



## Study Plan

**School:** School of Social Sciences  
**Degree:** \*\*\* TRANSLATE ME: Pós-Graduação \*\*\*  
**Course:** Tourism and Hotel Management (cód. 737)

### 1st Year - 1st Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC11501M	Sustainable Tourism and Destinations Development	Tourism	9	Semester	234
SOC11503M	Cultural Tourism and Landscaping	Tourism	6	Semester	156
GES14394O	Hotel Management I	Management	6	Semester	156
PAO13410O	Sustainability	Environment and Ecology Sciences	6	Semester	156
GES13662M	Laboratory of Transdisciplinary Innovation and Entrepreneurship	Design Management	3	Semester	78

### 1st Year - 2nd Semester

Component code	Name	Scientific Area Field	ECTS	Duration	Hours
SOC11502M	Trends in Tourism Demand	Tourism	6	Semester	156
GES14396O	Hotel Management II	Management	6	Semester	156
SOC14393O	Tourism and Socioeconomic Development	Tourism	6	Semester	156
GES11505M	Marketing of Tourist Destinations and Products	Management	6	Semester	156
PAO13423O	Heritage and Tourism in São Tomé e Príncipe	Culture	6	Semester	156

### Conditions for obtaining the Degree:

\*\*\* TRANSLATE ME: Para a conclusão do curso de Pós-Graduação em Turismo e Gestão Hoteleira, o estudante tem de obter aproveitamento a:

1º Ano

1º semestre

5 UC's obrigatorias - 30 ECTS

1º Ano

2º semestre

5 UC's obrigatorias - 30 ECTS

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



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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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### **Hotel Management I (GES14394O)**

- Introduction to the hotel industry: Regional and National context
- Rooms Division Management: Reservations; Revenue Management; Reception, Cashier and Concierge; Project
- F&B Management: Food Management; Beverage Management; Room Service, Banqueting and Catering: Project
- Commercial Management, Marketing and Image: Management of online presence and external relations: Sales Strategy, Negotiation methods
- Quality and client satisfaction: the art of service, ReviewPro, client satisfaction and online reputation management
- Financial Management: Financial Reporting for Hotels; Investment Projects in the Hotel Industry; Project
- Hotel Maintenance Management: Definitions and types of maintenances; Control; Stocks; KPIs; Maintenance plan; Energetical Efficiency
- Human Resources Management: Selection and Recruitment; Training; Development and teams Leadership in the hotel Industry
- Sustainability in Hotels: the importance of sustainably in the hotel industry; Strategies
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### **Sustainability (PAO13410O)**

Sustainability and Sustainable development – concepts, ideas and mark

Sustainability: environmental, social, economic, political

Environmental problems: development, environment and nature, ecological footprint

Social issues: governance, representativeness, administration-citizen distance, employment, poverty, inequalities

Agenda 2030 for Sustainable Development of UN. Problems in tropical countries and the UN programs

Population and development: human population history– periods, transitions.

Population explosions and implosions; demographic transitions; cultural stages, values, vital rates; pro- and anti-natalist mentalities; development level, gender issues, and fertility

Human rights. Indexes of well-being and happiness

Sustainable development issues in tropical developing countries

Models of society and of development. Global and local. Visions of future, utopias and dystopias. The role of the elites



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### **Laboratory of Transdisciplinary Innovation and Entrepreneurship (GES13662M)**

1. Innovation and entrepreneurship
  - 1.1. Innovation and entrepreneurship concepts
  - 1.2. Who are the entrepreneurs?
  - 1.3. The entrepreneurial process
2. Strategic Innovation and Design Thinking
  - 2.1. Strategic Design Principles for Innovation
  - 2.2. Design Thinking Processes
  - 2.3. Business model canvas
  - 2.4. Pitch Presentation Techniques
3. Transdisciplinary Innovation
  - 3.1. Methods and tools of transdisciplinary research
  - 3.2. The concept of co-creation and focus groups;
  - 3.3. Transdisciplinary Innovation as a Process;
  - 3.4. Case Study Analysis.

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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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### **Hotel Management II (GES14396O)**

1. Development of tourism and the hotel network in RAP - general characteristics and regional aspects
2. Business Plan in Tourism and Hospitality – case studies at RAP
3. Management of Human Resources in Hospitality – case studies at RAP
4. Hotel Marketing – case study at RAP



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### **Tourism and Socioeconomic Development (SOC143930)**

1. Economic development theories applied to leisure and tourism services
2. Leisure and tourism as paths for the development of freedom, ethics and humanization, and social integration
3. Spatial contextualization, territorial configuration and indicators of productive leisure and tourism activities
4. The economic dimension of leisure and tourism and its externalities (external economies)
5. Social dimension of leisure and tourism
6. Elements of the cultural dimension of leisure and tourism - aesthetics, authenticity, animation - and their contributions to the socioeconomic development of São Tomé and Príncipe
7. Organizational analysis of leisure and tourism as fields of socioeconomic development: social capital, discursive practices and management of hospitality services;
8. The potential of tourism for the development of São Tomé and Príncipe in the context of globalization.
9. Socioeconomic impacts of tourism in São Tomé and Príncipe

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### **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

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### **Heritage and Tourism in São Tomé e Príncipe (PAO13423O)**

1. Conservation
  - 1.1. Biodiversity: endemic & native species; Conservation: current state, evolution and future prospects; STP Natural Parks
  - 1.2. Legislative framework, education and activism: principles and practices
  - 1.3. Conservation and Heritage - connection, evolution and sustainability
2. Heritage
  - 2.1. Material and immaterial; classified and unclassified; natural and historic; preservation and sustainability; evolution, actuality and legislation
  - 2.2. Heritage resources and cultural events
  - 2.3. Heritage and Tourism - connection, evolution and sustainability
3. Tourism
  - 3.1. Main axes of the 2018 National Strategy: sun and sea, culture and heritage, nature; resources and stakeholders; training and professionalism; inclusion and employment; communication; preservation, evolution and actuality
  - 3.2. Tourism as a driver for sustainable growth
  - 3.3. Tourism and Conservation - connection, evolution and sustainability
4. Cross-Sectional Case Studies  
Biodiversity; Plantations; beaches, etc.