



## 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
SOC0109L	Introduction to the Study of Tourism	Tourism	5	Semester	130
GES0106L	Introduction to Management and Entrepreneurship	Management	5	Semester	130
HIS2714L	Introduction to Art History	History of the Art	6	Semester	156
SOC0125L	Methods and Techniques of Social Research	Sociology	5	Semester	130
LLT0098L	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
ECN0051L	Tourism Economics	Economy	5	Semester	130
SOC2715L	Sociology of Tourism	Sociology	5	Semester	130
SOC0209L	Data Processing and Analysis	Sociology	6	Semester	156
SOC2719L	Communication and Tourism	Tourism	5	Semester	130
LLT0099L	English II (Tourism)	Linguistics	4	Semester	104

### 2nd Year - 3rd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC2716L	Accommodation and Hospitality	Tourism	6	Semester	156
GES0117L	Marketing and Tourism	Management	5	Semester	130
SOC0215L	International Tourism	Tourism	5	Semester	135
HIS0217L	Valorization of Cultural Heritage	History	5	Semester	130

#### Mandatory alternatives

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
LLT0070L	Spanish I (Tourism)	Linguistics	4	Semester	104
LLT0085L	French I (Tourism)	Linguistics	4	Semester	104



### 2nd Year - 3rd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
<b>Group of Options</b>					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
PAO0063L	Ecotourism	Environment and Ecology Sciences	5	Semester	130
MAT2558L	Statistics Applied to Human and Social Sciences	Mathematics	6	Semester	156
SOC11630L	Ethnography and Tourism	Sociology	5	Semester	130
GEO0087L	Human and Regional Geography	Geography	5	Semester	130
HIS2467L	Archaeological Heritage	Archeology	6	Semester	156
SOC0137L	Planning of Events and Touristic Animation II	Tourism	5	Semester	130
SOC0147L	Tour Operators' Practices II	Tourism	5	Semester	130
SOC2416L	Sociology of Organizations	Sociology	6	Semester	156
SOC0198L	Sociology of Regional and Local Planning	Sociology	5	Semester	130
HIS2465L	Museology	Cultural Heritage	6	Semester	156

### 2nd Year - 4th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC0136L	Planning of Events and Touristic Animation I	Tourism	6	Semester	156
SOC0113L	Touristic Tours	Tourism	5	Semester	130
SOC0135L	Planning of Tourist Facilities	Tourism	5	Semester	130
SOC0146L	Tour Operators Practices I	Tourism	5	Semester	130
<b>Mandatory alternatives</b>					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
LLT0071L	Spanish II (Tourism)	Linguistics	4	Semester	104
LLT0086L	French II (Tourism)	Linguistics	4	Semester	104



### 2nd Year - 4th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
<b>Group of Options</b>					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
PAO0063L	Ecotourism	Environment and Ecology Sciences	5	Semester	130
MAT2558L	Statistics Applied to Human and Social Sciences	Mathematics	6	Semester	156
SOC11630L	Ethnography and Tourism	Sociology	5	Semester	130
GEO0087L	Human and Regional Geography	Geography	5	Semester	130
HIS2467L	Archaeological Heritage	Archeology	6	Semester	156
SOC0137L	Planning of Events and Touristic Animation II	Tourism	5	Semester	130
SOC0147L	Tour Operators' Practices II	Tourism	5	Semester	130
SOC2416L	Sociology of Organizations	Sociology	6	Semester	156
SOC0198L	Sociology of Regional and Local Planning	Sociology	5	Semester	130
HIS2465L	Museology	Cultural Heritage	6	Semester	156

### 3rd Year - 5th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC0157L	Touristic Projects	Tourism	5	Semester	130
SOC0155L	Touristic Products	Tourism	5	Semester	130
SOC0213L	Tourism and Development	Tourism	5	Semester	130
SOC11629L	Thematic Seminars	Sociology	5	Semester	130
<b>Group of Options</b>					
Component code	Name	Scientific Area Field	ECTS	Duration	Hours
PAO0063L	Ecotourism	Environment and Ecology Sciences	5	Semester	130
MAT2558L	Statistics Applied to Human and Social Sciences	Mathematics	6	Semester	156
SOC11630L	Ethnography and Tourism	Sociology	5	Semester	130
GEO0087L	Human and Regional Geography	Geography	5	Semester	130
HIS2467L	Archaeological Heritage	Archeology	6	Semester	156
SOC0137L	Planning of Events and Touristic Animation II	Tourism	5	Semester	130
SOC0147L	Tour Operators' Practices II	Tourism	5	Semester	130
SOC2416L	Sociology of Organizations	Sociology	6	Semester	156
SOC0198L	Sociology of Regional and Local Planning	Sociology	5	Semester	130
HIS2465L	Museology	Cultural Heritage	6	Semester	156



### 3rd Year - 6th Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC2717L	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 de curriculares obrigatórias e 20 ECTS em unidades curriculares optativas para obtenção do grau (através de avaliação ou creditação) das seguintes unidades curriculares:

1º Ano

1º Semestre:

6 UC obrigatórias num total de 30 Ects

2º Semestre:

6 UC obrigatórias num Total de 30 Ects

2º Ano

3º Semestre

5 UC obrigatórias num total de 25 Ects

1 UC optativa num total de 5 ECTS

4º Semestre

5 UC obrigatórias num total de 25 Ects

1 UC optativa num total de 5 ECTS

3º Ano

5º Semestre

4 UC obrigatórias num total de 20 Ects

2 UC optativa num total de 10 ECTS

6º Semestre

1 UC Obrigatórias num total de 30 ECTS

\*\*\*



## Program Contents

[Back](#)

### **Social Sciences and Tourism (SOC11627L)**

- 1 - Science and Scientific Knowledge
  - 1.1-Science: Purpose, Scope and Method
- 2 - Specificity of Social Sciences and Challenges for an Epistemology
  - 2.1 Epistemology and Tourism
- 3 - The Social Sciences and Studies in Tourism
  - 3.1-Tourism as Science
  - 3.2- The Tourism as an area Multidisciplinar and Interdisciplinary
  - 3.3-The Sociology and Tourism
  - 3.4- The Anthropology and Tourism
  - 3.5-The Economy and Tourism
  - 3.6-The Geography and Tourism
  - 3.7- The Psychology and Tourism
  - 3.8-The History and Tourism
  - 3.9-The Philosophy and Tourism
- 4 - Social Sciences, Tourism and Ethics: Issues and Challenges
- 5 - Education in Tourism

[Back](#)

### **Introduction to the Study of Tourism (SOC0109L)**

- 1-The Tourism Phenomenon: models and theories
  - 1.1 Concepts of Tourism, Tourist and Visitor
    - 1.1.1-Leisure, Recreation and Tourism: interrelations
  - 1.2 - The tourism classifications
  - 1.3-functioning system of tourism
- 2 - Tourism in Antiquity
- 3 - History of Modern Tourism: Grand Tour
- 4 - The Modern Tourism: Thomas Cook
- 5 - The Contemporary Tourism
- 6 - Tourism Demand: conceptualization and forms
  - 6.1-Characteristics of tourism demand
  - 6.2-Determinants of tourism demand
  - 6.3-Factors of influence and motivation
  - 6.4-Types of tourists
- 7 - Tourist Offer: conceptualization
  - 7.1-Characteristics of tourism
  - 7.2-Types of Tourism
  - 7.3-Components of activity: Travel Agencies, Accommodation, Transport
- 8-Tourism product: concept and singularities
- 9 - Tourist destination: conceptualization
  - 9.1-Lifecycle tourist destination
- 10 - Tourism in Portugal
- 11- Tourism impacts



[Back](#)

### **Introduction to Management and Entrepreneurship (GES0106L)**

I - Concepts, Evolution and Functional Areas of Management

1.2 Fundamental Concepts

1.2 The cycle / management evolution: Historical background

1.3 The functional areas of management

HRM Marketing Production Accounting and Financial Information

II - Strategy, Organization and Structures

2.3 Management by objectives, strategy and planning

2.4 Organizational structures

The role and importance of organizational structures; Variables determining the organizational structure

III - Entrepreneurship and Innovation

3.1 Entrepreneurship and innovation an option or a necessity?

3.2 Definitions and concepts of entrepreneurship

3.3. Types of entrepreneurs

3.4. Innovation and differentiation

3.5. Processes and types of innovation

IV - The Entrepreneurial Process

4.1 The Entrepreneurial Spirit

4.2 The resources

4.3 The opportunities

4.4. The business plan

4.5. An integrated strategy for entrepreneurship and innovation

[Back](#)

### **Introduction to Art History (HIS2714L)**

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.



[Back](#)

### **Methods and Techniques of Social Research (SOC0125L)**

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

[Back](#)

### **English I (Tourism) (LLT0098L)**

- 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:
- Arrival Information
  - Hotel Information
  - Recommendations
  - Local 'Tips'
  - The food of my region
  - Welcome

[Back](#)

### **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.



[Back](#)

### **Tourism Economics (ECN0051L)**

- 1 - Economics and Tourism
  - 1.1 Conceptual issues
  - 1.2 Object and method of analysis in Economics
  - 1.3 The Economic problem
  - 1.4 Economic flow
  - 1.5 Scope of Tourism Economics
  - 1.6 Limits of the concept of touristic good
  - 1.7 Measuring in Tourism: difficulties, methodologies and indicators
  
- 2 - Demand and consumer decision
  - 2.1 Basic elements of demand
  - 2.2 Demand elasticity
  - 2.3 Consumer decision
  - 2.4 Specificities of the Tourism demand
    - 2.4.1 Tourism demand function
    - 2.4.2 Tourism needs
    - 2.4.3 Tourism utility
    - 2.4.4 Tourism Demand elasticity
    - 2.4.5 Tourism Consumption
  
- 3 - Supply and Producer Decision
  - 3.1 Basic elements of Supply
  - 3.2 Supply elasticity
  - 3.3 Producer decision
  - 3.4 Specificities of Tourism Supply
    - 3.4.1 Tourism Supply definition
    - 3.4.2 Characterization of Tourism Supply
    - 3.4.3 Tourism Supply Function
    - 3.4.4 Tourism Supply elasticity
  
- 4 – Markets
  - 4.1 Market structures
  - 4.2 Market failures
  - 4.3 O Papel do Estado

[Back](#)

### **Data Processing and Analysis (SOC0209L)**

- I. Fundamentals of Data Processing and Analysis
  - 1.1 Data as social and scientific construction; 1.2 The place of data processing and analysis in the research process; 1.3 The data processing and analysis applied to research in tourism; 1.4 Sources of information, databases and literature; 1.5 Methodological pluralism and triangulation: limitations and complementarities of qualitative and quantitative paradigms.
- II. Quantitative and Qualitative Methods of Data Analysis
  - 2.1 The Statistical Analysis; 2.1.1 Analysis of Tourism Statistics; 2.1.2 Analysis of Surveys; 2.2 The Qualitative Content Analysis;
    - 2.2.1 Content Analysis of Documents
    - 2.2.2 Categorical Analysis of face-to face Interviews
- III. Presentation of research results
  - 3.1 Organization and writing up of scientific reports.





[Back](#)

### **Communication and Tourism (SOC2719L)**

- 1-communication and tourism: what relationship?
- 1.1-verbal and non-verbal communication
- 1.2-Interpersonal and Mass Communication in Tourism
- 1.3-Intercultural Communication in Tourism
- 2 - Process of Communication in Tourism
- 3-Obejctivos, targets and communication in tourism
- 4 - The media and tourism: effects
- 4.1-Case Studies: terrorism, political conflicts, disasters
- 4.2- The professional tourism and the media
- 5 - Tourism in the Information Society
- 5.1-by Tourist Information Search
- 5.2-Sources of information and the destination image formation
- 5.3-Decision-Making Process of the Tourist
- 6 ? Tourist Places and Tourist Destinations: case studies
- 6.1-components, domains and types of tourist images
- 6.2-Slogans, Photography and Film in tourism
- 7-Communication strategies in tourism
- 8 - Communication skills in tourism
- 8.1-Public Relations
- 8.2-Advertising
- 9-TIC and tourism
- 9.1-tourist Virtual Communities and Social Networks
- 9.2-public and private tourism Web Sites

[Back](#)

### **English II (Tourism) (LLT0099L)**

#### 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:

- Arrival Information
- Hotel Information
- Recommendations
- Local 'Tips'
- The food of my region
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[Back](#)

### **Accommodation and Hospitality (SOC2716L)**

1. Introduction
  - 1.1. Concepts related to accommodation and hospitality
  - 1.2. Interpersonal relationships in the context of tourist accommodation
    - 1.2.1 Service techniques in the context of hotel service
    - 1.2.2 Telephone answering techniques in the context of hotel service
2. Planning and managing the accommodation sector
  - 2.1. Lodging operations and services
  - 2.2. Dynamic business to attract the customer: new business approaches and concepts
  - 2.3. E-marketing strategies in the lodging business context
  - 2.4. Case Studies
3. Tourist accommodation in Portugal
  - 3.1. Evolution and legal constraints [review]
  - 3.2. Types of Hospitality companies
4. Demand for tourist accommodation in Portugal
  - 4.1. Evolution on demand for accommodation
  - 4.2. Characterization and profile of demand for accommodation
5. National and international trends in accommodation sector

[Back](#)

### **Marketing and Tourism (GES0117L)**

1. Introduction  
Marketing and tourism  
The role of marketing in the organizations strategic planning  
The specific characteristics of tourism marketing
2. Marketing Strategy  
The marketing environment  
Objectives and key strategic options  
The marketing mix
3. The Market Analysis  
The marketing information system  
Services marketing research
4. Consumer Behaviour  
A model of consumer behaviour  
The behaviour of consumers of services  
Service perceptions and customer satisfaction
5. Segmentation, Positioning and Brand  
Segmentation  
Positioning  
Branding services
6. Marketing-Mix  
The development and management of tourism products  
Building relationships of loyalty with customers  
The distribution of tourism products  
Price decisions in tourism products  
Communicating tourism products



[Back](#)

### **International Tourism (SOC0215L)**

1. International Tourism: introductory considerations
2. International Tourism Organizations
  - 2.1 Context, abilities and main goals
  - 2.2 Initiatives and projects
3. International Tourism Analysis
  - 3.1 The importance of analyzing international tourism
  - 3.2 Measurement criteria in tourism
  - 3.3 Demand and supply indicators
4. The development of international tourism: challenges and constraints
  - 4.1 Tourism European Policies
  - 4.2 Climate changes
  - 4.3 Social conflicts and international economic crises
  - 4.4 Other factors
5. The Portuguese Tourism activity in the international panorama
  - 5.1 Main outbound markets: a general analysis
  - 5.2 Tourism international trends
6. Global distribution of the tourism activity in world
  - 6.1 Current world: a general overview by countries and continents
  - 6.2 Tourist flows: Domestic and International tourism
  - 6.3 Characterization of the international tourism by region

[Back](#)

### **Valorization of Cultural Heritage (HIS0217L)**

1. Concepts and terminology of heritage in historical perspective; 2. National and International Organizations of Heritage Protection; 3. Inventory, Conservation and Valorisation of heritage; 3. Classification, degrees of classification and protection; 4. Valorisation Indicators and Renewal of Public Spaces and Equipments; 5. National and International legal framework; 6. The formation of the conception of cultural heritage: from the recognition to the valorization cultural heritage; 7. The construction of memory and identity: natural symbolic and political boundaries. Heritage, territory and cultural landscapes.

[Back](#)

### **Spanish I (Tourism) (LLT0070L)**

Communicative content

Say Hello and goodbye.

Present themselves. Giving personal information: name, age, occupation, education, nationality, address, phone.

Present a third person.

The alphabet

Describe o aspecto physical and character of a person: the family talk

Describe a place: the existence and location of objects.

Talking about habitual actions

Telling the time and date

Expressing likes and preferences

Request information.

Expressing moods and health

Ask for advice to health problems

Giving and receiving instructions.

Talk time

Talking about plans and projects

Describe habitual actions in the past

Describing people and places from the past



[Back](#)

### **French I (Tourism) (LLT0085L)**

- Express present, past and future actions,
- Affirmative, negative and interrogative sentences,
- The adverbs,
- Express an order/desire,

[Back](#)

### **Ecotourism (PAO0063L)**

Definitions and principles. Patrimonial values. Natural patrimony endemic, rare and threaten species; natural and semi natural habitats; 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. Manmade patrimony sociological meaning of archaeological and architectural patrimony; monumental and vernacular patrimony; environment and manmade heritage Genetic patrimony Portuguese autochthonous breeds and their areas of distribution. Immaterial patrimony, its conservation and its safeguarding. Elements of territory attractiveness in outdoor activities related with tourism. Environmental impacts related to tourism activities in rural areas. The concept of carrying capacity and carrying capacity determination in ecotourism Socio-economic characterization of ecotourism in the world and in PT. The Cultural Park as model of territory.

[Back](#)

### **Statistics Applied to Human and Social Sciences (MAT2558L)**

Descriptive statistics  
Introduction to probability  
Random variables : unidimensional and bidimensional  
Main probability distributions  
Introduction to sampling  
Point estimation and confidence intervals  
Hypothesis testing  
Goodness of fit and independence tests  
Other non-parametric tests  
Correlation and linear regression  
Use of statistical software.

[Back](#)

### **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 Ethnographi 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. Tradicional Activities and Professions 4.2. Food Cultures; 4.3. Leisure, Festivities and Games; 4.4. Daily Life and Arts (Dance and Music).

[Back](#)

### **Human and Regional Geography (GEO0087L)**

1. Geographic space: spaces and scales. The importance of the cartography.  
2. Time and space.  
3. The Man and the transformations of the space.  
4. Main settlement types.  
5. Organization of the urban space.  
6. Tourism and territorial dynamics.  
7. Particular case study of Portugal.



[Back](#)

### **Archaeological Heritage (HIS2467L)**

0. introduction
1. Interest and curiosity for the formation of Archaeology Archaeology as a science
2. Legislation and documentation of the Archaeological Heritage
3. Field of archaeological work to recovery, utilization and dissemination of the Archaeological Heritage
4. The archaeological heritage as a cultural, economic

[Back](#)

### **Planning of Events and Touristic Animation II (SOC0137L)**

#### A-Tourism Events

- 1-Tourist Events: Theory and Practice
- 2 - Events: Development and Destination Image
- 3 - Fairs Project
- 3.1-Planning and Management
- 3.2-Human Resources
- 3.3-Control and Budget
- 3.4-Marketing
- 4-Cultural Festivals Project
- 4.1-Planning and Management
- 4.2-Human Resources
- 4.3-Control and Budget
- 4.4-Marketing
- 5 - Scientific Events Project
- 5.1-Planning and Management
- 5.2-Human Resources
- 5.3-Control and Budget
- 5.4-Marketing

#### B-Tourism Animation

- 1-Tourism animation: Theory and Practice
- 2 - Tourist Animation Project in Rural and Urban areas
- 3 - Animation Hotel Project



[Back](#)

### **Tour Operators' Practices II (SOC0147L)**

1. Transport
  - 1.1 Role of transport in the overall tourism development
  - 1.2 Historical development of transport and relationship with tourism
  - 1.3 Transport modes for tourism: characteristics, legal rules, actors, impacts and development trends
    - 1.3.1 Air transport
    - 1.3.4 Rail transport
    - 1.3.3 Land transport
    - 1.3.2 Water-borne transport
  - 1.4. Managing Transport Systems
    - 1.4.1 Demand and accessibility
    - 1.4.2 Services
    - 1.4.3 Infrastructure
    - 1.4.4 Transport networks
    - 1.4.5 Cost and pricing
    - 1.4.6 Communication and promotion
  - 1.5. Transport, tourism attraction and tourism product
    - 1.5.2 Projects and initiatives
    - 1.5.2 Case studies
2. Global Distribution Systems
  - 2.1 Software Galileo — Computer Based Training First Class Galileo Level II
    - 2.1.1 Seat assignments
    - 2.1.2 Client files, queues and reference information
    - 2.1.3 Procedures for hotel and car reservations
    - 2.1.4 TIMATIC
    - 2.1.5 Others

[Back](#)

### **Sociology of Organizations (SOC2416L)**

- 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



[Back](#)

### **Sociology of Regional and Local Planning (SOC0198L)**

#### **THEME 1 - PROPAEDEUTIC**

Fundamental concepts and their interconnection

Issues of regional and local asymmetries

Type of problem areas

#### **THEME 2 - REGIONAL POLICY AND POLITICS EUROPEAN REGIONAL PORTUGUESE**

Foundations and history of Portuguese and European regional policy

Articulation of regional policy with the European regional policy Portuguese

#### **THEME 3 - LOCAL AND REGIONAL ANALYSIS**

Indicators and measures for the characterization of the territory and regional and local imbalances

#### **THEME 4 - THE PROBLEM OF REGIONAL DEVELOPMENT AND PLANNING**

Necessary conditions and obstacles inherent in the regional development

Instruments of Planning and Territorial

Regionalization, municipal associations and municipalism

#### **THEME 5 - THE PROBLEM OF DEVELOPMENT AND LOCAL PLANNING**

Concept, conditions and obstacles to local development

Actors and experiences of local development

#### **THEME 6 - THE WAY FORWARD**

The role of future professionals who attend the course

[Back](#)

### **Museology (HIS2465L)**

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.



[Back](#)

### **Planning of Events and Touristic Animation I (SOC0136L)**

#### **A- Events Planning**

- 1-Events: concepts, classification and types
- 2-The academic study of events: research and disciplinary contributions
- 3 - Tourism Events
- 4 - Events and Development: cultural festivals, medieval fairs, capital European culture.
- 4.1-Creative Events
- 5 - Impact of events (socio-cultural, economic, political, etc.)
- 6 - Motivations, experiences and satisfaction with events
- 7 - Event Partners (Media, Sponsors, Host Community, participants, etc.)
- 8-Raising Events International and National
- 9 - Planning for tourism events
- 9.1-Phases of the process of strategic planning of the event
- 9.2-instrumental models for planning events
- 10 - Event Marketing

#### **B- Tourism Animation**

- 1-Tourist Animation: Concepts, objectives and legislation
- 2-Animation and tourist development
- 3 - Hotel Tourist Animation
- 4 - The Animator Tourist Profile and function
- 5 - Animation of Tourist Activities
- 6 - Planning and organizing activities of Tourist Animation

[Back](#)

### **Touristic Tours (SOC0113L)**

1. Itineraries: design and development
  - 1.1. Terminology and typology
  - 1.2. Resources, rules and procedures
  - 1.3. Methodology for the preparation of a tourist route
  - 1.4. General concepts of cartography
  - 1.5. Methodology for the preparation of a pedestrian trail
  - 1.6. The role of tourist guide in the enhancing of the itinerary
  - 1.7. Contributions of the technologies for the promotion of a route
  - 1.8. Cost Analysis
2. Itineraries: enhancement and contributions to tourism offer
  - 2.1. Opportunities and market requirements
  - 2.2. Competitiveness of Portugal
  - 2.3. Business model
  - 2.4. Strategies for the development and impacts
  - 2.5. Transnational cultural itineraries
  - 2.6. Marketing strategies
3. Itineraries: case studies
  - 3.1. Case studies by theme
  - 3.2. Case studies by region
  - 3.3. Analysis of project proposals





[Back](#)

### **Planning of Tourist Facilities (SOC0135L)**

1. Background to the process of developing a Hotel company
  - 1.1 The management and ownership in the hotel industry
  - 1.2 The importance of environmental management policies in hotels and resorts
2. Tourism Accommodation Facilities: Structure and Organization of services
  - 2.1 Organizational structure, organizational structure, departmentalization
  - 2.2 Functional areas and the role of Managers. Professional jobs and their functions
  - 2.3 Typical structure of the hotels and resorts in Portugal
3. Planning and management of the department of Lodging
  - 3.1 Organization of the department of lodging of an hotel and resort
  - 3.2 Front-Office Operations
  - 3.3 Revenue and Yield Management operations
  - 3.4 Operations Housekeeping, Maintenance and Security
4. Planning and management of the Department of Events and Food & Beverage
  - 4.1 Organization of the department of F & B
  - 4.2 Planning F&B operations
  - 4.3 Control methods in F&B
5. Marketing & Sales in Tourism Accommodations Facilities

[Back](#)

### **Tour Operators Practices I (SOC0146L)**

1. Tourism Distribution System
  - 1.1 Introduction
  - 1.2 Tourism intermediaries. Definitions.
  - 1.3 Evolution of tourism distribution channels
    - 1.3.1 Intermediation
    - 1.3.2 Disintermediation
    - 1.3.3 Case Study 1: Booking.com
    - 1.3.4 Case Study 2: Travelocity.com
  - 1.4 Tourism Distribution Systems
2. Travel Agencies
  - 2.1 Concepts and functions
  - 2.2 Typologies of Travel Agencies
  - 2.3 Case Study 3: Thomas Cook & Son Inc.
3. Computer distribution systems
  - 3.1 Computer Reservation Systems
  - 3.2 Global Distribution Systems
  - 3.3 Case Study 4: Software GALILEO - CBT (Computer Based Training) - First Class Galileo



[Back](#)

### **Spanish II (Tourism) (LLT0071L)**

1. Practice overhaul of acquired content.
2. Indicative Past: Uses. Regular and irregular shapes
3. The verb forms composite index:
  - Past Perfect compound, forms, practices and irregularities
  - more than perfect Past: forms, uses and irregularities
  - Future Composite: forms, uses and irregularities
4. Short form
5. The accent and tilde
  - The general rules of accentuation: words acute, severe and simple proparoxytone
  - The special rules of accentuation: diphthongs and hiatuses. Monosyllables.
6. Personal pronouns: forms and position next to the verb.
7. Verb forms: simple and compound Conditional Conditional. Forms, practices and irregularities
8. The Subjunctive: Present Subjunctive: forms, uses, irregularities.
9. I. The Imperative Forms, uses, irregularities
10. Working with real documents:
  - The curriculum vitae
  - Mailing Address:
    - a. official letters
    - b. business mail

[Back](#)

### **French II (Tourism) (LLT0086L)**

- Express present, past and future actions,
- Affirmative, negative and interrogative sentences,
- The adverbs,
- Express an order/desire,
- The direct and indirect pronouns.
- From the simple to the complex sentence ( the simple relative pronouns)

[Back](#)

### **Touristic Projects (SOC0157L)**



[Back](#)

### **Touristic Products (SOC0155L)**

1. Introductory considerations about tourism product
  - 1.1. Concepts of tourism product: different approaches
  - 1.2. Characteristics of the tourism products
  - 1.3. Product life cycle and the tourism market
  - 1.4. Tourism Products levels
  - 1.5. Public policies for tourism
2. Strategic products for Portugal
  - 2.1. Touring: Religious and Cultural Tourism
  - 2.2. Gastronomy and Wines
  - 2.3. City Breaks
  - 2.4. Nautical and Cruisers Tourism
  - 2.5. Sun and Sea
  - 2.6. Golf
  - 2.7. Residential Tourism and Resorts
  - 2.8. Business Tourism
  - 2.9. Health and Wellness Tourism
  - 2.10. Nature Tourism
3. Development policies for the identified products
  - 3.1. Marketing requirements and opportunities
  - 3.2. Competitive set in Portugal
  - 3.3. Business Model
  - 3.4. Development strategy
  - 3.5. Critical analysis
4. Other products
  - 4.1. Emerging products
  - 4.2. Demand: profiles by market and/or product
  - 4.3. Case studies



[Back](#)

### **Tourism and Development (SOC0213L)**

1. Development vs. tourism development
  - 1.1 Development, growth, policy, planning and management: connections
  - 1.2 Sustainable development vs development of sustainable tourism
    - 1.2.1 Objectives, principles and characteristics
    - 1.2.2 Context, actors and instruments
    - 1.2.3 Impacts, indicators and monitoring
    - 1.2.4 Strategies
2. Policies for tourism
  - 2.1 Brief historical-political perspective
  - 2.2 Policies in place for development of tourism in Portugal
    - 2.2.1 Actors, powers and instruments
    - 2.2.2 Policies at national, regional and local
  - 2.3 Tourism policies at supranational level
    - 2.3.1 Main actors and initiatives
    - 2.3.2 Case studies by sector
3. Planning and management of tourist destinations
  - 3.1 Theoretical perspectives, models and trends
  - 3.2 Techniques and instruments
    - 3.2.1 Resource Management
    - 3.2.3 Management of visitors
    - 3.2.4 Information Management
    - 3.2.5 Involvement of the host community
    - 3.2.6 Other

[Back](#)

### **Thematic Seminars (SOC11629L)**

- Module 1 - Methodology on the report for Seminar
- Module 2 - Cycle of thematic workshops in Tourism

[Back](#)

### **Seminar / Internship (SOC2717L)**

- Concerning the internship contents, they are individualized depending on the sector where the entity and Student is a professional practice. Each internship opportunity is planned at the beginning of 6. Semester between the supervisor of the University, the Student and Supervisor of the Home Entity.
- The research work is individualized according to the chosen research area and the Individual Work Plan, outlined at the beginning of the sixth. Semester between the supervisor, the Student and eventually, with the entities from which it is developing an empirical study.