos Duarte
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Analyse the different methods of Project development and their economic and financial feasibility in a business plan and entrepreneurial context.
Prerequisites	Not applicable
Course contents	<ol style="list-style-type: none"> 1. From the idea to business 2. From business to business plan 3. Business strategy 4. Product /service design 5. Strategic analysis and diagnosis 6. Markets and positioning 7. Draw up an investment plan 8. Operation plan 9. Economic-financial study 10. Draw up and communicate a business plan
Recommended Reading	To be defined
Teaching Methods	Simulate the task of creating an actual tourism business. The students will be totally responsible for the assignment which will be a team work, aiming to stimulate the learning of how to work as part of a team and how to negotiate.
Assessment Methods	<p>Project work (75%)</p> <p>Oral presentation of the Project work (25%)</p>
Language of Instruction	Portuguese

	B – Description of individual course units
Course Title	Quality Management in Tourism
Course Code	NA
Type of Course	One-Semester course
Level of Course	NA
Year of Study	First
Semester/Trimester	Second
Number of credits	6,0
Name of Lecturer	Luiz Oosterbeck, Sónia Pais e Jorge Rodrigues
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Identify the advantages and disadvantages of Quality Management, build Quality Management systems, and understand how to certify on the basis of quality patterns.
Prerequisites	Not applicable
Course contents	<ol style="list-style-type: none"> 1. Quality Management 2. Quality Management systems 3. Quality Management in Tourism 4. Quality Management tools 5. Certify according to the appropriate quality patterns
Recommended Reading	ROCHA, J. Oliveira, <i>“Gestão da Qualidade”</i> , Escolar Editora, Lisboa, 2006 LOPES, Albino, CAPRICHIO, Lina, <i>“Manual de Gestão da Qualidade”</i> , Editora Sílabo, Lisboa, 2002 MARTIN, William, <i>“Qualidade no Serviço ao Cliente”</i> , Editora Monitor; Lisboa PALADINI, Edson Pacheco, <i>“Avaliação Estratégica da Qualidade”</i> , Editora Atlas, Lisboa BONIFACE, Prisci, <i>“Managing Quality Cultural Tourism”</i> , Editora Routledge, 1996
Teaching Methods	Lectures, practical work and field work.
Assessment Methods	Continuous Assessment including the production of several projects and field work.
Language of Instruction	Portuguese

	B – Description of individual course units
Course Title	Information Society and Sustainable Tourism
Course Code	NA
Type of Course	One-Semester course
Level of Course	NA
Year of Study	First
Semester/Trimester	Second
Number of credits	6,0
Name of Lecturer	José Ribeiro Mendes e Hália Santos
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To emphasize the usage of Information and Communication Technologies, namely as far as cooperation networks, e-business and telework are concerned.
Prerequisites	Not applicable
Course contents	<ul style="list-style-type: none"> • Information society in Europe and in the world • Information society in Portugal • Information and Communication Technologies as applied to Tourism, Trade, Tourism Industry and Heritage • Networks and Cooperation • E-business and Telework • Contents of the Natural and Cultural Heritage • Knowledge Management
Recommended Reading	To be defined
Teaching Methods	Lectures, debates and tutorials.
Assessment Methods	Individual written test and group Project.
Language of Instruction	Portuguese

	B – Description of individual course units
Course Title	Gastronomy and Wines
Course Code	NA
Type of Course	One-Semester course
Level of Course	NA
Year of Study	First
Semester/Trimester	Second
Number of credits	6,0
Name of Lecturer	Gabriela Carvalho
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ol style="list-style-type: none"> 1. Sensitise the students to the significance of gastronomy as a cultural benchmark. 2. Introduce the students to the evolution of food and the various stages of Portuguese gastronomy or the gastronomy of Portuguese-speaking territories. 3. Point out the different attitudes associated to food rituals, both daily and in special occasions. 4. The gastronomic fashions across history in what concerns meals and its different supplements, especially the wines, viewed as an undeniable cultural and economic value.
Prerequisites	Not applicable
Course contents	<ol style="list-style-type: none"> 1. Brief history of dietary 2. The meals 3. Food preparation 4. Meal complements
Recommended Reading	<ul style="list-style-type: none"> • AMORIM, Roby, <i>Da Mão à Boca. Para uma história da alimentação em Portugal</i>, Edições Salamandra, 1987 • GOES, Maria Antónia, <i>Descobrimientos e gastronomia portuguesa. As minhas melhores receitas tradicionais</i>, Chaves Ferreira, Publicações, Lisboa, 1999 • QUITÉRIO, José – <i>Livro de Bem Comer. Crónicas de gastronomia portuguesa</i>, Assírio e Alvim, Lisboa, 1987 • QUITÉRIO, José – <i>Histórias e Curiosidades Gastronómicas</i>, Assírio e Alvim, Lisboa, 1992
Teaching Methods	Lectures and tutorials
Assessment Methods	<p>Individual Project work (80%)</p> <p>Class assiduity and participation (20%)</p>
Language of Instruction	Portuguese

	B – Description of individual course units
Course Title	Portuguese Applied Arts
Course Code	NA
Type of Course	One-Semester course
Level of Course	NA
Year of Study	First
Semester/Trimester	Second
Number of credits	6,0
Name of Lecturer	João Coroado e Teresa Bandeira Duarte
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<p>Understand the key aspects of the so-called "Decorative Art" in Portugal, namely that which contributed, and is contributing more obviously to the creation of a "Portuguese cultural token".</p> <p>Know how to associate the changing in styles with the modification of the taste and conditions of artistic production across the different ages.</p> <p>Be aware of the contribution given to the national artistic culture by the art from countries and regions contacted by the Portuguese during the Discoveries.</p> <p>Be able to produce contents which could be used in cultural tourism routes in the Decorative Arts domain.</p>
Prerequisites	Not applicable
Course contents	<ol style="list-style-type: none"> 1. Portuguese wood-carving 2. Portuguese tiling 3. Portuguese ceramics 4. Portuguese furniture 5. Portuguese goldsmith's art 6. Portuguese ivory art
Recommended Reading	<ul style="list-style-type: none"> • VV.AA. - <i>História da Arte em Portugal</i>, 14 volumes. Lisboa: Verbo, 1986. • <i>A Arte do Azulejo em Portugal</i>. Ministério da Cultura/Instituto Camões. S.d. • ISIDRO, Sónia; SIMAS, Filomena – <i>Dicionário Marcas de Faiança e Porcelana Portuguesas</i>. Lisboa: Estar Editora, 1996. • MECO, José - <i>O Azulejo em Portugal</i> . Lisboa: Publicações Alfa, 1989. • 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
Teaching Methods	Lectures and tutorials
Assessment Methods	<p>Written test</p> <p>Individual project and oral presentation</p>
Language of Instruction	Portuguese

B – Description of individual course units	
Course Title	European Museums
Course Code	NA
Type of Course	One-Semester course
Level of Course	NA
Year of Study	First
Semester/Trimester	Second
Number of credits	6,0
Name of Lecturer	António Queirós and Eunice Lopes
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ul style="list-style-type: none"> - Have an approach of the museums that considers their use in society, especially as far as tourism and cultural fruition is concerned. - Learn how to organize work plans focusing on the impact of museums in tourism products. - Be able to adapt the contents of museum visits with a view to design, develop, trade and execute museum routes. - Be able to view museum equipments and organization as a support and communication of a given museum message that is to be commercialised.
Prerequisites	Not applicable
Course contents	<ol style="list-style-type: none"> 1. Introduction. The concept of museum across history. 2. The European museums-peculiarities, details, and territorial integration. 3. Cultural tourism routes and the role of museums as tourism and cultural attractions: case studies. 4. Evolution of the concept of heritage and the world heritage thematic: the role played by museums in this regard. 5. The museum and tourism perspective; heritage conservation and restoration: approaches, limits, and conflicts (on-site visits). 6. Conclusion. The indispensable role of the museums within the European cultural economy and its impact in the quality improvement of tourism supply.
Recommended Reading	<p>ARENAS, José Fernández, (1996), <i>Introducción a la Conservación del Patrimonio y Técnicas Artísticas</i>, Ariel Historia del Arte, 1ª Edición, Enero.</p> <p>BARY, Marie-Odile et Jean-Michel Tobelem, (1998), <i>Manuel de Muséographie</i>, Petit guide à l'usage des responsables de musée, Séguier, Option Culture, Biarritz.</p> <p>FERNANDEZ, Luís Alonso (1995), <i>Museologia. Introducción a la teoría y práctica del museo</i>. Madrid: Istmo.</p> <p>CASTRO SEIXAS, P., (1997), <i>Património, Museu e Dialogia</i>, Trabalhos de Antropologia e Etnologia, Vol. XXXVII (1-2).</p> <p>EZRATI, Jean-Jacques, <i>Manuel D'éclairage Muséographique</i>, 2ª Édition, Éclairagiste – Conseil à la Direction des Musées de France, s/d</p>
Teaching Methods	Theoretical-practical classes including reading and interpretation of texts and images selected according to the students' assignments. Case study analysis, practical assignments and on-site visits.
Assessment Methods	Continuous Assessment: Production and presentation of research Project (compulsory) = 50% Final Exam (compulsory) =50%
Language of Instruction	Portuguese

	B – Description of individual course units
Course Title	Multiculturalism and the Lusosphere
Course Code	NA
Type of Course	One-semester course
Level of Course	NA
Year of Study	First
Semester/Trimester	Second
Number of credits	6,0
Name of Lecturer	Carlos Veloso e Luís Mota Figueira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	The students should be sensitised and motivated to the study and research of the various historical and cultural aspects arising from the agreements and disagreements between Portugal and the remaining world.
Prerequisites	Not applicable
Course contents	<ol style="list-style-type: none"> 1. Ethnic and religious constitution of the Portuguese people. 2. The Portuguese diaspora. 3. The world impact on the Portuguese culture. 4. The Portuguese impact on universal culture. 5. Traces of the Portuguese presence in the world. 6. Immigration 7. National identity, Portuguese tourism in the world.
Recommended Reading	<ul style="list-style-type: none"> • ALBUQUERQUE, Luís de, FERRONHA, António Luís, HORTA, José da Silva, LOUREIRO, Rui - <i>O confronto do olhar. O encontro dos povos na época das navegações portuguesas</i>, Caminho, Lisboa, 1991 • AZEVEDO, J. Lúcio de - <i>História dos Cristãos-Novos Portugueses</i>, Clássica Editora, Lisboa, 1989 • BOXER, C. R. - <i>Relações raciais no Império Colonial Português. 1415 - 1825</i>, Tempo Brasileiro, Rio de Janeiro, 1967 • CASTELLO BRANCO, Theresa Shedel de – <i>Na Rota da Pimenta</i>, Presença, Lisboa, 2006 • COELHO, António Borges - <i>Portugal na Espanha Árabe</i>, 4 volumes, Seara Nova, Lisboa, 1972-75
Teaching Methods	Lectures and tutorials
Assessment Methods	<p>Individual Project work (80%)</p> <p>Class assiduity and participation (20%)</p>
Language of Instruction	Portuguese

	B – Description of individual course units
Course Title	Archaeology and Regional and Local Heritage II
Course Code	NA
Type of Course	One-Semester course
Level of Course	NA
Year of Study	First
Semester/Trimester	Second
Number of credits	6,0
Name of Lecturer	Salete da Ponte
Objectives of the course (preferably expressed in terms of learning outcomes competences)	Provide the students with the possibility to attain high quality scientific-pedagogic mechanisms so that they can achieve an appropriate qualification in cultural tourism with a view to exercising a tourism-related profession.
Prerequisites	Not applicable
Course contents	Strengthen the academic knowledge of this optional course unit within the scope of regional and local development. Acquire new technological and scientific abilities in order to apply them to practical situations of protection, recovery, valuation and dissemination of archaeology in such domains as education, fruition, entertainment and communication.
Recommended Reading	ADILIA, Al., (1985) – “Arqueologia e Turismo” “1.ªs Jornadas de Arqueologia do Nordeste Alentejano”, Portalegre, Região de Turismo. CATROGA, F. (2001): <i>História, memória e historiografia</i> . Coimbra. Quarteto. GOUVEIA, L. B. (2003): <i>Cidades e Regiões Digitais. Impacte nas cidades e nas pessoas</i> . Ed. Universidade Fernando Pessoa. Porto. GUIMARÃES, C. (2004) - <i>Arquitectura e Museus em Portugal. Entre reinterpretação e obra nova</i> . FAUPpublicações. Porto.
Teaching Methods	Lectures, Workshops and tutorials
Assessment Methods	Written and oral tests; Team or individual assignments
Language of Instruction	Portuguese

	B – Description of individual course units
Course Title	Natural Heritage, Preservation and Ecotourism
Course Code	NA
Type of Course	One-Semester course
Level of Course	NA
Year of Study	First
Semester/Trimester	Second
Number of credits	6,0
Name of Lecturer	Luís Santos e António Queirós
Objectives of the course (preferably expressed in terms of learning outcomes competences)	<ul style="list-style-type: none"> • Interpret ecology-related concepts and terminologies; • Recognize ecological dynamics in practical cases; • Identify the key ecological problems and devise possible solutions; • Associate preservation strategies to tourism; • Interpret the main ecological concepts and use them; • Identify and classify the country's major bio-geographical regions.
Prerequisites	Not applicable
Course contents	Concepts of natural heritage, the means for its preservation and eco-tourism are of crucial importance in the training of tourism-related professionals. This course provides knowledge of zoology, botany, ecosystems and population dynamics which, associated to the specific features of a region, represents an asset both for strategic planning and tourism.
Recommended Reading	<ul style="list-style-type: none"> • Burton, Richard F., 2001; <u>Biologia através dos números</u>, ISBN: 9725702670 • Sacarrão, G.F., 1991; <u>Ecologia e Biologia do ambiente</u>, ISBN:9721031135 • Cunningham, W., Saigo, B. 1999, <u>Environmental Science Fifth Edition</u>, WCB/McGraw-Hill, ISBN:0-07-115681-X • Provini, A., Galassi, S., Marchetti, R. 2003, <u>Ecologia applicata</u>, Società Italiana di Ecologia, Città Studi Edizioni.
Teaching Methods	Lectures and tutorials
Assessment Methods	Class assessment: written tests (40%) and Practical Class Reports (60%)
Language of Instruction	Portuguese

	B - Description of individual course units
Course title	Urban and Regional Planning
Course code	NA
Type of course	One-Semester course
Level of Course	NA
Year of study	First
Semester/trimester	Second semester
Number of credits	6,0
Name of lecturer	Sérgio Nunes e António Rodrigues
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To reflect upon such issues as spatiality, land planning and regional development and regional policies.
Prerequisites	Not applicable
Course contents	1. Space-related issues. From the space object to the space subject and land planning. 2. Regional development theories and models. 3. Space analysis tools. 4. Space planning and policies.
Recommended reading	COSTA, J. S. (2002) – <i>Compêndio de Economia Regional</i> , APDR, Coimbra. ISBN: 972-98803-1-x LOPES, S. (1995) – <i>Desenvolvimento Regional</i> , 4ª edição, Fundação Calouste Gulbenkian. Lisboa. ISBN: 972-31-0106-8 PÓLESE, M. (1998) – <i>Economia Urbana e Regional</i> , APDR. Coimbra. ISBN: 972-97825-0-4 REIGADO, F. M. (2000) – <i>Desenvolvimento e Planeamento Regional</i> , Ed. Estampa, Lisboa. ISBN: 972-33-1617-x
Teaching methods	Lectures and tutorials
Assessment methods	The assessment will be an "assessment portfolio". The student will be able to set up his / her final mark up to 50%, by means of monographs, reports, essays, reflections, etc. on the subjects studied in class. The weight of each assessment item will be decided by the student duly oriented by the teacher. So the assessment will have the following components: 1. The mark obtained in the mid-term exam (<i>época normal</i>) carried out in due time (50% - 100% of the total mark). 2. The presentation and discussion of the assignments made individually (0% - 50% of the total mark).
Language of instruction	Portuguese

	B - Description of individual course units
Course title	Research Methodology
Course code	364116
Type of course	One-semester course
Level of Course	NA
Year of study	Second
Semester/trimester	Third
Number of credits	10,0
Name of lecturer	Luís Mota Figueira
Objectives of the course (preferably expressed in terms of learning outcomes competences)	The students will contact with the scientific knowledge processes understood within the context of intellectual construction. They will also analyse research topics on culture and tourism and devise, in this context, a research method from problem identification to its evaluation and solution.
Prerequisites	Not applicable
Course contents	Introduction to scientific methodology. The scientific method. Science understood as a form of expertise: common language and scientific language. Research specificities; coherence, consistency, originality and straightforwardness. The research stages and correspondent tools: definition of the study object, 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. MOREIRA, Carlos Diogo, (1994), <i>Planeamento e estratégias da investigação social</i> , Lisboa, Universidade Técnica de Lisboa – Instituto Superior de Ciências Sociais e Políticas. QUIVY, Raymond e CAMPENHOUDT, Luc Van, (1998), <i>Manual de Investigação em Ciências Sociais</i> , Lisboa, Gradiva Pub. Lda. SANTOS, Boaventura de Sousa, (1986), <i>Um Discurso sobre as Ciências</i> , Coimbra, Universidade de Coimbra.
Teaching methods	Lectures and tutorials.
Assessment methods	Continuous assessment: Individual final project (compulsory) (coef. 0,25) Oral presentation of the project (compulsory) (coef. 0,25) Final exam (compulsory) (coef. 0,50)
Language of instruction	Portuguese

B - Description of individual course units	
Course title	Dissertation, Project or Internship
Course code	364117
Type of course	Annual
Level of Course	NA
Year of study	Second
Semester/trimester	Third and fourth
Number of credits	50
Name of lecturer	Several
Objectives of the course (preferably expressed in terms of learning outcomes competences)	To be defined according to the students' individual choice.
Prerequisites	Not applicable
Course contents	Produce a monograph on a specific topic of the student's choice as long as it is related with the development of cultural tourism products.
Recommended reading	To be defined on a case-to-case basis.
Teaching methods	Individual supervised work.
Assessment methods	Assessment of individual knowledge, abilities and performance will be done through: <ul style="list-style-type: none"> - Assessment of individual autonomous work; - Assessment of the individual monograph; -Assessment of the public presentation and discussion of monograph
Language of instruction	Portuguese