



Study Plan

School: School of Social Sciences

Degree: Master

Course: Tourism and Development of Destinations and Products (cód. 544)

1st Year - 1st Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC11501M	Sustainable Tourism and Destinations Development	Tourism	9	Semester	234
SOC11502M	Trends in Tourism Demand	Tourism	6	Semester	156
SOC11503M	Cultural Tourism and Landscaping	Tourism	6	Semester	156
SOC11504M	Theory and Research Methods	Tourism	9	Semester	234

1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
GES11505M	Marketing of Tourist Destinations and Products	Management	6	Semester	51
SOC11506M	Advanced Data Analysis in Tourism Studies	Tourism	6	Semester	156
SOC11507M	Urban and Rural Tourism	Tourism	9	Semester	234
HIS11508M	Managing and Interpreting Heritage	History	9	Semester	234

2nd Year - 3rd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC11509M	Seminar	Tourism	5	Semester	130
Dissertation					
Project Work					
Report					

2nd Year - 4th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Dissertation					
Project Work					
Report					



Conditions for obtaining the Degree:

*** TRANSLATE ME: Para obtenção do grau é necessário a aprovação (através de avaliação ou creditação) das seguintes unidades curriculares: { \ }newline

{ \ }newline

1º Semestre: { \ }newline

4 UC obrigatórias num total de 30 Ects { \ }newline

{ \ }newline

2º Semestre: { \ }newline

4 UC obrigatórias num Total de 30 Ects { \ }newline

{ \ }newline

3º Semestre { \ }newline

1 UC obrigatórias num total de 5 Ects { \ }newline

{ \ }newline

Para obtenção do grau, é necessário também a aprovação na Dissertação, Relatório de Estágio ou Trabalho de Projecto, com um total de 55 ECTS, no 3.º e 4.º Semestre. ***

Program Contents

[Back](#)

Sustainable Tourism and Destinations Development (SOC11501M)

- 1 Sustainable tourism
 - 1.1 Historical and institutional background of sustainable tourism
 - 1.1.1 International and European initiatives
 - 1.1.2. National initiatives
 - 1.2 Concepts, principles and aims
 - 1.3 Tourism impacts: systemic approach
 - 1.3.1 Economic, social, cultural and environment dimensions
 - 1.3.2 Climatic changes dimension
 - 1.3.3 Tourism indicators
- 2 Sustainable tourism tools
 - 2.1 Classifications
 - 2.2 Models of application
- 3. Tourism destinations
 - 3.1 Concepts
 - 3.2 Strategic planning for tourism development
 - 3.3 Structures and processes in the integrative management of destinations
 - 3.4 Competitiveness in tourism
- 4 Tourism destination governance
 - 4.1 Governance and multi-level governance in tourism
 - 4.2 Principles and models of tourism governance
 - 4.3 Sustainable tourism agenda: holistic approach
- 5 Scientific research trends and perspectives in sustainable tourism



[Back](#)

Trends in Tourism Demand (SOC11502M)

1. Introduction to the Trends in Tourism
 - 1.1. Analysis of trends in tourism: concepts and their analytical relevance
 - 1.2. Trends in tourism concerning the economic dimension analysis
 - 1.3. Trends in tourism concerning the socio-demographic analysis
 - 1.4. Trends in tourism concerning the environmental analysis
 - 1.5. Other dimensions of analysis of trends in tourism
2. The tourist demand: a theoretical and conceptual approach of behavioural models
3. Global trends in tourism demand
 - 3.1. Determinants of global tourism demand
 - 3.2. New tourist profiles and emerging destinations
 - 3.3. The tourist demand and new tourism products
4. Key indicators forecasting tourism demand
 - 4.1. Forecasts of tourism demand in the world
 - 4.2. Forecasts of tourism demand in Europe
 - 4.3. Forecasts of tourism demand in Portugal
5. Trends and perspectives of research in tourism demand

[Back](#)

Cultural Tourism and Landscaping (SOC11503M)

- 1 - Tourism , Culture and Landscape : relationship
- 2 - Cultural Tourism : epistemological issues
 - 2.1 Globalization , Authenticity and Cultural Identity
 - 2.2 Sustainability - territorial and cultural tourism consumption
 - 2.3 Cultural - Tourist : types , motivations and dimensions of experience
 - 2.4 -Organizations and guiding documents of excellence in Cultural Tourism
- 3 - Cultural Landscapes and Tourism
 - 3.1 - Planning, Space , Place and Culture
- 4 - Landscaped and Cultural Destinations
 - 4.1 - Historical Cities
 - 4.2 - World Heritage Cities
 - 4.3 - Villages and Historical Villages
 - 4.4 - Industrial Cities
- 5 - Cultural Products and Landscaped
- 6 - Planning of Cultural Products and Landscaped
- 7 - Trends and Prospects for Tourism Research and Cultural Landscape



[Back](#)

Theory and Research Methods (SOC11504M)

- 1 - Research in Social Sciences and Tourism
 - 1.1- Theoretical steps in tourism studies
 - 1.1.1 Tourism as an area of knowledge
 - 1.2-Research in Tourist Studies
 - 1.2.1 Ontology
 - 1.2.2 Epistemology
 - 1.2.3-Methodology
 - 1.2.4-Ethics
 - 1.3.1 Interdisciplinary, multidisciplinary and transdisciplinary approach
- 2 - Paradigms of Tourism Research
- 3 - A qualitative and quantitative research in tourism
- 4 - Steps in the planning of the research project
 - 4.1-Literature Review
 - 4.2-Problem Formulation: issues, objectives and hypotheses
 - 4.3-Methods and Techniques of Tourism Research
 - 4.4 - Probabilistic and non-probabilistic samples
- 5 - Trends and Prospects of Tourism Research

[Back](#)

Marketing of Tourist Destinations and Products (GES11505M)

1. The Design of Brand Experiences for Tourism Destinations and Products
 - 1.1. Positioning and Brand Identity
 - 1.2. Brand Image
 - 1.3. Brand Experiences
2. Marketing Strategies for Tourism Destinations and Products
 - 2.1. Internal Marketing
 - 2.2. Creating Loyalty and Recovering Services
 - 2.3. Place and Customer Interface Management
3. Communication for Tourism Destinations and Products
 - 3.1. Integrated Marketing Communication
 - 3.2. Maintenance Communication and Crisis Communication
 - 3.3. Public Relations
 - 3.4. Communication in the New Media



[Back](#)

Advanced Data Analysis in Tourism Studies (SOC11506M)

1. Theoretical and epistemological principles in data analysis applied to research in tourism
 - 1.1 Problem, model and research questions
 - 1.2 The nature of the data and the paradigms of reference
2. The processing and analysis of quantitative data
 - 2.1 Population and sampling
 - 2.2 Representativeness and statistical inference
 - 2.3 Statistical Analysis Techniques: Univariate, Bivariate and Multivariate
3. The processing and analysis of qualitative data
 - 3.1 Population of reference and constitution of the corpus
 - 3.2 Diversification and saturation
 - 3.3 Techniques of qualitative analysis
 - 3.3.1 Qualitative content analysis
 - 3.3.1.1 Lexical analysis and data mining
 - 3.3.1.2 Thematic and categorical analysis
 - 3.3.1.3 Formal and discourse analysis
 - 3.3.2 Phenomenological analysis
 - 3.3.3 Structural analysis and grounded theory
 - 3.3.4 Other relevant analysis
4. Meta-analysis and mixed-methods: advantages and challenges

[Back](#)

Urban and Rural Tourism (SOC11507M)

- 1 The urban space and the countryside
 - 1.1 Concept of urban space.
 - 1.2 Concept of rural space.
- 2 urban tourism and rural tourism.
 - 2.1 Concept of Urban Tourism.
 - 2.2 Concept of rural tourism.
- 3 Tourism as enabler of urban and rural regeneration.
 - 3.1 Heritage, landscape, culture, creative industries and sport as tourist attractions.
 - 3.2 Among the active tourism and creative tourism.
 - 3.3 Tourism in creative spaces.
 - 3.3.1 Historical centers.
 - 3.3.2 Rural spaces.
- 4 Collaboration in drafting the supply of urban and rural tourism products.
 - 4.1 Stakeholders in promoting the offer.
 - 4.2 interorganizational collaboration for product development
 - 4.3 The role of new cultural and creative class in tourism.
 - 4.4 Networks of rural tourism.
- 5 Development of tourism products based on regional and local creativity.
 - 5.1 Models of development.
 - 5.2 Development processes.
- 6 New Trends of Research in Urban and Rural Tourism.



[Back](#)

Managing and Interpreting Heritage (HIS11508M)

- 1 – From the evolution of the concept of Cultural Heritage to contemporary patrimonial typologies;
- 2– The institutions related with the cultural heritage: objectives and activities;
- 3- The national and local institutions, public or private, dealing with the preservation and valorisation of cultural heritage;
- 4 – The actual debates about cultural heritage and the different forms of cultural heritage valorisation;
- 5 – Tourism and Historic Cultural Heritage in an historical approach;
- 6- Heritage and Tourism: actual debates and opportunities about sustainable development.

[Back](#)

Seminar (SOC11509M)