



## 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	156
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

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1º Semestre: {\ }newline

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

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2º Semestre: {\ }newline

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

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3º Semestre: {\ }newline

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

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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

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### **Sustainable Tourism and Destinations Development (SOC11501M)**

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### **Trends in Tourism Demand (SOC11502M)**

1. Introduction to tourism trends
  - 1.1. Concept and its relevance of trend analysis in tourism
  - 1.2. Tourism changes and trends
  - 1.3. Perspectives and dimensions of analysis of trends in tourism
2. Analysis of trends in tourist demand
  - 2.1. Tourism demand concepts and theories
  - 2.2. Tourism motivation concepts and theories
  - 2.3. Determinants of tourism demand
  - 2.4. Key performance indicators of tourist demand
  - 2.5. Tourist demand and new tourist products
  - 2.4. Case studies
3. Main indicators for forecasting tourist demand
  - 3.1. World's tourism demand forecasts
  - 3.2. Europe's tourism demand forecasts
  - 3.3. Portugal tourism demand forecasts
4. Research trends and perspectives in studies of tourist demand trends

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### **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- Cultural Tourist : types , motivations and dimensions of experience
- 3 - Cultural Landscapes and Tourism
  - 3.1 - Territory, Space and Culture
- 4 - Landscaped and Cultural Destinations
  - 4.1 - Historical and villages Cities
  - 4.2 - World Heritage Cities
  - 4.3 - Industrial Cities
- 5 - Cultural Products and Landscaped
  - 5.1-Culinary and Gastronomic Tourism
  - 5.2-Literary Tourism
  - 5.3-Wine Tourism
- 5.4 - Planning of Cultural Products and Landscaped
- 6 - Trends and Prospects for Tourism Research and Cultural Landscape



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### **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

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### **Marketing of Tourist Destinations and Products (GES11505M)**

- 1. Introduction
  - 1.1 The concept of services marketing in tourism
  - 1.2 Marketing mix in services
- 2. Brand management of tourist destinations and products
  - 2.1 Brand positioning, mission and identity
  - 2.2 Brand image and value
- 3. Marketing Strategies for Tourist Destinations and Products
  - 3.1 Brand Experiences
  - 3.2 Managing Spaces and the Interface with Customers
  - 3.3 Creating Loyalty and Service Recovery

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### **Advanced Data Analysis in Tourism Studies (SOC11506M)**



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### **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.

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### **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.

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### **Seminar (SOC11509M)**