

ECTS Information Package: Degree Programme

Bachelor's degree in

TOURISM AND CULTURE MANAGEMENT

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A - General Description

Programme Title - Gestão Turística e Cultural

Qualification awarded - Bachelor's degree in Tourism and Culture Management

Level of qualification - First-Cycle degree, ISCED Level 6, EQF Level 6

Specific admission requirements

General

In order to be eligible to this bachelor's degree, students must hold the high-school diploma or legally equivalent qualification. Application can also be made through the following special entry routes:

- Students coming from the Portuguese education system through re-admission, degree change and transfer schemes;
- Holders of a Foundation Course Diploma (CET);
- Adults aged more than 23 who have passed tailor-made examinations intended to assess their ability to pursue higher education studies;
- Holders of Intermediary or Graduate degree diplomas;
- Students coming from foreign higher education.

Specific

Applicants who have passed one of the following national access examinations are accepted for direct entry in the bachelor's degree in Tourism and Culture Management: (11) History, or (04) Economics, and (18) Portuguese with a minimum score of 95 points out of 200.

Without prejudice to the general entry requirements and based on IPT's internal regulations, the following applicants may be admitted to the bachelor's degree in Tourism and Culture Management, but subject to admission quotas:

- applicants coming from the following regions: Castelo Branco, Leiria, Portalegre and Santarém (30%);
- the applicants who have completed in the preceding year the Technological Specialisation Course in Tourism Management Techniques offered by ESTT, and
- the candidates who have completed level-4 Vocational Programs (20%).

Specific arrangements for recognition of prior learning (formal, non-formal and informal)

General

Procedures on the recognition of credits gained in previous learning are established in the regulations for the Recognition and Validation of Qualifications and Skills of ESGT-IPT available at <http://webmanager.ipt.pt/mgallery/default.asp?obj=4535>

Specific

Not applicable.

Qualification requirements and regulations:

180 ECTS credits distributed across 6 curricular semesters (3 years), each with 40 weeks of full-time study (20 weeks per semester). Total study hours per year: 1620 (1 ECTS credit = 27 study hours).

The course curriculum comprises 6 compulsory modules per semester, most of them compulsory, and first- and second-year students can choose among the foreign languages available such as French I and II or German I or II. Third-year students must carry out an Integrated Tourism & Culture Project or a Professional Internship.

Furthermore, the course curriculum includes the module "Integrated Tourism & Culture Project/Professional Internship" worth 11 ECTS credits which can be undertaken in a public or private institution with which the ESGT has formal links. These qualification criteria are based on the provisions set out in Decree-law No.74/2006, dated 24 March.

- the candidates who have completed level-4 Vocational Programs (20%).

Profile of the program:

The study program aims at providing the students with a technical and humanistic background that will allow them to contribute to the Portuguese and European heritage in line with the sustainability of tourism industry and taking into account the connections between tourism and cultural heritage activities. This study program includes a wide range of areas such as Law, Accountancy, Mathematics, Information and Communication, Languages and Administration.

Key learning outcomes:

Graduates in Tourism and Culture Management should:

- be familiar with the terminology and scientific principles of tourism in general and cultural tourism in particular;
- be able to articulate the several program modules within the higher education context.
- know, conceptualise and apply the methods, techniques and tools for the creation, development and assessment within the professional tourist activity;
- be able to apply theoretical knowledge and skills acquired in professional activities related with their academic background.

Occupational profiles of graduates with examples:

Career prospects for graduates from this program include working in local, central and regional government bodies, public or private organisations engaged in land management and tourist public and private cultural entertainment organisations; tourist companies and resorts; tourist operators and travel agencies; consulting and project companies; international cooperation, particularly within the context of the Community of Portuguese-Speaking Countries; vocational education and training. Graduates from this study program are prepared to perform as:

- Tourism and cultural tourism technicians;
- Product managers in tourism;
- Event managers;
- Tourism promoters;
- Tourist operators;
- Travel agency operators;
- Hotel managers;
- Middle managers in the sphere of museums and museography;
- Cultural heritage technicians;
- Among others.

Access to further studies:

The bachelor's degree in Tourism and Culture Management gives access to second-cycle and postgraduate programs according to applicable admission regulations. AT ESGT, it gives access to the Master's degree in Development of Cultural Tourism Products.

Course structure diagram with credits

Course Title	Year	Semester	Credits
Computer Science	1	S1	5
Cultural Anthropology and Tourism	1	S1	5
Lusophone Language and Literatures	1	S1	4
Methods of Analysis	1	S1	6
Research Methods in Culture and Tourism	1	S1	5
Tourism Geography	1	S1	5
	1	S2	6
op:	1	S2	
English I	1	S2	6
Human Resources Management	1	S2	5
Introduction to Business Administration	1	S2	4
Tourism Economics	1	S2	5
Tourism System	1	S2	4
	2	S1	6
op:	2	S1	
Art History and Tourism	2	S1	5
English II	2	S1	6
General Accounting	2	S1	4
Tour Operators and Travel Agencies	2	S1	6
Tourism Law and Legislation	2	S1	3
Cultural Events and Tourist Entertainment	2	S2	6
Entrepreneurship and Innovation in Tourism	2	S2	5
Financial Management	2	S2	5
Heritage Presentation and Interpretation	2	S2	3
Tourist Marketing	2	S2	6
Tourist routes	2	S2	5
	3	S1	6
op:	3	S1	
English III	3	S1	6

(*) This course may not be available in certain academic years. Please confirm availability with the Erasmus coordinator.

Course structure diagram with credits (cont.)

Course Title	Year	Semester	Credits
Heritage Tourism and Local Development	3	S1	4
Hospitality Management	3	S1	4
International Tourism Markets	3	S1	4
Tourism Planning	3	S1	6
Applied Tourism Project	3	S2	5
Business Tourism	3	S2	4
Information Society: Tourism and Culture	3	S2	5
Placement/Internship	3	S2	11
Tourist Destination Management	3	S2	5

Examination regulations, assessment and grading

General

General assessment rules are in line with the Portuguese law and described in the Academic Regulations of ESGT-IPT available at <http://webmanager.ipt.pt/mgallery/default.asp?obj=4538>.

The licenciado degree is awarded a final grade between 10 and 20 within a 0/20 scale as well as its equivalent in the European grading scale.

Specific

Third-year students must carry out an Integrated Tourism & Culture Project (11 ECTS credits) or a Professional Internship (11 ECTS credits) subject to final report. Project is subject to public discussion and consideration by an examination panel specially appointed for that purpose.

Graduation requirements:

Completion of the program requires successful completion of all its modules including the preparation and public defence of project work or internship report so as to accumulate 180 ECTS, of which 157 are compulsory and 3 are selected among optional modules available in the curriculum in compliance with general and specific assessment regulations.

Mode of study:

Full-time or part-time in accordance with applicable regulations.

Program director or equivalente

Director: Eunice Ferreira Ramos Lopes

Erasmus coordinator: Hermínia Maria Pimenta Ferreira Sol

ECTS coordinator: Hermínia Maria Pimenta Ferreira Sol

B - Description of individual course units

Course unit title	Computer Science
Course unit code	964104
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Célio Gonçalo Cardoso Marques Ricardo Nuno Taborda Campos
Learning outcomes of the course unit	On completion of this course the students should have a good understanding of: 1)computer architecture and 2)operating systems; work with tools such as 3) word processing; 4)spreadsheets; 5)presentations; 6)explore on-line resources and Web 2.0; 7)apply IT solutions in tourism
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not Applicable.
Recommended optional programme components	Not Applicable.
Course contentes	1. Computer Architecture 2. Operating Systems and Desktops 3. Word Processing: Microsoft Word 4. Spreadsheets: Microsoft Excel 5. Presentations: Microsoft Powerpoint 6. Internet and Web 2.0 7. IT Solutions for Tourism
Recommended or required Reading	- Mendes, J. e Marques, C. e Silva, V. e Campos, R. (2010). <i>Microsoft Excel 2007: Exercícios com Funções</i> . Tomar: Instituto Politécnico de Tomar - Mendes, J. e Marques, C. e Silva, V. e Campos, R. (0). <i>Noções de Arquitectura de Computadores</i> . Acedido em16 de maio de 2012 em http://www.e-learning.ipt.pt - Mendes, J. e Marques, C. e Silva, V. e Campos, R. (0). <i>Redes de Computadores e Internet</i> . Acedido em16 de maio de 2012 em http://www.e-learning.ipt.pt - Mendes, J. e Marques, C. e Silva, V. e Campos, R. (0). <i>Como fazer uma apresentação</i> . Acedido em16 de maio de 2012 em http://www.e-learning.ipt.pt
Planned learning activities and teaching methods	Theoretical and practical laboratory classes focused on the resolution of exercises.
Assessment Methods and criteria	Written open-book test. Practical assignment and public discussion with minimum pass mark of 7/20 in each assessment component.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not Applicable.

B - Description of individual course units

Course unit title	Cultural Anthropology and Tourism
Course unit code	964147
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Eunice Ferreira Ramos Lopes
Learning outcomes of the course unit	Students should have technical and analytical skills to: - Use the tools required to understand cultures (material and immaterial culture) and its interactions with tourism; - Enhance local tourist narratives converting them into a tourism product.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contents	0.Course overview; 1. Concepts: anthropology, cultural anthropology and tourism anthropology; 2. Anthropological perspectives within the sociocultural dimension of tourism; 3. Anthropological interpretation from the perspective of integrating content into tourism consumption; 3.1. Tourist motivations, practices and experiences. Case presentation; 4. Anthropological tourism essay.
Recommended or required Reading	- BURNS, P.(1999). <i>An Introduction to Tourism and Anthropology</i> . (pp. 1-23). London: Routledge - NASH, D.(1996). <i>The Anthropology of Tourism</i> . Oxford: Pergamon - URRY, J.(2001). <i>The tourist gaze. Leisure and travel in contemporary societies</i> . London: Sage
Planned learning activities and teaching methods	a) Lectures b) Practical classes including exercise-solving and critical reviews c) Technical trips related with socio-cultural tourism.
Assessment Methods and criteria	Assessment includes: a) coursework b) critical reviews c) reports of technical trips d) written test
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Lusophone Language and Literatures
Course unit code	964148
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Hermínia Maria Pimenta Ferreira Sol
Learning outcomes of the course unit	Students should be able to: O1- to understand the Portuguese language and literatures in Portuguese as tools to represent different forms of viewing and interpreting the world; O2- to master different grammatical and discursive skills that allow to understand, interpret and produce formal texts.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Sound knowledge of the Portuguese language structure: phonetics, phonology, morphology, syntax, semantics and lexicon.
Recommended optional programme components	Not Applicable
Course contentes	C1 - Portuguese language and the Portuguese speaking world; 1.1. Portuguese language varieties; C2 - Writing identities in literature: Texts and Genres: 2.1. Genre specificities: narrative, poetic e dramatic; 2.2. The text's genology; C3 - Literatures: Portuguese (20th and 21st C), Brazilian (19th, 20th and 21st C) and African Literatures in Portuguese.
Recommended or required Reading	- BALIBAR, E. e , E. (1979). <i>Literatura, significação e Ideologia</i> . (Vol. --). (pp. -----). Lisboa: Arcádia - GENETTE, G.(1995). <i>Discurso da narrativa</i> . (Vol. --). (pp. -----). Lisboa: Vega - BOSI, A.(2008). <i>História concisa da literatura brasileira</i> . (Vol. --). (pp. -----). São Paulo: Cultrix - LARANJEIRA, P. e SANTOS, E. (1995). <i>Literaturas africanas de expressão portuguesa</i> . (Vol. --). (pp. -----). Lisboa: Universidade Aberta
Planned learning activities and teaching methods	M1 - theoretical classes; M2 - practical classes of literary analysis.
Assessment Methods and criteria	M1 Theoretical classes and M2 practical classes of reading and literary analysis; mid-term test (80%) + class oral performance (20%)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Methods of Analysis
Course unit code	964149
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Francisco Paulo Vilhena Antunes Bernardino Carvalho Maria João da Costa Antunes Inácio
Learning outcomes of the course unit	Provide students with basic tools for analyzing data that independently support information analysis and decision-making.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	I - Descriptive Statistics; II - Introduction to Statistical Inference; III - Regression and Correlation; IV - Multiple Regression Models; V - Discriminant Analysis; VI - Factorial Analysis in Principal Component; VII - Cluster Analysis.
Recommended or required Reading	- Guimarães, R. e Sarsfiels Cabral, J. (2005). <i>Estatística</i> . Lisboa: McGraw Hill - Maroco, J. e Bispo, R. (2005). <i>Estatística Aplicada às Ciências Sociais e Humanas</i> . Lisboa: McGraw Hill - Maroco, J.(2004). <i>Análise Estatística com a Utilização do SPSS</i> . Lisboa: McGraw Hill
Planned learning activities and teaching methods	Lectures and practical classes in computer environment.
Assessment Methods and criteria	Final written exam and practical test using statistical software
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Research Methods in Culture and Tourism
Course unit code	964106
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Luís Manuel Mota dos Santos Figueira
Learning outcomes of the course unit	Students should demonstrate instrumental skills (cognitive, methodological, technological and terminological) and interpersonal and systemic skills (general and specific comprehension and knowledge) in the field of tourism and culture.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	1. Introduction to the scientific method. 2. Rationale and methodology of the scientific work. 3. Organisation and communication of research. Technical procedures. 4. Management of potential conflicts of interest in tourism and culture. 5. Communication of research results.
Recommended or required Reading	<ul style="list-style-type: none"> - QUIVY, R.(1998). <i>Manual de Investigação em Ciências Sociais - Trajectos</i>,. Lisboa: Gradiva - ALBARELLO, L.(2005). <i>Práticas e Métodos de Investigação em Ciências Sociais</i>. Lisboa: Gradiva Lda - AZEVEDO, C.(2004). <i>Metodologia Científica – Contributos práticos para a elaboração de trabalhos académicos</i>. Lisboa: Universidade Católica - DE KETELE, J.(1999). <i>Metodologia da Recolha de Dados – Fundamentos dos Métodos de Observações, de Questionários, de Entrevistas e de Estudo de Documentos</i>. Lisboa: Instituto Piaget
Planned learning activities and teaching methods	Lectures and experimental work including research, literature review, and field trips. Practical work done individually or in groups.
Assessment Methods and criteria	Continuous assessment based on class attendance: written test and examination papers. 50% test/exam (theoretical), 50% thematic assignment(practice). Minimum pass mark: 10/20
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Tourism Geography
Course unit code	964150
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Rita Ribeiro de Carvalho Ferreira Anastácio Éricka Maria Costa de Amorim
Learning outcomes of the course unit	Fundamental concepts that allow students to understand the nature of geographic information systems within tourism management, as well as their application, in order to represent and manipulate geographical data applied to the territory and tourism.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contentes	1. Concept of geography 2. Space and territorial organization 3. Land-use change as a function of tourism; 4. Tourism planning from the point of view of geography; 5. Geography of Tourism: Tourist Atlas 6. Cartographic Applications in Geographic Information Systems
Recommended or required Reading	- Matos, J.(2008). <i>Fundamentos de Informação Geográfica</i> .. Lisboa: Lidel - Medlik, S.(2003). <i>Dictionary of Travel, Tourism and Hospitality</i> . Butterworth-Heinemann.. UK: Butterworth-Heinemann - Daveau, S.(1995). <i>Portugal Geográfico</i> .. Lisboa: Edições João Sá da Costa.
Planned learning activities and teaching methods	Face-to-face sessions. Practical applications using GIS software.
Assessment Methods and criteria	Assessment includes a theoretical written test and a practical test (ArcGIS Applicationa).
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	English I
Course unit code	964109
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Hermínia Maria Pimenta Ferreira Sol
Learning outcomes of the course unit	At the end of the course, the students are expected to: • use technical vocabulary and sentence structures of intermediate complexity; • produce different types of text such as synopses, descriptions, e-mails and formal letters.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Intermediate knowledge of the English language.
Recommended optional programme components	Not applicable.
Course contents	1 – New trends in Tourism; 2 – Types of accommodation; 3 – Tourist information; 4 – Motoring and giving directions; 5 - At the airport; 6 – Intermediate grammar structures.
Recommended or required Reading	- Wyatt, R.(2005). <i>Check Your English Vocabulary for Leisure, Travel and Tourism</i> . (Vol. 1). (pp. 1-80). Londres: Bloomsbury Publishing - MURPHY, R.(2006). <i>English Grammar in Use</i> . Cambridge: C.U.P. - Hornby, A.(2005). <i>Oxford Advanced Learner's Dictionary</i> . Oxford: O.U.P.
Planned learning activities and teaching methods	Practical and theoretical classes with a considerable component of written and oral exercises.
Assessment Methods and criteria	Written test at the end of the semester, minimum grade 9,5 out of 20. Exam for those who failed or didn't attend the test. The teacher reserves the right to give a bonus to all the students with an outstanding performance in class.
Language of Instruction	English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Human Resources Management
Course unit code	964151
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Maria Graciete da Purificação Reis Henriques Honrado
Learning outcomes of the course unit	Students should understand: - The place and role of HRM in the context of corporate development; - The importance of administrative and Labor Law in human resources; - The importance of the strategic human resources in the study of behavioural variables.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course content	The role of HRM and its importance in organizations. Analysis of different factors in terms of HRM. The joint practices of HRM within the company's strategy. The administrative and legal framework. The analysis and job description. Performance evaluation. The recruitment and selection of staff. Compensation and its influence on motivation.
Recommended or required Reading	- Armstrong, M.(1996). <i>Personnel Management Practice</i> . London: Kogan Page - Pina e Cunha, M. e Cunha, R. (2003). <i>Manual do Comportamento Organizacional e Gestão</i> . Lisboa: RH Editora, Lda.
Planned learning activities and teaching methods	This course focuses mainly on the study of practical cases enabling a better understanding of theoretical concepts and provides the students with tools to solve practical problems in a creative manner.
Assessment Methods and criteria	Continuous assessment consists of a mid-term test and group work. Students whose grade is equal to or higher than 10 (in a scale of 0 to 20) in the mid-term test and that also achieve, at least, 10 marks in group work.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Introduction to Business Administration
Course unit code	964112
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Jorge Manuel Marques Simões
Learning outcomes of the course unit	Provide an introduction to the different management concepts and present case studies. Upon completion of the course the students are expected to have good foundations of management.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	1. What is an organization 2. Objective-Based Administration 3. The Production Function 4. The Financial Function 5. The Commercial Function 6. The Human Resources Function
Recommended or required Reading	- Ferreira, M. e Santos, J. (2008). <i>Ser Empreendedor – Pensar Criar e Moldar a Nova Empresa</i> . (Vol. 1). Lisboa: Edições Sílabo - Rego, A. e Cunha, M. (2007). <i>O Tao da Eficácia Organizacional</i> . (Vol. 1). Lisboa: Edições Sílabo - Sousa, A.(1998). <i>Introdução à Gestão: Uma Abordagem Sistemica</i> . (Vol. 1). Lisboa: Editorial Verbo
Planned learning activities and teaching methods	- Current issues and case study discussion according to course content; - Examples, exercises and oral and written applications with a view to improving comprehension and learning; - Paper analysis - Use of audiovisual resources.
Assessment Methods and criteria	Mid-term test (100%). A final exam (100%) for the students who did not achieve the minimum standards established for continuous assessment.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Tourism Economics
Course unit code	964153
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Sérgio Paulo Leal Nunes
Learning outcomes of the course unit	Students should be able to: a) understand basic relevant economic concepts, theories, models and policies b) Develop skills to identify, analyse and solve tourism-related economic problems.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Basic command of mathematical and statistical tools contributes to improve results.
Recommended optional programme components	Not applicable
Course contents	1. Introduction; 2. Supply, demand and balance; 3. Elasticity; 4. Tourism economics: some basic concepts; 5. Tourist motivations and demand; 6. Tourist motivations and supply; 7. Tourism impacts.
Recommended or required Reading	- Frank, R. e Bernanke, B. (2003). <i>Princípios de Economia</i> . (Vol. --). (pp. ----). Lisboa: McGraw-Hill - Samuelson, P. e Nordhaus, W. (2005). <i>Economia</i> . (Vol. --). (pp. ----). Lisboa: McGraw-Hill - Cunha, L.(2013). <i>Economia e Política do Turismo</i> . (Vol. --). (pp. ----). Lisboa: Lidel - Matias, A.(2007). <i>Economia do Turismo</i> . (Vol. --). (pp. ----). Lisboa: Instituto Piaget
Planned learning activities and teaching methods	Lectures; Practical classes; Individual and group work; Reflection and debate on contemporary issues with interest to tourism.
Assessment Methods and criteria	Assessment includes the following components: 1) Mark obtained in the test (50%-100% of the total grade; 2) Presentation and discussion of practical assignments carried out on an individual basis or as part of a group: 0%-50% of total grade.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Tourism System
Course unit code	964101
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	First Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Dina Maria Barreira Ramos Éricka Maria Costa de Amorim
Learning outcomes of the course unit	Students should demonstrate instrumental, interpersonal and systemic skills (general and specific comprehension and knowledge) in tourism system.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course content	1. Introduction to Tourism. 2. Tourism development. 3. A historical overview. 4. Tourism economics. 5. Concept of Tourism Satellite Account (TSA). 6. Demand, supply, geography and operators. 7. Presentation of assignments: preparation, presentation and assessment.
Recommended or required Reading	- Beni, M.(2001). <i>Análise Estrutural do Turismo</i> . São Paulo: Senac - Boyer, M.(1996). <i>L'Invention du Tourisme</i> . s/l: Gallimard - Leiper, N.(1990). <i>Tourism Systems</i> . New Zeland: Massey University-New Zeland - OMT, O.(2005). <i>Introdução ao Turismo</i> . São Paulo: Roca Lda
Planned learning activities and teaching methods	Lectures and experimental work including research, literature review and field trips. Individual or group assignments.
Assessment Methods and criteria	Continuous assessment based on class attendance: written test and examination papers. 50% test / exam (theoretical), 50% thematic assignment(practice). Minimum passing mark: 10/20.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Art History and Tourism
Course unit code	964156
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Eunice Ferreira Ramos Lopes
Learning outcomes of the course unit	Students must: O1 - be able to view tourism and heritage under the promotional perspective; O2 – master concepts in history of art and participate actively in the organization of guided tours and visits; O3 – create tourist products to be promoted.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	See e-learning
Course contents	1. History of Art and tourism: general overview. 1.1. The history of art and its role in society; 2. Trends and movements in the History of Art 4. Communicating art in Tourism: technical aspects of the “presentation- interpretation” duality 5. Practical assignments (applied exercises)
Recommended or required Reading	- AA, V.(1986). <i>História da Arte em Portugal</i> . (Vol. jan-14). Lisboa: Verbo Editora - Janson, H.(1979). <i>História da Arte</i> . Lisboa: Fundação Calouste Gulbenkian - Alarcão, J.(1988). <i>O Domínio Romano em Portugal</i> . Lisboa: Europa-América - Almeida, C.(2002). <i>História da Arte em Portugal. o Gótico..</i> Lisboa: Editorial Presença
Planned learning activities and teaching methods	Theoretical classes Theoretical and practical classes
Assessment Methods and criteria	Assessment - Theoretical part: 50%; Practical part: 50%. Minimum pass grade is 10/20.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	English II
Course unit code	964117
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Hermínia Maria Pimenta Ferreira Sol
Learning outcomes of the course unit	On completion of the course students are expected to produce written and oral texts with a high degree of complexity, such as reports, brochures, and formal letters. Likewise, their oral skills should be either upper-intermediate or proficient.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Intermediate or advanced level of English.
Recommended optional programme components	Not applicable.
Course contents	- Early Beginnings of tourism; - Careers in Tourism; - The importance of good manners in the workplace; - Different accents; - Tourism agents (Travel Agents and Tour Operators); - MICE Tourism; - Tourism marketing; - Sustainable Tourism; - Space
Recommended or required Reading	- MEDLIK, S.(2002). <i>Dictionary of Travel, Tourism and Hospitality</i> . (Vol. 1). (pp. 1-145). Londres: Butterworth Heinemann - Dubicka, I. e O'KEEFE, M. e Strutt, P. e , . (2013). <i>English for International Tourism Upper Intermediate</i> . (Vol. 1). (pp. 1-85). Londres: Pearson Longman - Harding, K.(2009). <i>Oxford English for Careers. Student's Book. Upper-Intermediate - Tourism</i> . (Vol. --). (pp. ----). Oxford: OUP
Planned learning activities and teaching methods	Lectures and tutorials, experimentation and simulation.
Assessment Methods and criteria	Continuous assessment including compulsory class attendance (10%), outside class projects (30%) and written exam (60%), or final exam (100%).
Language of Instruction	English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	General Accounting
Course unit code	964114
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Maria Graciete da Purificação Reis Henriques Honrado
Learning outcomes of the course unit	Students should acquire accounting skills and competences and become familiar with accounting record techniques. In addition, they should understand concepts such as property (assets and liabilities), inventory, balance sheet and income statements.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contentes	The Assets; The Account; Inventory and Balance; Assets Facts; The development of accounts; Accounting records methods; The Accounting Standardization; Accounting release; Tabulation of results; Class 3 - Inventories; Class 2 - Accounts Receivable and Payable; Class 1 - Media Net Financial; Class 4 - Investments; Class 5 - Capital; Classes 6, 7 and 8. Exercise-solving.
Recommended or required Reading	- Borges, A. e Azevedo, R. e Rodrigues, R. (2010). <i>Elementos de Contabilidade Geral</i> . Lisboa: Áreas Editora - Nabais, C. e Nabais, F. (2010). <i>Prática Contabilística de Acordo com o Sistema de Normalização Contabilística (SNC)</i> . Lisboa: LIDEL
Planned learning activities and teaching methods	Lectures and demonstrations with support of datashow. Simulation and practical exercises are also used.
Assessment Methods and criteria	Ongoing assessment includes written end-of-semester tests. A mark of 10 exempts students from sitting the exam. Final grade includes a written exam.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Tour Operators and Travel Agencies
Course unit code	964155
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Éricka Maria Costa de Amorim
Learning outcomes of the course unit	Students will acquire skills and competencies that will enable them to understand the structure of tourist distribution and the concepts and terminology used by tourist agents, design and sell tourist packages and gain basic distribution skills.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	Concept of travel agency and tourist operator; The role intermediaries in the tourism system: travel agencies and tourist operators; legal framework for travel agencies; organisational structure of travel agencies and tourist operators; future prospects for tourist agencies and tourist operators; marketing activities; design and sale of tourist packages.
Recommended or required Reading	<ul style="list-style-type: none"> - Beni, M.(2001). <i>Análise Estrutural do Turismo</i>. (Vol. --). (pp. ----). São Paulo: Senac - Bouyer, M.(1996). <i>L'invention du Tourisme</i>. (Vol. --). (pp. ----). s/l: Gallimard - Leiper, N.(1990). <i>Tourism Systems</i>. (Vol. --). (pp. ----). New Zealand: Massey University - OMT, O.(2005). <i>Introdução ao Turismo</i>. (Vol. --). (pp. ----). São Paulo: Roca Lda.
Planned learning activities and teaching methods	Lectures and theoretical-practical classes providing students with the terminology used in the sector as well as critical skills.
Assessment Methods and criteria	Assessment is based on the following: Minimum pass mark is 10/20. Attendance (10%) Class performance (10%) Coursework (30%) Written test (50%)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Tourism Law and Legislation
Course unit code	964154
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	3
Name of Lecturer(s)	Paula Alexandra da Cruz Silva Pina de Almeida
Learning outcomes of the course unit	Students will become familiar with the branch of law that regulates tourism relations as well as the institutes and professions in the tourism sector. They should be able to identify legal issues related with the sector, interpret legal rules and determine the legal solution.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contents	General notions of law. National Strategic Plan for Tourism. Tourism Administration and Public Policy. Tourist resorts. Recreational agents. Food and drinking establishments. Legal Regime of tobacco and alcohol consumption. Declaration of interest for tourism. Travel agencies and tourism. Time sharing.
Recommended or required Reading	- Castro Mendes, J.(2010). <i>Introdução ao Estudo do Direito</i> . Lisboa: Editor Pedro Ferreira - Quintas, P.(2003). <i>Direito do turismo</i> . Coimbra: Almedina
Planned learning activities and teaching methods	Lectures and theoretical-practical.
Assessment Methods and criteria	Two frequencies or a final exam.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	N/A

B - Description of individual course units

Course unit title	Cultural Events and Tourist Entertainment
Course unit code	964173
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Eunice Ferreira Ramos Lopes
Learning outcomes of the course unit	Students are expected to be able to: - Organise, plan and manage any sort of event. - Plan and manage tourist animation programmes as a function of tourist destinations and businesses. - Design products based on events carried out as part of tourist and cultural packages.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	0 - Course overview 1. Event management and organisation 1.1. Event tourism: significance, objectives and types 2. Tourist entertainment: concepts, evolution and types 3. Planning and management of tourist entertainment programmes 4. Tourist events and entertainment projects: stages and phases 5. Delivery and execution of a tourist event
Recommended or required Reading	- ALLEN, J.(2008). <i>Event Planning: The Ultimate Guide to Successful Meetings</i> . Canada: Event planning - GETZ, D.(2008). <i>Event tourism: Definition, evolution, and research..</i> (Vol. 29). (pp. 403-428). Sweden: Elsevier - GOLDBALTT, J.(1997). <i>Special events: Best practices in modern event management</i> . (Vol. 1). New York: Van Nostrand Reinhold
Planned learning activities and teaching methods	Two types of sessions: a) Lectures comprising explanatory presentations (critical analysis and student participation; b) Theoretical-practical classes (case studies and brainstorming).
Assessment Methods and criteria	Assessment includes: a) one practical assignment (individually or in group) involving the delivery and execution of an event; b) written test. Minimum pass mark is 10/20
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Entrepreneurship and Innovation in Tourism
Course unit code	964162
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Jorge Manuel Marques Simões
Learning outcomes of the course unit	Students are expected to understand basic management concepts and apply them with the help of practical cases.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	1. Entrepreneurship concepts 2. Entrepreneurship process 3. Project selection methods 4. Preparing a business plan 5. Project funding 6. How to create your own business 7. Business success/failure
Recommended or required Reading	- Cruz, E.(2006). <i>Criar uma Empresa de Sucesso</i> . (Vol. 1). Lisboa: Silabo
Planned learning activities and teaching methods	Theoretical-practical classes comprising explanation of key topics/concepts and student presentation of their final projects.
Assessment Methods and criteria	Theoretical-practical classes comprising explanation of key topics/concepts and student presentation of their final projects.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Financial Management
Course unit code	964160
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Maria Graciete da Purificação Reis Henriques Honrado
Learning outcomes of the course unit	This course aims to enable the student to understand and interpret financial cycles and calculate the company's financial needs inherent to them. The student must know how to interpret information which will enable him/her to analyze the financial position and results of activities of an enterprise.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contentes	Strategy and operational plans in the short and medium/long term. Management policies. The company's treasury. Analysis of the financial structure of the company. Financial balance. Financial indicators, and economic operations. Cost management in enterprises in tourism. Concepts of plan and budget.
Recommended or required Reading	<ul style="list-style-type: none"> - Menezes, H.(1993). <i>Princípios de Gestão Financeira</i>. Lisboa: Editorial Presença - Stephen, A.(2008). <i>Modern Financial Management</i>. Boston: McGraw Hill - Queirós, M. e Silva, S. (2012). <i>Gestão Financeira - Análise de Investimentos - Ligação ao SNC</i>. Lisboa: Editor: Vida Económica - Silva, S.(2011). <i>Gestão Financeira - Análise de Fluxos Financeiros</i>. Lisboa: Editor Vida Económica
Planned learning activities and teaching methods	Theoretical-practical classes with presentation and interactive exercises. About 50% of the real class time is devoted to practical applications including calculations.
Assessment Methods and criteria	Assessment consists of a written test. A minimum mark of 10/20 in continuous assessment exempts students from taking the final exam. Final assesement consists of a final exam held on the date and time specified in the examination timetable.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Heritage Presentation and Interpretation
Course unit code	964159
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	3
Name of Lecturer(s)	Carlos José Rodarte de Almeida Veloso
Learning outcomes of the course unit	Students should be able to: O1-understand the importance of heritage for tourism (natural and cultural) in terms of its presentation and interpretation O2 –develop the presentation-interpretation process, i.e. design, monitoring and evaluation.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	see e-learning
Course contents	1. The concept of presentation-interpretation process of natural and cultural heritage and the main theoretical trends; 2.Definition and rules governing the presentation-interpretation process; 3. The process and the means used in the tourism-oriented interpretation of heritage: stages and planning; 4. Practical application, supervision, evaluation and data analysis.
Recommended or required Reading	- Choay, F.(2000). <i>A Alegoria do Património</i> . Lisboa: Edições 70 - Miranda, J.(1998). <i>Guía práctica para la interpretación del Patrimonio</i> . Sevilla: Junta de Andalucía-Consejería de Cultura - Tilden, F.(1957). <i>Interpreting our heritage</i> . Chapel Hill: The University of North Carolina Press
Planned learning activities and teaching methods	Theoretical and practical-theoretical classes illustrated with relevant presentation-interpretation examples (national and international);
Assessment Methods and criteria	Individual Project work (80%). Class attendance and participation (20%).
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Tourist Marketing
Course unit code	964158
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Dina Maria Barreira Ramos Éricka Maria Costa de Amorim
Learning outcomes of the course unit	Upon completion of the course, students should be able to analyse and develop a tourist marketing plan, use marketing mix tools and develop a promotional plan for a tourist destination.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	General concepts of tourist marketing; Tourist demand; Tourist supply; Marketing Mix; Marketing planning; Tourist promotion
Recommended or required Reading	- Morrison, A.(2013). <i>Marketing and Managing Tourism Destinations</i> . (Vol. --). (pp. -----). --: Routledge - Kotler, P. e Bowen, J. e Makens, J. (2013). <i>Marketing for Hospitality and Tourism</i> . (Vol. ---). (pp. -----). ---: Prentice Hall
Planned learning activities and teaching methods	Lectures and theoretical-practical classes. The lectures provide conceptual and theoretical foundations, the theoretical-practical sessions include implementation, execution and discussion of promotional marketing plans.
Assessment Methods and criteria	Assessment will be as follows: A minimum mark of 10/20 exempts students from taking the final exam: Attendance (10%) Class performance (10%) Practical Assignment/Project (30%) Written test (50%)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Tourist routes
Course unit code	964161
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Second Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Rita Ribeiro de Carvalho Ferreira Anastácio Luís Manuel Mota dos Santos Figueira
Learning outcomes of the course unit	Students must have instrumental skills (cognitive, methodological, technological and terminological), interpersonal skills (interaction and cooperation on personal performance and group) and systemic skills (understanding, sensitivity and generic and specific knowledge about the reality of the co
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	See e-learning
Course contentes	1. Tourism as a system and its interaction with the territorial components: the geohistory of tourism. 2. The impacts of tourism, the appropriation of land and the creation of space tourism (tourist destinations). 3. Tourism, support and geographical concepts of landscape tourism, tourist area, tourist place, tourist site and tourist territory. Technical terminology.
Recommended or required Reading	- Beni (Org.), M.(2012). <i>Turismo- planeamento estratégico e capacidade de gestão.Desenvolvimento regional, rede de produção e lusters..</i> São Paulo: Editora Manole Ltda - Bilhim, J.(2008). <i>Teoria Organizacional- Estruturas e Pessoas</i> . Lisboa: Universidade Técnica de Lisboa - ISCSP - Cunha, L.(2009). <i>Introdução ao Turismo</i> . Lisboa: Editorial Verbo - Reisinger, Y.(2009). <i>International Tourism - Cultures and Behaviour</i> . New York: Elsevier
Planned learning activities and teaching methods	The lectures aim to contribute, conceptually and technically, to the acquisition of knowledge inherent to the content and objectives of the course. The practical classes are devoted to the production of thematic routes.
Assessment Methods and criteria	Continuous Assessment: Attendance (10%), class performance(10%), preparation and presentation of practical exercise (30%). Written examination(50%). (a minimum mark of 10/20 exempt students from taking the final examination.)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	English III
Course unit code	964164
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Hermínia Maria Pimenta Ferreira Sol
Learning outcomes of the course unit	Students must be able to: - recognize and use complex and advanced grammatical structures; - speak fluent English in any situation that may require the usage of this language; - exhibit a broad, technical and sophisticated lexical knowledge.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Students must master the grammatical contents taught in English I and English II.
Recommended optional programme components	Not applicable.
Course contents	- Tourists vs. travellers; - Tourism Etiquette; - Customer Service rules; - Guiding language; - Food Tourism; - Art as a travel motivation element; - Dark Tourism; - Culture Shock;
Recommended or required Reading	- Botton, A.(2001). <i>The Art of Travel</i> . (Vol. -). (pp. ---). Londres: Penguin - Manguel, A.(2002). <i>Reading Pictures</i> . (Vol. -). (pp. ---). Londres: Bloomsbury - Boyd, S. e Dallen, T. (2002). <i>Heritage Tourism</i> . (Vol. -). (pp. ---). -: Prentice Hall
Planned learning activities and teaching methods	Classes are theoretical and practical. They integrate, however, several practical exercises, both inside and outside of the classroom, with the goal of leading students to speak English in different professional simulacra and simulation scenarios.
Assessment Methods and criteria	Continuous Assessment - compulsory class attendance (10%), outside class projects (30%) and written exam (60%); or Final Assessment - written exam (50%) + oral exam (50%). For average calculation purposes, a minimum grade of 9,5 is required.
Language of Instruction	English Mentoring in Portuguese
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Heritage Tourism and Local Development
Course unit code	964169
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Luís Manuel Mota dos Santos Figueira
Learning outcomes of the course unit	The students must: - be able to observe tourism and heritage from a development point of view, and understand the complexity of this relationship; - master concepts, conceive interventions and management skills in the field of cultural tourism.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	See e-learning
Course contents	1. Concepts 1.1. Heritage tourism 1.2. Local development 2. The role of heritage in the design of tourism products 2.1. Legal and technical frameworks: inventory, classification, tourism integration 2.2. Policy Measures: (UNWTO - World Tourism Organization), UNESCO (World Heritage Sites) and (PENT - National Strategic Plan for Tourism)
Recommended or required Reading	- Hall et al, C.(1999). <i>The Gheography of Tourism and Recreation - Environment - Space</i> . Londo: Routledge - Lopes, R.(2001). <i>Competitividade, Inovação e Territórios</i> . Cascais: Celta Editora - Timothy, D.(2011). <i>Cultural Heritage and Tourism: An Introduction</i> . Ontario: Channel View Publications - Vieira, J.(2007). <i>Planeamento e Ordenamento Territorial do Turismo</i> . Lisboa: Editorial Verbo
Planned learning activities and teaching methods	Explanatory lectures Project presentation and description Practical classes
Assessment Methods and criteria	Assessment - Theoretical component: 50%; Practical component: 50% Minimum pass mark is 10/20
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Hospitality Management
Course unit code	964165
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Vitor Pais
Learning outcomes of the course unit	Students should acquire knowledge about tourism organizations management, associated running tools and available business models.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	1. Organizations 2. Management 3. Administration 4. Operations 5. Planning 6. Tourism Organizations management 7. Business Models
Recommended or required Reading	<ul style="list-style-type: none"> - Curran, P.(1978). <i>Principles and Procedures of Tour Management</i>. Boston: CBI - Douglas, F.(1992). <i>Viagens e Turismo - Manual de Gestão</i>. Mem Martins: Edições CETOP - Medlik, S.(1980). <i>The Business of Hotels</i>. London: Heinemann - Holloway, J.(1994). <i>The Business of Tourism</i>. London: Pitman Publishing
Planned learning activities and teaching methods	Ongoing assessment (20%) Final test (80%)
Assessment Methods and criteria	Ongoing assessment (20%) Final test (80%)
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	International Tourism Markets
Course unit code	964163
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Éricka Maria Costa de Amorim
Learning outcomes of the course unit	Students should demonstrate conceptual and operation skills that enable to analyse and understand tourist activity and international markets as dynamic phenomena, using Portugal as a basis (incoming and outgoing)
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	1. International Tourism 1.1. Globalisation and Tourism 1.2. Cultural Diversity 1.3. International tourism trends 2. Tourist Product 3. Tourist Market 3.1 Outgoing Markets 3.2 Incoming Markets 4. International tourist profile 4.1 Consumer profile 4.1.1 Cultural impact on consumers
Recommended or required Reading	- Reisinger, Y.(2011). <i>International Tourism</i> . (Vol. --). (pp. -----). ---: Routledge
Planned learning activities and teaching methods	Lectures and theoretical-practical classes. Lectures comprise theoretical analysis of international tourist activities and explores associated concepts. Theoretical-practical classes comprise analysis and comparison of different tourist markets.
Assessment Methods and criteria	Assessment includes the following: Attendance (10%) Class Performance (10%) Practical assignment/project (30%) Written test (50%) A minimum mark of 10/20 exempts students from taking the final exam.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Tourism Planning
Course unit code	964125
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	First Semester
Number of ECTS credits allocated	6
Name of Lecturer(s)	Manuel Machado Reis Ferreira Éricka Maria Costa de Amorim
Learning outcomes of the course unit	At the end of the term students should be able to master the conceptual, instrumental and marketing processes for planning tourist products and conducting tourism planning projects both at local and regional level.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contentes	1 – Tourism development 2 – Tourism policies 3 – Tourism resources and products 4 – Tourism products planning 5 – Tourist destinations 6 – Tourism development strategy 7 – Sustainable development and land use planning 8 – Tourism destinations planning and management.
Recommended or required Reading	- Gunn, C. e Turgut, V. (2002). <i>Tourism Planning: Basics</i> . (Vol. -). (pp. ---). Londres: Routledge - Hall, C.(2000). <i>Tourism Planning - Policies, Processes and Relationships</i> . (Vol. --). (pp. ---). Londres: Prentice Hall - Vieira, J.(2007). <i>Planeamento e Ordenamento Territorial do Turismo</i> . (Vol. -). (pp. ---). Lisboa: Editorial Verbo
Planned learning activities and teaching methods	Lectures and practical classes supported by case study analysis individually or in small groups of up to three students. Students are free to choose a case that fits into the thematic of tourism but subject to the lecturer's approval.
Assessment Methods and criteria	Class attendance (at least two-thirds of the classes)+ written test (60%) + presentation (40%). Minimum pass mark: 10/20 or Final written exam.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Applied Tourism Project
Course unit code	964171
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Luís Manuel Mota dos Santos Figueira Éricka Maria Costa de Amorim
Learning outcomes of the course unit	Students must: - be able to use the knowledge acquired in the courses of Economics, Management, Accounting and other areas of expertise to develop his/her problem-solving project work in the field of tourism. - to have a good understanding of the key concepts
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contents	1. Tourism project: concepts and practical framework. 2. Tourism economics, management and accounting and the creation of tourism products. 3. Project methodology 3.1. Selection of the project topic 3.2. Development 3.3. Conclusion 4. Presentation and public defense of Project's Final Report
Recommended or required Reading	- Beni, M.(2001). <i>Análise estrutural do turismo</i> . São Paulo: Editora Senac - Cooper et al, C.(2011). <i>Turismo Contemporâneo</i> . Rio de Janeiro: Elsevier Editora Ltda - Tribe, J.(2010). <i>Strategy for tourism</i> . Oxford: Goodfellow Publishers - 1ª série, nº24/2013, D.(2013). <i>PENT . Plano Estratégico Nacional do Turismo</i> . Liasboa-Presidência Conselho de Ministros: D.R.
Planned learning activities and teaching methods	Theoretical classes on project methodology Practical work classes (theoretical and practical) Evaluation of the Project's report - Theoretical: 50%; Practical component: 50%. Minimum pass grade is 10/20.
Assessment Methods and criteria	Evaluation of the Project's report - Theoretical: 50%; Practical component: 50%. Minimum pass grade is 10/20.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Business Tourism
Course unit code	964132
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	4
Name of Lecturer(s)	Carlos Manuel Martins da Costa
Learning outcomes of the course unit	On completion of the course the students should be familiar with the concept of entrepreneurship and its integration in the national and international touristic reality and develop tourist products with an entrepreneurial mindset.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable.
Recommended optional programme components	Not applicable.
Course contents	1. Entrepreneurship in tourism 2. Experience economy 3. New trends in tourism 4. Project - Entrepreneurial Initiative 5. Financing 6. Presentation and analysis of success cases.
Recommended or required Reading	<ul style="list-style-type: none"> - Lopes, R.(2001). <i>A Costelação do Turismo na Economia Portuguesa..</i> (Vol. -). (pp. ---). -: Celta Editora - Buhalis, D. e Costa, C. (2006). <i>Tourism Business Frontiers - Consumers Productst and Industry.</i> (Vol. -). (pp. ---). -: Elsevier - Du Cros, H. e Mckercher, B. (2002). <i>Cultural Tourism the partnership between tourism and cultural heritage management.</i> (Vol. -). Nova Iorque: Routledge - OECD, -(2009). <i>The Impact of Culture in Tourism.</i> (Vol. -). (pp. ---). -: OECD publishing house
Planned learning activities and teaching methods	Theoretical-practical classes focused on the resolution of practical cases.
Assessment Methods and criteria	Continuous assessment - 3 reports (20% x 3 = 60%); Presentation of the 3 reports (10% x 3 = 30%); Class attendance (5%); Class Participation (5%). Minimum mark of 10/20 exempts students from taking the final exam. Final assessment - Exam
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Information Society: Tourism and Culture
Course unit code	964134
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	José António Ribeiro Mendes Célio Gonçalves Cardoso Marques
Learning outcomes of the course unit	1) Students should be familiar with the European and Portuguese Digital Agendas; 2) be aware of the importance of the information society in Tourism; 3) develop skills related to electronic ID, security and data protection, IS; 4) Web presence; 5) web 2.0; 6) e-learning platforms, and 7) on-line TCs.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not Applicable
Recommended optional programme components	Not Applicable
Course contents	1) Information Society and Knowledge; 2) European and Portuguese Digital Agendas; 3) Information Society, Tourism and Culture (TC); 4) Electronic Identity Security and Data Protection, Information Systems in TC; 5) Web Presence; 6) Web 2.0, TC; 7) Integration and Sharing: Google Docs, Calendar, Sites, SurveyMonkey; 8) eLearning and ICT in TC; 9) Online TC Services and Resources.
Recommended or required Reading	- Mendes, J.(0). <i>Sociedade de Informação na Europa</i> . Acedido em 16 de maio de 2012 em http://www.e-learning.ipt.pt - Mendes, J.(0). <i>Sociedade de Informação em Portugal</i> . Acedido em 16 de maio de 2012 em http://www.e-learning.ipt.pt - Campos, R. e Silva, V. e Marques, C. e Mendes, J. (0). <i>Presença na Internet</i> . Acedido em 16 de maio de 2012 em http://www.e-learning.ipt.pt - Mendes, J. e Marques, C. e Silva, V. e Campos, R. (0). <i>Web 2.0</i> . Acedido em 16 de maio de 2012 em http://www.e-learning.ipt.pt
Planned learning activities and teaching methods	Theoretical and practical laboratory classes focused on the resolution of exercises.
Assessment Methods and criteria	Written open test or exam. Practical assignment and public presentation with minimum mark of 7/20 in each assessment component.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not Applicable

B - Description of individual course units

Course unit title	Placement/Internship
Course unit code	964172
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	11
Name of Lecturer(s)	Eunice Ferreira Ramos Lopes Vitor Pais
Learning outcomes of the course unit	Students should: - Acquire and develop skills that will enable them to perform a profession in tourism-related areas
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme components	Not applicable
Course contentes	1. The significance of taking an Internship period in tourism 2. Training types 3. Attitudes and postures (professional ethics)in the internship hosting organisation 4. The Internship Report (structure) 5. Report production: preparation and drawing up 6. Practical application: work-based training 7. Report presentation
Recommended or required Reading	- Ceia, C. e , . (2005). <i>Normas para apresentação de trabalhos científicos</i> . Lisboa: Editorial Presença - Pereira, A. e Poupá, C. (2006). <i>Como escrever uma tese, monografia ou livro científico usando o Word</i> . Lisboa: Sílabo
Planned learning activities and teaching methods	Teaching methods: a) classroom b) Tutorial guidance c) internship monitoring (162 hours) in a host organisation.
Assessment Methods and criteria	Student-oriented ongoing assessment with tutorial guidance
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Tourist Destination Management
Course unit code	964170
Type of course unit	Compulsory
Level of Course unit	First Cycle
Year of Study	Third Year
Semester/Trimester when the course unit is delivered	Second Semester
Number of ECTS credits allocated	5
Name of Lecturer(s)	Éricka Maria Costa de Amorim Dina Maria Barreira Ramos
Learning outcomes of the course unit	Students should acquire conceptual and operational skills that will allow them to understand the context of destination management at national/regional/local level as well as analyse tourist development plans and the various destination management models.
Mode of delivery	Face-to-face
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	1. Tourism and Development 2. Competition and Tourist Destinations 3. Tourist Management Models 4. Tourist Management (Local/Regional/National) 5. Tourist Destination Brand Management 6. Tourist Development Plans (Case studies)
Recommended or required Reading	- Schaumann, P.(2004). <i>The Guide to Successful Destination Management</i> . (Vol. ---). (pp. -----), ----: Wiley - UNWTO, -(2007). <i>A Practical Guide to Destination Management</i> . (Vol. ---). (pp. -----). --: UNWTO
Planned learning activities and teaching methods	Lectures and theoretical-practical classes. Lectures involve content presentation and analysis. Thoretical-practical classes include reflection and debate.
Assessment Methods and criteria	Assessment includes: Attendance (10%) Class performance (10%) Coursework/project (30%) Written test (50%) Minimum pass grade is 10/20.
Language of Instruction	Portuguese Mentoring in English
Work placement(s)	Not applicable

