



Study Plan

School: School of Social Sciences

Degree: Bachelor

Course: Tourism (cód. 548)

1st Year - 1st Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC11627L	Social Sciences and Tourism	Sociology	5	Semester	130
SOC00109L	Introduction to the Study of Tourism	Tourism	5	Semester	130
GES00106L	Introduction to Management and Entrepreneurship	Management	5	Semester	130
HIS02714L	Introduction to Art History	History of the Art	6	Semester	156
SOC00125L	Methods and Techniques of Social Research	Sociology	5	Semester	130
LLT00098L	English I (Tourism)	Linguistics	4	Semester	104

1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC11628L	Anthropology of Tourism	Sociology	5	Semester	130
ECN00051L	Tourism Economics	Economy	5	Semester	130
SOC02715L	Sociology of Tourism	Sociology	5	Semester	130
SOC00209L	Data Processing and Analysis	Sociology	6	Semester	156
SOC02719L	Communication and Tourism	Tourism	5	Semester	130
LLT00099L	English II (Tourism)	Linguistics	4	Semester	104

2nd Year - 3rd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC02716L	Accommodation and Hospitality	Tourism	6	Semester	156
GES00117L	Marketing and Tourism	Management	5	Semester	130
SOC00215L	International Tourism	Tourism	5	Semester	135
HIS00217L	Valorization of Cultural Heritage	History	5	Semester	130

Mandatory alternatives

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
LLT00070L	Spanish I (Tourism)	Linguistics	4	Semester	104
LLT00085L	French I (Tourism)	Linguistics	4	Semester	104



2nd Year - 3rd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Group of Options					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
PAO00063L	Ecotourism	Environment and Ecology Sciences	5	Semester	130
MAT02558L	Statistics Applied to Human and Social Sciences	Mathematics	6	Semester	156
SOC11630L	Ethnography and Tourism	Sociology	5	Semester	130
GEO00087L	Human and Regional Geography	Geography	5	Semester	130
HIS02467L	Archaeological Heritage	Archeology	6	Semester	156
SOC00137L	Planning of Events and Touristic Animation II	Tourism	5	Semester	130
SOC00147L	Tour Operators' Practices II	Tourism	5	Semester	130
SOC02416L	Sociology of Organizations	Sociology	6	Semester	156
SOC00198L	Sociology of Regional and Local Planning	Sociology	5	Semester	130
HIS02465L	Museology	Cultural Heritage	6	Semester	156

2nd Year - 4th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC00136L	Planning of Events and Touristic Animation I	Tourism	6	Semester	156
SOC00113L	Touristic Tours	Tourism	5	Semester	130
SOC00135L	Planning of Tourist Facilities	Tourism	5	Semester	130
SOC00146L	Tour Operators Practices I	Tourism	5	Semester	130
Mandatory alternatives					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
LLT00071L	Spanish II (Tourism)	Linguistics	4	Semester	104
LLT00086L	French II (Tourism)	Linguistics	4	Semester	104



2nd Year - 4th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
Group of Options					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
PAO00063L	Ecotourism	Environment and Ecology Sciences	5	Semester	130
MAT02558L	Statistics Applied to Human and Social Sciences	Mathematics	6	Semester	156
SOC11630L	Ethnography and Tourism	Sociology	5	Semester	130
GEO00087L	Human and Regional Geography	Geography	5	Semester	130
HIS02467L	Archaeological Heritage	Archeology	6	Semester	156
SOC00137L	Planning of Events and Touristic Animation II	Tourism	5	Semester	130
SOC00147L	Tour Operators' Practices II	Tourism	5	Semester	130
SOC02416L	Sociology of Organizations	Sociology	6	Semester	156
SOC00198L	Sociology of Regional and Local Planning	Sociology	5	Semester	130
HIS02465L	Museology	Cultural Heritage	6	Semester	156

3rd Year - 5th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC00157L	Touristic Projects	Tourism	5	Semester	130
SOC00155L	Touristic Products	Tourism	5	Semester	130
SOC00213L	Tourism and Development	Tourism	5	Semester	130
SOC11629L	Thematic Seminars	Sociology	5	Semester	130
Group of Options					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
PAO00063L	Ecotourism	Environment and Ecology Sciences	5	Semester	130
MAT02558L	Statistics Applied to Human and Social Sciences	Mathematics	6	Semester	156
SOC11630L	Ethnography and Tourism	Sociology	5	Semester	130
GEO00087L	Human and Regional Geography	Geography	5	Semester	130
HIS02467L	Archaeological Heritage	Archeology	6	Semester	156
SOC00137L	Planning of Events and Touristic Animation II	Tourism	5	Semester	130
SOC00147L	Tour Operators' Practices II	Tourism	5	Semester	130
SOC02416L	Sociology of Organizations	Sociology	6	Semester	156
SOC00198L	Sociology of Regional and Local Planning	Sociology	5	Semester	130
HIS02465L	Museology	Cultural Heritage	6	Semester	156



3rd Year - 5th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC02717L	* Seminar / Internship	Tourism	30	Semester	780

3rd Year - 6th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC02717L	Seminar / Internship	Tourism	30	Semester	780



Conditions for obtaining the Degree:

*** TRANSLATE ME: Turismo

Para obtenção do grau de licenciado em Turismo é necessário obter aprovação a 160 ECTS em unidades curriculares obrigatórias e 20 ECTS em unidades curriculares optativas para obtenção do grau (através de avaliação ou creditação) das seguintes unidades curriculares:

1^o Ano

1^o Semestre:

6 UC obrigatórias num total de 30 Ects

2^o Semestre:

6 UC obrigatórias num Total de 30 Ects

2^o Ano

3^o Semestre

5 UC obrigatórias num total de 25 Ects

1 UC optativa num total de 5 ECTS

4^o Semestre

5 UC obrigatórias num total de 25 Ects

1 UC optativa num total de 5 ECTS

3^o Ano

5^o Semestre

4 UC obrigatórias num total de 20 Ects

2 UC optativa num total de 10 ECTS

6^o Semestre

1 UC Obrigatórias num total de 30 ECTS

Program Contents



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Social Sciences and Tourism (SOC11627L)

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Introduction to the Study of Tourism (SOC00109L)

1. Conceptualization of tourism
 - 1.1. Fundamental concepts associated with tourism
 - 1.2. Classification and types of tourism
 - 1.3. General elements of tourism assessment
 - 1.4. Tourism system
2. Historical evolution and organization of tourism
 - 2.1. Main attributions of the public, private and third sector
 - 2.2. Organization of tourism in Portugal
 - 2.3. Organization of tourism worldwide
 - 2.4. Current issues and future trends in the tourism sector
3. The tourist offer
 - 3.1. Conceptualization and main indicators
 - 3.2. Characteristics of tourist services legal classification
 - 3.3. Distribution chain
 - 3.4. Components of tourist activity
4. Tourism demand
 - 4.1. Conceptualization and main indicators
 - 4.2. Determinants of global demand
 - 4.3. Search features
 - 4.4. Tourist flows

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Introduction to Management and Entrepreneurship (GES00106L)

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Introduction to Art History (HIS02714L)

The Pre-History, Proto-History and first civilizations arts as an introduction to the Art History.

The Greek world and the Roman Art

From the Late Antiquity to the Middle Ages. The Romanesque. The Gothic and the Late Gothic.

Renaissance and Mannerism. The new social status of the artist and the treatises emergence. The classic ideal paradigm and its overcoming in architecture and sculpture. The individual, the nature, the experience, the science and the space of representation. Baroque and Rococo: between faith, emotion and reason.

The 19th century: tradition, transgression, revolution and progress. Neoclassicism and Romanticism. From Realism to the Post-Impressionism. Symbolism and Expressionism. Arts and Crafts, Art Nouveau and Art Deco. The Chicago School. Avant-Gardes and the new architectonic international tendencies.

From the Post-War to the beginning of the 21st century. Between Informalism and Action. The return to the Figuration. The New Abstraction. Conceptual Art. Technology and Mega-structures.



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Methods and Techniques of Social Research (SOC00125L)

1. Social research: definition and importance
 - 1.1 Research in social sciences vs other sciences
 - 1.2 Ethics in research
 - 1.3 Approaches in Tourism Research: Interdisciplinarity, transdisciplinarity and multidisciplinary
2. Social Research Methodologies applied to Tourism.
 - 2.1 Research Methodology
 - 2.2 Rules for knowledge dissemination
 - 2.2.1 Structure of a scientific report
 - 2.3 Literature review and reference systems
 - 2.4 Data collection.
 - 2.4.1 Secondary data
 - 2.4.2 Primary data
 - 2.5 Data analysis

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English I (Tourism) (LLT00098L)

Course Contents{\}

A. Topics:{\}

- Arrivals{\}
- A Place to Stay{\}
- Tourist Information Services{\}
- Holiday Rep{\}
- Eating Out{\}
- Rural Tourism{\}

B. Grammar practice and language functions:{\}

- Modal verbs, verbs + ing form or the infinitive, Present Simple and Present{\}

Continuous{\}

- Describing features and resources, Present Simple Passive{\}
- Present Simple questions, prepositions of time{\}
- Giving reasons, describing trends{\}
- Open and closed questions, suggestions and advice{\}
- Comparatives, describing timetables{\}

C. Listening and Writing:{\}

3{\}

- Arrival Information{\}
- Hotel Information{\}
- Recommendations{\}
- Local ‘Tips' {\}
- The food of my region{\}
- Welcome

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Anthropology of Tourism (SOC11628L)

1. Basic Questions in Anthropology: epistemological aspects and introductory concepts;
2. The Object of Anthropology: culture and its forms.
3. The Anthropological Method
4. From Anthropology of Tourism to Anthropology of Tourism Spaces: An object under construction. Deconstructing analytic categories ?tourist? and ?Hosts?;
5. Tourism, Heritage, identity and culture;
6. Tourism and its cultural impacts: case-Studies;
7. The Anthropology of Tourism in Portugal: themes and questions.



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Tourism Economics (ECN00051L)

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Sociology of Tourism (SOC02715L)

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Data Processing and Analysis (SOC00209L)

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Communication and Tourism (SOC02719L)

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English II (Tourism) (LLT00099L)

Topics:

Accommodation
Marketing and Promotion
The Airline Industry
Holidays with a Difference
Reservations and Sales
Airport Departures

Grammar practice & language functions:

patterns; Superlatives
Like or dislike (verb+ -ing or verb + noun)
Polite Questions (Direct and Indirect questions)
Talking about Experience (Past Simple; Present Perfect)
Describing Service Provision (Present Simple; Present Simple Passive; Imperative)
If Sentences (If Sentences, Condition, Consequence)
Responses and Orders

Writing:

Fax
Messages and Memos
Adverts
Questionnaires



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Accommodation and Hospitality (SOC02716L)

1. Introduction to Hospitality
2. The tourist accommodation sector in Portugal
3. Planning and management tourist accommodation units
 - 3.1. Organizational chart of the accommodation department
 - 3.2. Functional organization processes and internal communication procedures
 - 3.3. Front Office operations management
 - 3.4. Back Office operations management
 - 3.5. Housekeeping operations management
4. Commercial management processes in the tourist accommodation business
 - 4.1. Concept and characteristics of the hotel product
 - 4.2. The cost curve applied to accommodation
 - 4.3. Application of the break-even point in the context of accommodation
 - 4.4. Revenue management process applied to accommodation
 - 4.5. Process of negotiation and accommodation rates structure
 - 4.6. Exercises

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Marketing and Tourism (GES00117L)

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International Tourism (SOC00215L)

1. Spatial distribution of tourism activity worldwide
 - 1.1. Methodological issues associated with the analysis of the activity in the global context
 - 1.2. Characterization of tourism flows (Inbound Tourism and Outbound Tourism)
 - 1.2.3. Accommodation
 - 1.2.4. Receipts
 - 1.3. Characterization and trends of world tourism by UNWTO region
 - 1.3.1. Asia and the Pacific
 - 1.3.2. Africa
 - 1.3.3. Americas
 - 1.3.4. Europe
 - 1.3.5. Media East
2. Portuguese tourism in the international panorama
 - 2.1. Tourism markets: general characterization
 - 2.2. Tourism trends at international level
3. Influence of international organizations in international tourism
 - 3.1. International and regional actors
 - 3.2. Objectives, areas and tools for action
 - 3.3. Initiatives in favor of tourism development
 - 3.4. Transformation factors of the tourism system and trends

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Valorization of Cultural Heritage (HIS00217L)

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Spanish I (Tourism) (LLT00070L)



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French I (Tourism) (LLT00085L)



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Ecotourism (PAO00063L)

1. Introduction

What is ecotourism? Definition and principles of ecotourism

The ecotourism in the Mediterranean geographical context: ecotourism as an ecocultural activity. Ecosystem, landscape and heritage: concepts and inter relations. Synoptic table of landscape values The valorisation of landscape and the valorisation of heritage in the context of sustainable development

2. Heritage values

2.1. Natural heritage

Geological and palaeontological heritage

Vegetal heritage

- Species - Species Directive 92/43CEE and endemic species; chorology; ecology; heritage value; Flora Red Book;
- Natural and semi-natural habitats; natural and semi-natural habitat definitions; Habitats Directive 92/43/CEE; chorology; ecology; heritage value; Habitats Red Book;
- Criteria for identifying sites of international, national, regional and local importance.

Animal heritage

Criteria for identifying wetlands of international, national, regional and local importance; criteria for identifying sites of international, national, regional and local importance in Iberian continental ecosystems; examples.

2.2. Built heritage

Nature and sociological meaning of:

- Archaeological versus architectonical heritage
- Monumental versus vernacular heritage

Built heritage and environmental context

Built heritage surveying methods: an introduction

2.3. Genetic heritage

Hierarchic levels of diversity and the concept of intra specific diversity. The biological process of domestication and the cultural process of domestication Presenting some Portuguese autochthonous breeds (cattle, sheep, goats and horses) and their areas of distribution; using animal autochthonous breeds to promote ecotourism.

2.4. Landscape heritage

- Cultural landscape as an integrator element of natural and built heritages;
- Landscape and landscape archaeology;
- Landscape heritage values;
- Cultural landscapes with high heritage value;
- Landscape heritage evaluation methods.

2.5. Immaterial patrimony

3. Land attractiveness elements in outdoor activities related with ecotourism

- Landscape perception and attractiveness;
- Landscape aesthetical quality and attractiveness;
- Wilderness and recreational attractiveness.

4. Environmental impacts related to tourism activities in rural areas

Review of literature. Conceptual framework and impact categorization - the materials balance model for ecotourism. The concept of carrying capacity; definition of carrying capacity and definition of ecotourism carrying capacity; factors affecting ecotourism carrying capacity; techniques for determining ecotourism carrying capacity and difficulties associated; examples.

5. Socio-economic characterization of ecotourism in the world and in Portugal

6. The Cultural Park as model of land planning and management

- The Cultural Park concept and aims;

* [Basic guidelines to the implementation of a Cultural Park](#) Page 11 of 16

- The Cultural Park in the context of depressed inland regions renewal.



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Statistics Applied to Human and Social Sciences (MAT02558L)

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Ethnography and Tourism (SOC11630L)

1. Introducing Ethnography. 1.1. Ethnographic knowledge in the context of Anthropology and Tourism Studies; 2. The Ethnographic approach to and analysis of «Portugal» and «Portuguese Folk Types»: Unity/Diversity and other Myths. 3. The specificity of Ethnographic Method. 3.1. Assumptions Ethical Questions; 3.2. Fieldwork, participant observation and ethnographic interviews; 4. Themes of Intersection between Ethnography and Tourism: Case Studies: 4.1. Traditional Activities and Professions 4.2. Food Cultures; 4.3. Leisure, Festivities and Games; 4.4. Daily Life and Arts (Dance and Music).

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Human and Regional Geography (GEO00087L)

Detailed{\}

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1. Brief theory of Geography. Concept of Geography. Used types of research in Geography. Used sources in the studies of Geography. Geography Human in the past and in the present - historical evolution.{\}

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2. Geographic space: spaces and geographic scales. The importance of the cartography in Geography. {\}

3. Time and space. {\}

4. Man and the transformations of the space. Archaic societies. Traditional societies. Industrial societies.{\}

5. Main settlement types. Characteristics of the agricultural settlement. The type of settlement defining factors.{\}

6. Organization of the urban space. Origin and evolution of the cities. Study of urban morphology. Models of urban structure. Characteristics and functions of the urban spaces. A real case study - the city of Évora.{\}

7. Particular Study of Portugal. Territory and position. Physical characteristics of the territory. Climate generic characteristics. The Portuguese population. Urban historical process in Portugal. The geographic division of Continental Portugal.{\}

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PRACTICAL LESSONS: Team work applying methodologies of collection of elements, data handling and results interpretation. The works will have to appeal to the photo-interpretation, the use of different scale maps and to demand the application of bibliographical research, elaboration of inquiries and appropriate cartography.{\}

Examples of works proposed to the pupils: Functional dynamics of urban sectors: functional surveys and comparison with older ones. Studies of outside walls quarters, including demographic aspects and constructed heritage and the elaboration of proposals for the improvement of the quality of life in the quarters. Characterization and integration of urban equipment and not constructed public spaces, including making of proposals to profit and to improve its use.{\}

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Archaeological Heritage (HIS02467L)

1. From the interest and curiosity for Archaeology to the constitution of Archaeology as a science

2. Legislation and documentation on Heritage in general and Archaeology in particular 2.1.

2.1 The institutions which protect the Cultural Heritage

3. The different types of Heritage

4. From the archaeological field work to the recovery, enhancement and dissemination of the Archaeological Heritage

5. The Archaeological Heritage of a cultural and economic product resource

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Planning of Events and Touristic Animation II (SOC00137L)



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Tour Operators' Practices II (SOC00147L)

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Sociology of Organizations (SOC02416L)

Module 1. The organizational phenomenon and study of organizations

1.1. Definition and objectives of sociology of organizations

1.2. Renewal the organizational insight

Module 2. Reflections about concept of organization

2.1. Definitions of organization

2.2. Components of organizational structure

Module 3. Evolution of organization theories

3.1. Organizations as rational systems

3.2. Organizations as human and social systems

3.3. Contemporary approaches to organizations

Module 4. Dynamics of individuals and groups in organizations

4.1. Actors and relations of power in organizational context

4.2. Perspectives of sociological intervention in organizations

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Sociology of Regional and Local Planning (SOC00198L)

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Museology (HIS02465L)

I. Conceptual historical and methodological introduction: collecting, history of museology, museum concepts.

II. National and international museum organizations.

III. Museum types: the mission and vocation of the museum, nature of the collections.

IV. Museum functions: study, incorporation, documentation, conservation, safety, exposure and education.

V. Museum Architecture.

V. Programming Museum.

VII. Museums and the Future in the Global World. Collection and Object Functions



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Planning of Events and Touristic Animation I (SOC00136L)

PART I – EVENTS

MODULE I - CONCEPTS, CLASSIFICATION

1-Events: concept and meaning

2-Classification and typology

3-Event Tourism

3.1- Academic study of tourist events

MODULE II – EVENTS, TOURISM AND DEVELOPMENT

1-Tourist Events and Development

1.1-Impacts of events

1.2- Events and Image of the Destination

1.3-Festivals and authenticity

2-Motivations

3-Experiences and Satisfaction

MODULE III - EVENT PLANNING

1- Event planning

1.1-Event Partners

1.2-Planning steps

2-Protocol at events

3- Event marketing

4- Project in Events

5- Tourism and Event Capture

PART II – ANIMATION

MODULE I – TOURIST ANIMATION AND DEVELOPMENT

1- Tourist Entertainment: paradigms

1.1 Objectives of tourist entertainment

2-Animation and development

3-Legislation

MODULE II – THE ANIMATOR

1-Characteristics and Skills of the Animator

2-Types of Animator

3- Hotel Tourist Entertainment

MODULE III – TOURIST ENTERTAINMENT ACTIVITIES

1 - Tourist Entertainment Activities

2- Planning and Organization of Activi

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Touristic Tours (SOC00113L)

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Planning of Tourist Facilities (SOC00135L)



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Tour Operators Practices I (SOC00146L)

1. Introductory material
 - 1.1. Historical notes about travel arrangements
 - 1.2. The main organisations operating in Portugal
 - 1.3. Professional associations, national and international
 - 1.4. Glossary
2. Travel agencies and tourism
 - 2.1. Concept and types
 - 2.2. Direct and indirect activities
 - 2.3. Structure of supply and demand of services: general perspectives
3. Tours
 - 3.1. Concept and types
 - 3.2. Structure of tourism distribution
4. Computer distribution systems
 - 4.1 Computer Reservation Systems
 - 4.2 Global Distribution Systems
 - 4.3 Case Study: Software GALILEO

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Spanish II (Tourism) (LLT00071L)

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French II (Tourism) (LLT00086L)

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Touristic Projects (SOC00157L)

- 1 - Introductory concepts
 - 1.1. Project Planning, Design and Management
 - 1.2. Project Planning
 - 1.2.1. The Strategic Planning of Tourism Projects: the PM4ESD Approach
- 2 - Project Management in Tourism
 - 2.1. Organization and Leadership
 - 2.2. Planning, programming and control
 - 2.2.1. Planning and Work Breakdown Structure
 - 2.2.2. Planning using PERT
- 3 - Design and Analysis of tourism projects
 - 3.1. Organization of a Project Charter
 - 3.2. Introductory notions to a Business Plan - CANVAS method
 - 3.3. Types of project analysis in tourism (Introductory approaches)
 - 3.3.1. Cost-Benefit Analysis (CBA)
 - 3.3.2. Multicriteria analysis
- 4 - Founding programs for tourism projects
 - 4.1. Portugal 2020
 - 4.2. Alentejo 2020
 - 4.3. Simulation of an founding application for tourism projects
- 5 - Tourism Project Lab.



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Touristic Products (SOC00155L)

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Tourism and Development (SOC00213L)

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Thematic Seminars (SOC11629L)

1. General orientations
 - 1.1. Objectives, contents and methodology
 - 1.2. General rules
 - 1.3. Evaluation method
2. Introductory approach to the central theme of the Seminars
 - 2.1. Theoretical approach
 - 2.2. Planning and management models regarding the central theme
 - 2.3. Role of the different agents involved
3. Methodology for the Seminar report
 - 3.1. Rules and orientations
 - 3.2. Development, presentation and evaluation

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Seminar / Internship (SOC02717L)