Instituto Politécnico de Tomar

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 a 0-100 scale.

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 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 Production of Activities for Cultural Tourism offered by ESGT, and
- the applicants who have completed level-4 Vocational Programs (20%).

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

General

The policy and procedures for accreditation of prior learning are specified in the Regulations for the Recognition and Validation of Qualifications and skills of Escola Superior de 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.

Profile of the program:

The study programme 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.

The degree programme in Tourism and Culture Management prepares the students to join a wide range of organisations such as local, regional and central administration bodies; public and private heritage management organisations; public and private cultural animation organisations; tourist companies and resorts; tourist operators and travel agencies; consulting and project companies; international cooperation, particularly in the Community of Portuguese-Speaking Countries; professional education and training. Entrepreneurship in the Tourism sector as well as the creation of self-employment in several business sectors are potential career opportunities for graduates of this programme.

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 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:

Graduates from this study programme are prepared to perform as:

- Tourism and cultural tourism technicians;
- Tourism product managers
- Event managers;
- Tourism promoters;
- Tourist operators;
- Travel agency operators;
- Hotel managers;
- Museum middle managers;
- 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 programmes according to applicable admission regulations. At ESGT, it gives access to the Master's degree in Cultural Tourism Product Development.

Course structure diagram with credits

Course Title	Year	Semester	Credits
Computer Science	1	S1	5
Cultural Anthropology and Tourism	1	S1	5
Methods of Analysis	1	S1	6
Portuguese Language and Literatures	1	S1	4
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 Itineraries	2	S2	5
Tourist Marketing	2	S2	6
	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) including a final report. Project is subject to public discussion and consideration by an examination panel specially appointed for that purpose.

Graduation requirements:

Completion of the programme requires successful completion of all the modules that form part of it including the preparation and public presentation of project work or internship report so as to accumulate 180 ECTS.

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	Consolidate IS, AC (1) and OS (2) concepts. Develop such skills as: word processing (3); spreadsheets (4); and presentations (5); Explore internet and web 2.0 resources (6); apply IT solutions in tourism and culture (7).
Mode of delivery	----
Prerequisites and co-requisites	Not Applicable.
Recommended optional programme componentes	Not Applicable.
Course contentes	1. Computer Systems and basics of Computer Architecture 2. Operating Systems and Desktops 3. Word Processing: Microsoft Word 4. Spreadsheets: Microsoft Excel 5. Presentations: Microsoft Powerpoint and Prezi 6. Internet and Web 2.0 7. IT Solutions for Tourism and culture
Recommended or required Reading	- Marques, C.(2017). *Internet e Web 2.0*. Tomar: Instituto Politécnico de Tomar - Silva, V. e Campos, R. e Mendes, J. e Marques, C. (2017). *Sistemas Operativos e Ambiente de Trabalho*. Tomar: Instituto Politécnico de Tomar - Campos, R. e Silva, V. e Marques, C. e Mendes, J. (2010). *Microsoft Excel 2007: Exercícios com Funções*. Tomar: Instituto Politécnico de Tomar - Marques, C.(2017). *Sistemas Informáticos e Noções de Arquitetura de Computadores*. Tomar: Instituto Politécnico de Tomar
Planned learning activities and teaching methods	Theoretical and practical laboratory classes focused on the resolution of real-life problems.
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 assets converting them into a tourism product.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	0.Course overview; 1. Concepts: antrhopology, 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.Anthropolical tourism essay.
Recommended or required Reading	- ROMÃO, J.(2013). *Turismo e Lugar - Diferenciação territorial, competitividade e sustentabilidade em turismo*. Lisboa: Escolar Editora - URRY, J.(2001). *The tourist gaze. Leisure and travel in contemporary societies*. London: Sage - NASH, D.(1996). *The Anthropology of Tourism*. Oxford: Pergamon - BURNS, P.(1999). *An Introduction to Tourism and Anthropology*. (pp. 1-23). London: Routledge
Planned learning activities and teaching methods	a) Lectures b) Practical classes including exercise-solving and critical reviews c) Field trips related with socio-cultural tourism.
Assessment Methods and criteria	Assessment includes: a) coursework b) critical reviews c) field trip reports d) written test
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)	Maria João da Costa Antunes Inácio Ana Cristina Becerra Nata dos Santos Luis Miguel Lindinho da Cunha Mendes Grilo
Learning outcomes of the course unit	Provide students with basic tools of: 1.1. mathematical analysis; 1.2. descriptive and inferential statistics. 2. develop autonomous learning to solve and interpret problems in the topics dealt with.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	1. Algebric calculus and elementary functions 2. Introduction to Statistics 3. Descriptive statistics 4. Introduction to statistic inference 5. Multiple linear regression 6. Cluster analysis
Recommended or required Reading	- Maroco, J.(2004). *Análise Estatística com a Utilização do SPSS*. Lisboa: McGraw Hill - Bispo, R. e Maroco, J. (2005). *Estatística Aplicada às Ciências Sociais e Humanas*. Lisboa: McGraw Hill - Sarsfiels Cabral, J. e Guimarães, R. (2005). *Estatística*. Lisboa: McGraw Hill
Planned learning activities and teaching methods	Lectures with a strong interaction between theory and practice. Theoretical-practical classes focusing on the resolution of case studies using Google Docs, Geogebra and SPSS.
Assessment Methods and criteria	Continuous assessment: 3 midterm tests (F1,F2,F3) and 1 assignment (T). Minimum mark is 5/20. First test is closed book, the in second and third tests an A4 hand-written page can be used. Final grade through following formula:$CF=0.25F1+0.25F2+0.3F3+$.
Language of Instruction	Portuguese **| Mentoring in** English
Work placement(s)	Not applicable.

B - Description of individual course units

Course unit title	Portuguese 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- understand Portuguese language and literatures as a tool to represent different forms of viewing and interpreting the world; O2- master different grammar and speaking skills that allow to understand, interpret and produce formal texts.
Mode of delivery	----
Prerequisites and co-requisites	Sound knowledge of the structure of the Portuguese language: phonetics, phonology, morphology, syntax, semantics and lexicon.
Recommended optional programme componentes	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 and 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	- SANTOS, E. e LARANJEIRA, P. (1995). *Literaturas africanas de expressão portuguesa*. (Vol. --). (pp. -----). Lisboa: Universidade Aberta - BOSI, A.(2008). *História concisa da literatura brasileira*. (Vol. --). (pp. -----). São Paulo: Cultrix - GENETTE, G.(1995). *Discurso da narrativa*. (Vol. --). (pp. -----). Lisboa: Vega - , E. e BALIBAR, E. (1979). *Literatura, significação e Ideologia*. (Vol. --). (pp. -----). Lisboa: Arcádia
Planned learning activities and teaching methods	M1 - lectures; M2 - practical classes focusing on literary analysis.
Assessment Methods and criteria	M1 Lectures and M2 practical classes focusing on reading and literary analysis; mid-term test (80%) + class participation (20%)
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	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	1. Introduction to the scientific method. 2. Rationale and methodology of the scientific work. 3. Reserach organisation and communication. Technical procedures. 4. Management of potential conflicts of interest in tourism and culture. 5. Presentation of research results.
Recommended or required Reading	- DE KETELE, J.(1999). *Metodologia da Recolha de Dados ? Fundamentos dos Métodos de Observações, de Questionários, de Entrevistas e de Estudo de Documentos*. Lisboa: Instituto Piaget - AZEVEDO, C.(2004). *Metodologia Científica ? Contributos práticos para a elaboração de trabalhos académicos*. Lisboa: Universidade Católica - ALBARELLO, L.(2005). *Práticas e Métodos de Investigação em Ciências Sociais*. Lisboa: Gradiva Lda - QUIVY, R.(1998). *Manual de Investigação em Ciências Sociais - Trajectos,*. Lisboa: Gradiva
Planned learning activities and teaching methods	Lectures and experimental work including research, literature review, and field trips. Practical work done individually or as part of a team.
Assessment Methods and criteria	Continuous assessment based on class attendance: written test and examination papers. 50% test/exam (theoretical), 50% thematic assignment(practical). 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
Learning outcomes of the course unit	Understand the relationship between space and tourist activity, identifying the main characteristics, classifications and impacts. Understand fundamental concepts that allow students to understand the type of geographic information used in tourism management.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	1. Concept of geography 2. Spatial 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	- Daveau, S.(1995). *Portugal Geográfico.*. Lisboa: Edições João Sá da Costa. - Medlik, S.(2003). *Dictionary of Travel, Tourism and Hospitality. Butterworth-Heinemann.*. UK: Butterworth-Heinemann - Matos, J.(2008). *Fundamentos de Informação Geográfica.*. Lisboa: Lidel - Hall, M. e Page, S. (2002). *The Geography of Tourism and Recreation: Environment, Place and Space*. (Vol. 1). (pp. 01-399). UK: Routledge
Planned learning activities and teaching methods	Face-to-face sessions. Discussion and Cases Studies. Practical applications using GIS software.
Assessment Methods and criteria	Continuous assessment Theoretical-practical work - presentation + report (100%) Final Assessment: Exam (50%) + Practical Exam (50%)
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	----
Prerequisites and co-requisites	Intermediate knowledge of the English language.
Recommended optional programme componentes	Not applicable.
Course contentes	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	- Hornby, A.(2005). *Oxford Advanced Learner's Dictionary*. Oxford: O.U.P. - MURPHY, R.(2006). *English Grammar in Use*. Cambridge: C.U.P. - Wyatt, R.(2005). *Check Your English Vocabulary for Leisure, Travel and Tourism*. (Vol. 1). (pp. 1-80). Londres: Bloomsbury Publishing
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.
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 Labour Law in human resources; - The importance of strategic human resources in the study of behavioural variables.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	The role of HRM and its importance in organizations. Analysis of the different factors at the level of HRM. The articulation of HRM practices with company strategy. Administrative management and the legal framework. Recruitment and selection of staff. The Importance of Studying Organizational Behavior. The study of organizational variables and their implication in HRM.
Recommended or required Reading	- Cunha, M. e Rego, A. (2010). *Manual de Gestão de Pessoas e do Capital Humano*. Lisboa: Edições Sílabo - Hughes, C.(2015). *Managing Human Resource Development Programs*. UK: Palgrave Macmillan - Lopes, A. e Martins, A. (2012). *Capital Intelectual e Gestão Estratégica de Recursos Humanos*. Lisboa: Editora RH - Guerra, P. e Rodrigues, J. e Câmara, P. (2013). *Humanator XXI*. Lisboa: Editor D. Quixote
Planned learning activities and teaching methods	The HRM module is mainly focused on the study of practical cases, which will allow to implement theoretical principles while providing the students with the skills to face real challenges in a creative way.
Assessment Methods and criteria	Continuous assessment: 2 midterm tests and several group assignments. The students achieving a minimum mark of 10/20 in the mid-term exam and the group assignments will be exempted from taking the end-of-term exam. Final assessment: written exam
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)	Sílvio Manuel Valente da Silva
Learning outcomes of the course unit	An introduction to the different management concepts and presentation of case studies. Upon completion of the course the students are expected to have a good understanding of the concept of management.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	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	- Buckingham, M.(2005). *Gestor de Sucesso*. (Vol. 1). Lisboa: Biblioteca Exame - Sousa, A.(1998). *Introdução à Gestão: Uma Abordagem Sistémica*. (Vol. 1). Lisboa: Editorial Verbo - Cunha, M. e Rego, A. (2007). *O Tao da Eficácia Organizacional*. (Vol. 1). Lisboa: Edições Sílabo - Santos, J. e Ferreira, M. (2008). *Ser Empreendedor ? Pensar Criar e Moldar a Nova Empresa*. (Vol. 1). Lisboa: Edições Sílabo
Planned learning activities and teaching methods	- Current issues and case study discussion; - Paper analysis
Assessment Methods and criteria	Mid-term test (100%). A final exam (100%) for 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	----
Prerequisites and co-requisites	Basic knowledge of mathematical and statistical tools is advisable.
Recommended optional programme componentes	Not applicable
Course contentes	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	- Matias, A.(2007). *Economia do Turismo*. (Vol. --). (pp. -----). Lisboa: Instituto Piaget - Cunha, L.(2013). *Economia e Política do Turismo*. (Vol. --). (pp. -----). Liboa: Lidel - Nordhaus, W. e Samuelson, P. (2005). *Economia*. (Vol. --). (pp. -----). Lisboa: McGraw-Hill - Bernanke, B. e Frank, R. (2003). *Princípios de Economia*. (Vol. --). (pp. -----). Lisboa: McGraw-Hill
Planned learning activities and teaching methods	Lectures; Practical classes; Individual and group work; Reflection and debate on contemporary isses 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)	Eunice Ferreira Ramos Lopes Luís Manuel Mota dos Santos Figueira João Pedro Tomaz Simões
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	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	1. Introduction to Tourism. 2. Tourism development. 3. A historical overview. 4. Tourism economics. 5. Concept of Tourism Satellite Account. 6. Demand, supply, geography and operators. 7. Assignment presentation: preparation, presentation and assessment.
Recommended or required Reading	- OMT, O.(2005). *Introdução ao Turismo*. São Paulo: Roca Lda - Leiper, N.(1990). *Tourism Systems*. New Zeland: Massey University-New Zeland - Beni, M.(2001). *Análise Estrutural do Turismo*. São Paulo: Senac - Boyer, M.(1996). *L?Invention du Tourisme*. s/l: Gallimard
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. test/exam (theoretical) (50%), thematic assignment(practice) (50%). 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	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)	José Luís Sousa Soares de Oliveira Braga
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	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	See e-learning
Course contentes	1. The origins: prehistoric art. 2. Art in classical antiquity: Greek and Hellenistic art; the Roman art. 3. Art in the Middle Ages: Romanesque art, Gothic art. 4. Renaissance and Mannerism; from the Baroque to the Rococo. 5.The Neoclassical Art. 6. Art in the nineteenth century. 7. Art in contemporary times: directions and lines of reflection. 8. History of Portuguese Art
Recommended or required Reading	- Almeida, C.(2002). *História da Arte em Portugal. o Gótico.*. Lisboa: Editorial Presença - Alarcão, J.(1988). *O Domínio Romano em Portugal*. Lisboa: Europa-América - Janson, H.(1979). *História da Arte*. Lisboa: Fundação Calouste Gulbenkian - AA, V.(1986). *História da Arte em Portugal*. (Vol. jan-14). Lisboa: Verbo Editora
Planned learning activities and teaching methods	Theoretical classes Theoretical and practical classes
Assessment Methods and criteria	1 - Continuous assessment test: a minimum mark of 7.5/20 (40%); 2 - Assignment 1: 40%; In-depth assignment on an artefact (40%) 3 - Assignment 2: Worksheets in class (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 between upper-intermediate and proficient.
Mode of delivery	----
Prerequisites and co-requisites	Intermediate or advanced level of English.
Recommended optional programme componentes	Not applicable.
Course contentes	- Early beginnings of tourism; - Tourism related professions; - The importance of good manners in the workplace; - The different variants of English - Tourist agents (travel agents and tour operators)
Recommended or required Reading	- Harding, K.(2009). *Oxford English for Careers. Student's Book. Upper-Intermediate - Tourism*. (Vol. --). (pp. -----). Oxford: OUP - , . e Strutt, P. e O\'KEEFE, M. e Dubicka, I. (2013). *English for International Tourism Upper Intermediate*. (Vol. 1). (pp. 1-85). Londres: Pearson Longman - MEDLIK, S.(2002). *Dictionary of Travel, Tourism and Hospitality*. (Vol. 1). (pp. 1-145). Londres: Butterworth Heinemann
Planned learning activities and teaching methods	Lectures and tutorials, simulation and role-playing.
Assessment Methods and criteria	Continuous assessment including compulsory class attendance and active participation (10%), short out-of-class projects (20%) and written exam (70%); Midterm assessment: Written test (100%); 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)	Daniel Ferreira de Oliveira
Learning outcomes of the course unit	1. Understand the importance of accounting as a decision-making support tool; 2 . Be familiar with SNC; 3. Master accounting record methods 4. Master the accounting bookkeeping concepts and techniques
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	Basics of accounting; bookkeeping; Fundamental accounting equation; Account concept, classification and characterisation; Bookkeeping methods; Bookkeeping normalisation (SNC); advantages of bookkeeping normalization; Conceptual structure; Study of account classes 1,2,3,4,5,6,7 and 8.
Recommended or required Reading	- Alves, G. e Costa, C. (2014). *Contabilidade Financeira*. Lisboa: Rei dos Livros - Nabais, C.(2015). *O Meu Livro de Contabilidade*. Lisboa: Plátano Editora - Nabais, F. e Nabais, C. (2010). *Prática Contabilística de Acordo com o Sistema de Normalização Contabilística (SNC)*. Lisboa: LIDEL - Borges, A. e Azevedo, R. e Rodrigues, R. (2014). *Elementos de Contabilidade Geral*. Lisboa: Áreas Editora
Planned learning activities and teaching methods	Lectures supported by audiovisual resources. Simulation with real-life scenarios is also used.
Assessment Methods and criteria	Continuous assessment: 1st midterm test (40%) and 2nd midterm test (60%). Final assessment: Written test Students with a mark of 17 or higher have to take an oral exam, otherwise...
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)	Vasco Ribeiro dos Santos José Luís Sousa Soares de Oliveira Braga
Learning outcomes of the course unit	Students will acquire skills and abilities 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 acquire basic distribution skills.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	Tourism concepts, The role intermediaries in the tourism system:travel agencies and tourist operators; legal framework for travel agencies; organisational structure of travel agencies and tour operators; future prospects for the sector; marketing activities; design and sale of tourist packages.
Recommended or required Reading	- Beni, M.(2001). *Análise Estrutural do Turismo*. (Vol. --). (pp. -----). São Paulo: Senac - Leiper, N.(1990). *Tourism Systems*. (Vol. --). (pp. -----). New Zeland: Massey University - Abranja, N. e Alcântara, A. e Marques, A. e Braga, C. (2012). *Gestão de Agências de Viagens e Turismo*. Lisboa: Lidel - Braga, D.(2008). *Agências de Viagens e Turismo: Práticas de Mercado*. Rio de Janeiro: Editora Campus
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	Written test - 10 grade points out of 20 (50%) (the student must score at least 4 grade points); Assignment - 5 grade points out of 20 (25%) (theoretical classes); Assignment - 5 grade points out of 20 (25%) (Theoretical-practical classes)
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	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	General concepts of law. National Strategic Plan for Tourism. Tourism Administration and Public Policy. Tourist resorts. Recreational agents. Food and drinking establishments. Legislation on tobacco and liquor products. Declaration of interest for tourism. Travel agencies and tourism. Time sharing.
Recommended or required Reading	- Quintas, P.(2003). *Direito do turismo*. Coimbra: Almedina - Castro Mendes, J.(2010). *Introdução ao Estudo do Direito*. Lisboa: Editor Pedro Ferreira
Planned learning activities and teaching methods	Lectures and theoretical-practical.
Assessment Methods and criteria	Two midterm tests 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)	José Luís Sousa Soares de Oliveira Braga
Learning outcomes of the course unit	Students should be able to: - Organize, plan and manage any type of event. - Plan and manage tourist animation programs according to tourist destinations and companies in the sector. - Design products based on the sector of events as part of tourist/cultural packages.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	1. Design and characterization of different types of events; 2. The relationship between events and tourist activity; 3. Motivation, experience and satisfaction in tourism and events; 4. Event planning and organization; 5. Characterization of tourist animation; 6. The figure of tourist animator; 7. Material resources available in a tourist animation department;
Recommended or required Reading	- Marujo, N.(2015). *Turismo, Turistas e Eventos: da Teoria à Prática*. Castelo Branco: RVJ ? Editores, Lda. - Vieira, J.(2015). *Eventos e Turismo - Planeamento e Organização - da teoria à prática*. Lisboa: Edições Sílabo - Almeida, P. e Araújo, S. (2017). *Introdução à Gestão de Animação Turística*. Lisboa: Lidel - Morales Caraballo, M.(2016). *Animación turística*. Madrid: Editorial Sintesis
Planned learning activities and teaching methods	Two types of classes: a) Lectures focusing on explanatory presentations (critical analysis and student participation); b) Theoretical-practical classes (case studies and brainstorming).
Assessment Methods and criteria	1 - Continuous assessment test - 40% of the final grade (the student must have a grade higher than 7.5 points); 2 - Group work: practical assignment (40%) 3 - Individual work: Worksheets in class.
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 Eunice Ferreira Ramos Lopes
Learning outcomes of the course unit	Students are expected to understand basic management concepts and apply them with the help of case studies.
Mode of delivery	----
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). *Criar uma Empresa de Sucesso*. (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 focusing on the 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)	Carla Maria Freitas dos Santos Joaquim
Learning outcomes of the course unit	On completion of this course students should be able to read and interpret the financial documents of an enterprise that will allow them to analyse its financial situation.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	Fundamentals of: Financial function, Financial Management, Financial Analysis. Accounting: analysis of the key accounting records. Definition of some types of costs. Management policies. The cash flows of a firm. The financial structure of a firm. Financial and economic indicators. Operation rates. Budgets. Management Accounting.
Recommended or required Reading	- Neves, J.(2012). *Analise e Relato Financeiro- Uma Visao Integrada de Gestao*. Lisboa: Texto Editores - Neves, J.(2012). *Analise Financeira - Tecnicas Fundamentais*. Lisboa: Texto Editores - Barroso, C.(2010). *Financas Empresariais - Teoria e Pratica*. Lisboa: Sílabo - Silva, E.(2013). *Gestao Financeira - Exercicios Resolvidos*. Lisboa: Vida Economica
Planned learning activities and teaching methods	Theoretical-practical classes including active participation of the students in the resolution of practical exercises. About 50% of actual lesson time is reserved for practical applications that include calculations.
Assessment Methods and criteria	Continuous assessment: Students who get a minimum grade of 9.5/20 will be exempted from exam Final assessment: Written examinations taken at a pre-defined date.
Language of Instruction	Portuguese
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)	Eunice Ferreira Ramos Lopes
Learning outcomes of the course unit	Students should be able to: 1-understand the importance of heritage for tourism (natural and cultural) in terms of its presentation and interpretation 2 - develop the presentation-interpretation process, i.e. design, monitoring and evaluation.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	NA
Course contentes	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 anaysis.
Recommended or required Reading	- Planells, M. e Crespi, M. (2003). *Patrimonio cultural*. Madrid: Editorial Sintesis - Pereira, P.(2014). *Decifrar a Arte em Portugal - 6 volumes*. (Vol. 1 a 6). Lisba: Circulo de Leitores - Miranda, J.(1998). *Guia practica para la interpretacion del Patrimonio*. Sevilla: Junta de Andalucia-Consejeria de Cultura - Choay, F.(2000). *A Alegoria do Patrimonio*. Lisboa: Edicoes 70
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 (50%). Continuous assessment test (50%).
Language of Instruction	Portuguese | **Mentoring in** English
Work placement(s)	Not applicable

B - Description of individual course units

Course unit title	Tourist Itineraries
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)	João Pedro Tomaz Simões Eunice Ferreira Ramos Lopes
Learning outcomes of the course unit	Students must demonstrate skills to recognize and characterize the key concepts, definitions and content of the organization and development of tourist itineraries, and critically analyze case studies related to national and international tourist routes.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	1. Tourist routes, itineraries and circuits - characteristics, differences and examples. 2. The impacts of tourism, the appropriation of land and the creation of tourist resorts (tourist destinations). 3. Tourism, geographic setting and the concepts of tourist landscape; tourist region; tourist area; tourist site and tourist territory. 4. Practical application.
Recommended or required Reading	- Rojo Gil, R. e Martinez Leal, B. (2013). *Destinos turisticos*. Madrid: Ediciones Paraninfo - Rodriguez Diaz, B.(2015). *Desarrollo y aplicacion de un modelo para el diseno de rutas turisticas personalizadas*. Madrid: Editorial Sintesis - Hall, C. e Cooper, C. (2007). *Contemporary Tourism: An International Approach*. Oxford: Butterworth-Heinemann - AA., V.(2013). *Roteiros Turisticos do Patrimonio Mundial (Vols. 1-3)*. Lisboa: Imprensa Nacional Casa da Moeda
Planned learning activities and teaching methods	Lectures focusing on the presentation of subject contents and practical classes focusing on the preparation of tourist itineraries.
Assessment Methods and criteria	Continuous assessment. Theoretical component - written test (50%) and Practical component - practical assignment (50%).
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)	Oliva Maria Dourado Martins
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	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	General concepts of tourist marketing; Tourist demand; Tourist supply; Marketing Mix; Marketing planning; Tourist promotion
Recommended or required Reading	- Makens, J. e Bowen, J. e Kotler, P. (2013). *Marketing for Hospitality and Tourism*. (Vol. ---). (pp. -------). ---: Prentice Hall - Morrison, A.(2013). *Marketing and Managing Tourism Destinations*. (Vol. --). (pp. -----). --: Routledge
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	Theoretical component - 50% and minimum mark of 7.5/20. Practical component - 50% and minimum mark of 10/20. Students with an average mark of 10/20 or higher will be exempted from the final exam.
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)	Patrícia Alves de Carvalho Lobo
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	----
Prerequisites and co-requisites	Students must master the grammatical contents taught in English I and English II.
Recommended optional programme componentes	Not applicable.
Course contentes	- Tourists vs. travellers; - Tourism Etiquette; - Customer Service rules; - Technical jargon for guided tours; - Food Tourism; - Art as a motive for travelling; - Dark Tourism; - Film Tourism; - Cultural shock; - Storytelling in Tourism promotion.
Recommended or required Reading	- Dallen, T. e Boyd, S. (2002). *Heritage Tourism*. (Vol. -). (pp. ---). -: Prentice Hall - Botton, A.(2001). *The Art of Travel*. (Vol. -). (pp. ---). Londres: Penguin - Manguel, A.(2002). *Reading Pictures*. (Vol. -). (pp. ---). Londres: Bloomsbury
Planned learning activities and teaching methods	Classes are theoretical and practical. They include, however, several practical exercises, both inside and outside of the classroom, with the goal of leading students to speak English in different possible professional situations.
Assessment Methods and criteria	Continuous Assessment - compulsory class attendance (10%), project (30%) and written exam (60%); or Final Assessment - written exam (100%) A minimum average grade of 9.5/20 is required to pass.
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 should: - be able to understand the role of tourism in the development of a region; - master tourist and cultural management concepts and be able to design actions in the field.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	See e-learning
Course contentes	1. Concepts 2. The role of heritage in the organisation of tourist products 3. Using heritage as a resource for development 4. Essay on heritage tourism and local development (theoretical-practical assignment)
Recommended or required Reading	- Vieira, J.(2007). *Planeamento e Ordenamento Territorial do Turismo*. Lisboa: Editorial Verbo - Timothy, D.(2011). *Cultural Heritage and Tourism: An Introduction*. Ontario: Channel View Publications - Lopes, R.(2001). *Competitividade, Inovação e Territórios*. Cascais: Celta Editora - Hall et al, C.(1999). *The Gheography of Tourism and Recration - Environment - Space*. Londo: Routledge - Hall et al, C.(1999). *The Gheography of Tourism and Recration - Environment - Space*. Londo: Routledge
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 Manuel Pereira Pais
Learning outcomes of the course unit	Students should acquire knowledge about tourism organizations management, associated management tools and available business models.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	Based on concepts acquired in other courses of the programme, the students will be able to acquire skills that will be complemented with case study analysis.
Recommended or required Reading	- Holloway, J.(1994). *The Business of Tourism*. London: Pitman Publishing - Medlik, S.(1980). *The Business of Hotels*. London: Heinemann - Curran, P.(1978). *Principles and Procedures of Tour Management*. Boston: CBI
Planned learning activities and teaching methods	ME1 - theoretical-practical lessons: Active participation of students and practical exercises. ME2 - Tutorial support: Problem-solving.
Assessment Methods and criteria	Ongoing assessment (30%) Final test (70%)
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)	Vasco Ribeiro dos Santos
Learning outcomes of the course unit	Students should demonstrate conceptual and operational skills that enable to analyse and understand tourist activity and international markets as a dynamic phenomena using Portugal as a basis (incoming and outgoing)
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	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). *International Tourism*. (Vol. --). (pp. -------). ---: Routledge
Planned learning activities and teaching methods	Lectures and theoretical-practical classes. Lectures focus on theoretical analysis of international tourist activities and explore associated concepts. Theoretical-practical classes focus on the analysis and comparison of different tourist markets.
Assessment Methods and criteria	Assessment includes: 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)	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	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	Tourism development; Tourism policies; Tourism resources and products; Tourism products planning; Tourist destinations; Tourism development strategy; Sustainable development and land use planning; Tourism destinations planning and management.
Recommended or required Reading	- Vieira, J.(2007). *Planeamento e Ordenamento Territorial do Turismo*. (Vol. -). (pp. ---). Lisboa: Editorial Verbo - Hall, C.(2000). *Tourism Planning - Policies, Processes and Relationships*. (Vol. --). (pp. ---). Londres: Prentice Hall - Turgut, V. e Gunn, C. (2002). *Tourism Planning: Basics*. (Vol. -). (pp. ---). Londres: Routledge
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 topic of tourism but subject to the lecturer's approval.
Assessment Methods and criteria	Written test - 10 grade points (50%) (minimum mark of 4/20); Class participation - 3 grade points (15%) (theoretical classes); Practical assignment - 7 grade points (35%) (theoretical-practical classes)
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 João Pedro Tomaz Simões
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	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	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. Public presentation and defense of the Final Report
Recommended or required Reading	- 1ª série, nº24/2013, D.(2013). *PENT* . *Plano Estratégico Nacional do Turismo*. Liasboa-Presidência Conselho de Ministros: D.R. - Tribe, J.(2010). *Strategy for tourism*. Oxford: Goodfellow Publishers - Cooper et al, C.(2011). *Turismo Contemporâneo*. Rio de Janeiro: Elsevier Editora Ltda - Beni, M.(2001). *Análise estrutural do turismo*. São Paulo: Editora Senac
Planned learning activities and teaching methods	Theoretical classes on project methodology Practical 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)	Vasco Ribeiro dos Santos
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	----
Prerequisites and co-requisites	Not applicable.
Recommended optional programme componentes	Not applicable.
Course contentes	1. Entrepreneurship in tourism 2. Experience economy 3. New trends in tourism 4. Project 5. Financing 6. Presentation and analysis of success cases.
Recommended or required Reading	- OECD, -.(2009). *The Impact of Culture in Tourism*. (Vol. -). (pp. ---). -: OECD publishing house - Mckercher, B. e Du Cros, H. (2002). *Cultural Tourism the partnership between tourism and cultural heritage management*. (Vol. -). Nova Iorque: Routledge - Costa, C. e Buhalis, D. (2006). *Tourism Business Frontiers - Consumers Producst and Industry*. (Vol. -). (pp. ---). -: Elsevier - Lopes, R.(2001). *A Costelação do Turismo na Economia Portuguesa.*. (Vol. -). (pp. ---). -: Celta Editora
Planned learning activities and teaching methods	Theoretical-practical classes focused on the resolution of practical cases.
Assessment Methods and criteria	Continuous assessment - class participation (1/20), worksheets (3/20); practical assignment (16/20). 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
Learning outcomes of the course unit	1)Students should be familiar with the European Digital Strategies; 2)be aware of the importance of digital Tourism and culture; 3)web 2.0 4) business intelligence and social networks 5) get skills related to eID, security and data protection
Mode of delivery	----
Prerequisites and co-requisites	Not Applicable
Recommended optional programme componentes	Not Applicable
Course contentes	1) Information Society and Knowledge; 2) European and Portuguese Digital Strategies; 3) Information Society, Tourism and Culture (TC); 4) Web 2.0, Tourism and Culture; 5) Web Presence 6)Social Networking and business intelligence 6) Electronic Identity, Security and Data Protection
Recommended or required Reading	- Mendes, J.(2018). Sociedade de Informação na Europa - Estratégia Digital.*Instituto Politecnico de Tomar*, *1*, pp. 1-17. - Mendes, J.(2018). Congresso Mundial Comunicações Móveis.*Instituto Politecnico de Tomar*, *1*, pp. 1-8.
Planned learning activities and teaching methods	Theoretical and practical laboratory classes focused on problem solving.
Assessment Methods and criteria	5 group essays (10% each), 2 individual essays (10% each) and a written papers in class (30%).
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)	Vitor Manuel Pereira Pais Eunice Ferreira Ramos Lopes João Pedro Tomaz Simões
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	----
Prerequisites and co-requisites	Not appplicable
Recommended optional programme componentes	Not applicable
Course contentes	1. The significance of taking an Internship period in tourism 2. Types of internship 3. Attitudes and postures (professional ethics) in the internship hosting organisation 4. The Internship Report (structure) 6. Practical application: on-the-job context
Recommended or required Reading	- , .(2005). *Normas para apresentação de trabalhos científicos*. Lisboa: Editorial Presença - , .(2006). *Como escrever uma tese, monografia ou livro científico usando o Word*. 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)	José Luís Sousa Soares de Oliveira Braga
Learning outcomes of the course unit	Students should be able to: - Demonstrate conceptual and operational skills to understand the context and act in the field of destination management at national/regional /local levels. - Students should understand the importance of regional development.
Mode of delivery	----
Prerequisites and co-requisites	Not applicable
Recommended optional programme componentes	Not applicable
Course contentes	1. The nature of regional disparities. 2. Introduction to regional planning. 3. Regional growth and development theories. 4. Tourism and regional development 5. The European Union's regional policy 6. Tourism, economy and regions. 7. Innovation in Tourism and Differentiation of Destinations 8. Competitiveness and Sustainability in Tourism. 9. The Tourist Destination Life Cycle.
Recommended or required Reading	- Buhalis, D. e Costa , C. e Panyik, E. (2014). *European Tourism Planning and Organisation Systems: The EU Member States*. Bristol: Channel View Publications - Costa, C. e Panyik, E. e Buhalis, D. (2013). *Trends in European Tourism Planning and Organisation.*. Bristol: Channel View Publications - Costa, J. e Nijkamp, P. (2009). *Compêndio de Economia Regional*. (Vol. 1). Cascais: Principia - Romão, J.(2013). *Turismo e Lugar: diferenciação territorial, competitividade e sustentabilidade em turismo*. Lisboa : Escolar Editora
Planned learning activities and teaching methods	Lectures and theoretical-practical classes. Lectures focus on content presentation and analysis. Theoretical-practical classes include brainstorming and debate.
Assessment Methods and criteria	1 - Continuous assessment test - 40% of final grade (minimum mark of 7.5/20 required); 2 - Group work: Practical assignment (40%); 3 - Individual work: Worksheets in class.
Language of Instruction	Portuguese | **Mentoring in** English
Work placement(s)	Not applicable