

ERASMUS+ INCOMING STUDENTS

ACADEMIC OFFER – TOURISM MANAGEMENT CURRICULAR UNITS TAUGHT IN ENGLISH

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	Unidades Curriculares Curricular Units	Área científica Scientific area	Horas de contacto Contact Time	Horas de trabalho totais Load Time	ECTS	Língua de ensino Teaching Language
1º Ano, 1º sem	Introdução ao Turismo <i>Introduction to Tourism</i>	TUR	TP-20 PL-20 OT-20	160	6	Portuguese English
	Metodologias de Investigação em Turismo <i>Research Methodologies in Tourism</i>	TUR	TP-20 PL-20 OT-20	160	6	Portuguese English
	Estrutura Política e Legislação do Turismo <i>Political Structures and Tourism Legislation</i>	TUR	TP-20 PL-20 OT-20	160	6	Portuguese
	Inglês - Língua <i>English - Language</i>	HUM	TP-15 PL-15 OT-10	80	3	Portuguese English
	Língua e Cultura Portuguesa <i>Portuguese Language and Culture</i>	HUM	TP-20 PL-20 OT-20	160	6	Portuguese English
	Introdução à Economia <i>Introduction to Economics</i>	CSC	T-30 OT-10	80	3	Portuguese
1º Ano, 2º sem	Fundamentos e Controlo de Gestão <i>Fundamentals and Control Management</i>	CEM	TP-20 PL-20 OT-20	160	6	Portuguese English
	Contabilidade Geral <i>General Accounting</i>	CEM	TP-20 PL-20 OT-20	160	6	Portuguese
	Geografia Turística e Planeamento do Território <i>Tourism Geography and Territorial Planning</i>	TUR	TP-20 PL-20 OT-20	160	6	Portuguese English
	Sociologia do Lazer e do Turismo <i>Sociology of Leisure and Tourism</i>	CSC	TP-15 PL-15 OT-10	80	3	Portuguese English
	Inglês - Cultura e Língua <i>English – Culture and Language</i>	HUM	TP-15 PL-15 OT-10	80	3	Portuguese English
	Métodos Estatísticos <i>Statistical Methods</i>	CEM	TP-20 PL-20 OT-20	160	6	Portuguese
2º Ano, 1º sem	Gestão de Empresas Turísticas <i>Tourism Companies Management</i>	CEM	TP-20 PL-20 OT-20	160	6	Portuguese English
	Inglês - Língua e Comunicação <i>English – Language and Communication</i>	HUM	TP-15 PL-15 OT-10	80	3	Portuguese English
	TIC e Software Aplicado ao Turismo <i>IT and Software applied to Tourism</i>	INF	TP-20 PL-20 OT-20	160	6	Portuguese
	Economia do Turismo <i>Economics of Tourism</i>	CSC	TP-20 PL-20 OT-20	160	6	Portuguese
	Contabilidade de Gestão <i>Management Accounting</i>	CEM	TP-15 PL-15 OT-10	80	3	Portuguese
	Opção Língua <i>Option Language</i>					
	Espanhol <i>Spanish</i>	HUM	TP-20 PL-20 OT-20	160	6	Portuguese Spanish
Mandarim <i>Mandarin</i>						
Russo <i>Russian</i>						
2º Ano, 2º sem	Património Histórico, Artístico e Natural <i>Historical, Artistic and Natural Heritage</i>	TUR	TP-20 PL-20 OT-20	160	6	Portuguese English
	Inglês - Cultura e Comunicação <i>English – Culture and Communication</i>	HUM	TP-15 PL-15 OT-10	80	3	Portuguese English
	Estudos de Mercado <i>Market Studies</i>	CEM	TP-15 PL-15 OT-10	80	3	Portuguese English

	Animação Turística e Organização de Eventos <i>Tourism Animation and Event Organisation</i>	TUR	TP-20 PL-20 OT-20	160	6	Portuguese English
	Sistemas de Transportes Turísticos <i>Tourism Transport Systems</i>	TUR	TP-20 PL-20 OT-20	160	6	Portuguese English
	Opção Cultura e Língua <i>Option Language and Culture</i>					
	Espanhol <i>Spanish</i>	HUM	TP-20 PL-20 OT-20	160	6	Portuguese Spanish
	Mandarim <i>Mandarin</i>					
	Russo <i>Russian</i>					
3º Ano, 1º sem	Gestão Hoteleira e da Restauração <i>Hotel and Catering Management</i>	CEM	TP-20 PL-20 OT-20	160	6	Portuguese English
	Técnicas de Informação e Itinerários Turísticos <i>Information Techniques and Tourism Itineraries</i>	TUR	TP-20 PL-20 OT-20	160	6	Portuguese English
	Gestão de Agências de Viagens e Operadores Turísticos <i>Travel Agencies and TO Management</i>	CEM	TP-15 PL-15 OT-10	80	3	Portuguese English
	Opção I					
	Logística <i>Logistics</i>					
	Negociação e E-commerce <i>Negotiation and E-commerce</i>	CEM	TP-15 PL-15 OT-10	80	3	Portuguese English
	Estratégia e Marketing Digital <i>Strategy and Digital Marketing</i>					
	Opção Língua e Comunicação <i>Option Language and Communication</i>					
	Espanhol <i>Spanish</i>	HUM	TP-20 PL-20 OT-20	160	6	Portuguese Spanish
	Mandarim <i>Mandarin</i>					
		Russo <i>Russian</i>				
	Gestão da Qualidade em Turismo <i>Quality Management in Tourism</i>	CEM	TP-20 PL-15 OT-10	108	4	Portuguese English
	Seminários Temáticos <i>Thematic Seminars</i>	TUR	S-15 OT-15	54	2	Portuguese
3º Ano, 2º sem	Gestão de Recursos Humanos em Turismo <i>Management of Human Resources in Tourism</i>	CEM	TP-20 PL-20 OT-20	160	6	Portuguese
	Gestão de Destinos e Mercados Turísticos <i>Destination and Tourism Markets Management</i>	TUR	TP-15 PL-15 OT-10	80	3	Portuguese English
	Empreendedorismo e Marketing no Turismo <i>Entrepreneurship and Marketing in Tourism</i>	CEM	TP-15 PL-15 OT-10	80	3	Portuguese English
	Opção II					
	Enologia <i>Enology</i>					
	Etiqueta e Protocolo <i>Etiquette and Protocol</i>	TUR	TP-15 PL-15 OT-10	80	3	Portuguese
	Motricidade e Desporto Aventura <i>Motricity and Adventure Sport</i>					
	Gestão Financeira de Empresas Turísticas <i>Financial Management of Tourism Companies</i>	CEM	TP-20 PL-20 OT-20	160	6	Portuguese English
Estágio/Projeto <i>Training/Project</i>	TUR	E-200	240	9	Portuguese English	

CURRICULAR UNITS TAUGHT IN ENGLISH - ABSTRACT AND CONTENTS

1st year | 1st Semester

Course (Unit) name	Unit Abstract	Unit Contents explanation	ECTS	YEAR	SEM
Tourism Introduction	<p>In this course, the main objectives are:</p> <ul style="list-style-type: none"> ▪ Study the tourism system notions, acquiring new methods of work, research, technology, communication, team integration and adaptation to change ▪ Understanding the needs, desires and expectations of tourist ▪ Get basis to an expertise of the tourism main activities and an increase in basic culture and a general knowledge of the work context ▪ Provide a systematic tourism framework to develop a sense of responsibility for quality, innovation and entrepreneurship ▪ Provide a tourist awareness to understand the tourism contribution in order to realize the social and cultural differences in the workplace, cultivating citizenship and development education <p>Skills:</p> <ul style="list-style-type: none"> ▪ To know the concepts and theories of tourism ▪ Identify and understand the tourism consumers 	<ol style="list-style-type: none"> 1. Tourism Framework <ol style="list-style-type: none"> 1 Background of leisure, recreation and tourism 1.2 Concept of tourism 1.3 Tourism classifications 1.4 Concepts of visitor 1.5 Global code of ethical of tourism 1.6 Turismo 2020 2. The Tourism Demand <ol style="list-style-type: none"> 2.1 Determinants of demand 2.2 Analysis of current demand 2.3 Study of active external demand 2.4 Study of the tourism made by the residents 2.5 Tourist demand functions 2.6 Growth factors of the tourist demand 2.7 Elasticity of tourist demand 3. The Tourism Supply <ol style="list-style-type: none"> 3.1 Concepts, classification and evaluation 3.2 Supply components 3.3 Tourism activities (business) 3.4 Tourism attractions 3.5 Tourism hospitality 3.6 Tourism transportation 3.7 Tour operation and travel agencies 4. The Tourism System <ol style="list-style-type: none"> 4.1 Tourism models 4.2 Cases study 	6	1 ^o	1 ^o

	<ul style="list-style-type: none"> ▪ Ability to search and select information through IT ▪ To get the functional codes and the interaction of all tourism players ▪ To understand the tourism contribution and its intercultural dimension ▪ Entrepreneur and sustainable spirit 				
Tourism Research Methodology	<p>Meet, critically, the nature or the fundamentals of Science and characterize scientific knowledge over other kinds of knowledge; Identify and know the main operational methods and research techniques applicable to the area of the course; Knowing how to organize the study and have skills for reading / writing of scientific texts from the perspective of critical thinking and argued; Identify and characterize the main types of scientific and scholarly work; Plan and implement a Library Research leading to the development of a Research Project / Research. Know the procedures necessary for the operation of any investigation: defining the issues of research, exploration, problem definition, model building analysis, design research, data collection, analysis and discussion of data, presentation of the findings.</p>	<p>1. The research component in the formation 1.1. The different types of knowledge 2. Scientific Method 2.1. Characteristics 2.1.1. Science, Methodology, Methods and Techniques 2.1.2. Research: intensive and extensive 2.1.3. Scientific Method: deductive, inductive 2.2. Types of Research 2.2.1. In nature 2.2.2. In proceedings 2.2.3. On objectives 3. Phases of the Research Process 3.1. Choose the Subject / Theme and its delimitation 3.2. Problem formulation 3.3. Formulation of hypotheses and questions 3.4. Delimitation of the study population 3.5. Gathering information 3.5.1. Document Search 3.5.2. Field Research: Direct observation and indirect 3.6. Technical Data Collection 3.6.1 Interview 3.6.1.1. Content Analysis 3.6.2. Inquiry 3.6.2.1. Coding, data processing and analysis 4. Scientific Research 4.1. Structuring and Drafting: Scientific Papers, Book Review, Research Report, Monographs; Project.</p>	6	1º	1º
English- Language	<p>This Curricular Unit predominantly leads students to acquire technical and specific vocabulary. The selected thematic and lexical areas naturally focus on</p>	<p>Vocabulary, theme and structural approach: Types of accommodation – Description of the several types of accommodation in the hotel business – Enquiries,</p>	3	1º	1º

	<p>meeting the needs of vital and structuring aspects of the tourism industry along with the specificities of the hotel business.</p> <p>Since this is an introductory subject the syllabus content consists of a general framing, thus enabling a real progression on the complexities of the selected issues.</p> <p>In what concerns the cultural component the aim is to provide general information subsequently focusing on the strongest tourism potentialities of the selected countries.</p> <p>These objectives clearly focus on the needed know-how in the tourism industry.</p> <p>They also respond to the set outcomes established by the Tourism Course in ISCE.</p>	<p>description, expressing opinion, likes and dislikes;</p> <p>Facilities – Description of the rooms, formal and informal letters and e-mails, guides and symbols; expressing the past</p> <p>Staffing and the internal organization – Job application; adjectives and nouns describing personality;</p> <p>Reservations and check-in – Telephone reservations, hotel documents, short answers, tag answers;</p> <p>Hotel and restaurant services – menus, ordering a meal, categorization of food and drink, intentional and spontaneous decisions, British English and American English;</p> <p>Money matters – Financial transactions, financial terms, check-out, using numbers, passive voice ,</p> <p>Dealing with complaints – Letters of complaint , assessing the guest’s feedback intensifying adverbs;</p> <p>The business traveller – Cultural differences, comparison and contrast;</p> <p>Conferences</p>			
1st year 2nd Semester					
Course (Unit) name	Unit Abstract	Unit Contents explanation	ECTS	YEAR	SEM
Tourism Geography and Territory Planning	<p>1. To know the evolution of world tourism and to explain the development of this system in the territory;</p> <p>2. To understand the importance of natural factors (namely of the climate) and human aspects in the affirmation of emitting and receiving spaces of tourist</p>	<p>1. Elements and Features of the Tourism Geography</p> <p>a. Geographical Framework - the World, the Europe and the Country</p> <p>b. Landforms and the climate</p> <p>c. Origins, evolution and geographical characteristics of the elements and tourist activities</p> <p>d. The tourism territories</p> <p>e. Fauna and Flora</p>	6	1 ^o	2 ^o

	<p>flows;</p> <p>3. To understand the tourist phenomenon in Portugal in its components, flows, basic patterns of distribution and space regions;</p> <p>4. To identify tourist activity impacts and its implications in space planning and tourism development politics;</p> <p>5. To manage spatial information for conscientiously intervene in the market supporting itself, also, in the main system actors space component;</p> <p>6. To develop a prospective vision of the diverse components of tourism markets from the flows and segments of search and demand to the new tourism spatial tendencies.</p>	<p>2. The Growth of Tourism in the World: Evolution, Components, Processes and Flows</p> <p>a. The evolution and components of world tourism</p> <p>b. Geographical models in the development of tourism: the tourist flows and processes</p> <p>c. Tourism Regions of the world</p> <p>d. Geo-politic and the influence on the touristic flows.</p> <p>3. Touristic Regions of Portugal</p> <p>a. Tourism regions of Portugal (NUTS)</p> <p>b. National products and routes of tourism</p> <p>4. Heritage</p> <p>a. The built heritage (history, identification, localization, styles and UNESCO)</p> <p>b. The artistic and ethnographic heritage of tourism interest (arts and crafts; Beliefs and devotions; Fairs, festivals and celebrations; Music and dance; Gastronomy and wines)</p> <p>5. Tourism and Territory Planning</p> <p>c. Policies and planning methodologies</p> <p>d. Planning instruments</p> <p>e. Tourism case studies like the Cathedral's and Romanic Routes.</p>			
<p>English - Culture and Language</p>	<p>The unit objectives clearly focus on the needed know-how in the tourism industry. They also respond to the outcomes established by the Tourism Course in ISCE.</p> <ul style="list-style-type: none"> ▪ To consolidate the general syntactic, morphologic, phonetic and lexical competences of the English language; ▪ To introduce specific technical vocabulary in the professional areas of tourism and hotel industry; 	<p>This Curricular Unit predominantly aims to make students acquire technical and specific vocabulary. Thus, the thematic and lexical areas selected for the syllabus focus on meeting the needs of vital and structuring aspects of the tourism industry in general, and the hotel business, in particular. Since this is an introductory subject it is relevant that the syllabus contents may be of general framing and enabling a real progression on the complexities of the knowledge acquisition. In what concerns the cultural component the aim is to provide general information but focusing on the strongest tourism potentialities of the selected countries.</p>	<p>3</p>	<p>1º</p>	<p>2º</p>

	<ul style="list-style-type: none"> ▪ To identify cultural and social phenomena of the English-speaking countries; ▪ To contrast relevant aspects in different cultural matrices; ▪ To expand the fluency and the speech autonomy in English; ▪ To incentive communication processes, critical reflection and creativity, either at the language competence or in the cultural knowledge; 	<p>Vocabulary, theme and structural approach:</p> <ul style="list-style-type: none"> ▪ Hotel and restaurant services – menus, ordering a meal, categorization of food and drink, intentional and spontaneous decisions, British English and American English; ▪ Money matters – financial transactions, financial terms, <i>check-out, using numbers, passive voice</i>; ▪ Dealing with complaints – letters of complaint, assessing the guest’s feedback; intensifying adverbs; ▪ Off-site services ▪ The business traveller – cultural differences, comparison and contrast; ▪ Tour operation planning - Tour operation – execution 			
Fundamentals and Control Management	<p>This Class aims to provide students with concepts and practices in the area of Business Administration, and the program consist of four parts:</p> <p>Part I - Conceptual approach of the company</p> <p>Part II- Planning</p> <p>Part III- Organization of the company</p> <p>Part IV- Management Contrail.</p> <p>At the end of unit is intended that students have knowledge of the various theories, models, matrices and enterprise management tools, seeking that the cases studies are mainly applied to the tourism sector.</p>	<p>Part I • Company Conceptual Approach 1.1. Company 1.1.1. Concept 1.1.2. Responsibilities 1.1.3. Guidelines 1.2. Management Fundamentals 1.2.1. Concept 1.2.2. Management theories 1.2.3. Role of information Technology 1.3. Business Cycle 1.3.1. The Product 1.3.2. Process 1.3.3. The Market</p> <p>Part II • Planning 2.1. Concepts 2.2. Preparation and Strategic Planning 2.2.1. Model of Michael Porter (5 Forces) 2.2.2. ABC Analysis 2.2.3. Ansoff matrix 2.2.4. Product I Market Segmentation Standards 2.3. Strategic Positioning 2.3.1. SWOT analysis 2.3.2. BCG matrix 2.3.3. McKinsey Matrix I GE 2.4. Some Strategy Templates 2.4.1. Generics strategies 2.4.2. Easing Strategies Human Factor 2.4.3. Technological advocacy strategies</p> <p>Part III • Company Organization 3.1. Organization and Structure 3.2. Organizational Structure 3.2.1. Concepts 3.2.2. Mintzberg structures 3.3. Functions and their Role in Management</p> <p>Part IV • Management Control 4.1. Management Control Principles 4.1.1. information 4.1.2. Budget Management 4.1.2.1. Forecast 4.1.2.2. Execution 4.1.2.3. Control 4.2. Financial Structure</p>	6	1 ^o	2 ^o

		4.2.1. Financial balance 4.2.2. Working Capital Fund 4.2.3. Financing 4.3. Balanced Scorecard - model of Kaplan and Norton			
Sociology of Leisure and Tourism	<p>In the end of the semester, students are expected to:</p> <ul style="list-style-type: none"> ▪ Understand the object of study of sociology, its historical evolution and main theoretical contributions. ▪ Perceive the reality construct from a sociological perspective ▪ Frame sociology within the domain of tourism and leisure ▪ Study tourism as a social/cultural phenomenon ▪ Know the different types of tourism and tourist profile ▪ Gain awareness for cultural diversity and its role in shaping behaviours and attitudes of travellers ▪ Relate globalisation, acculturation and “touristification” <p>In terms of skills, during the semester, students are expected to develop:</p> <ul style="list-style-type: none"> ▪ Ability to understand the social differences that exist in the world of travel and leisure and act in order to mitigate or avoid possible cultural conflicts. ▪ Value cultural difference and shared understanding to enrich knowledge. ▪ Technical mastery to adjust products and services to different tourist profiles. ▪ Argumentative and observative competence and ability to analyse. ▪ Capacity to study autonomously and deepen research in the fields of tourism and leisure sociology 	<p>1. Sociology and understanding of social reality</p> <p>1.1. Sociology and its object of study</p> <p>1.2. Historical evolution of sociology and main theoreticians</p> <p>2. Society, individuals and group</p> <p>2.1. Social construct of reality</p> <p>2.2. Culture and socialisation</p> <p>2.3. Socialisation and social representations</p> <p>2.4. Social interaction, social groups and its norms</p> <p>3. Sociological approach of leisure and tourism</p> <p>3.1. Development of leisure and tourism industry: from desire to human need</p> <p>3.2. Consumerism and lifestyles</p> <p>4. Tourism as a sociocultural phenomenon</p> <p>4.1 Different types of tourism</p> <p>4.2 Behaviour and attitude of tourists when travelling</p> <p>4.3 Diversity and cultural sensitivity</p> <p>5. Tourist Profile</p> <p>5.1. Domestic tourism</p> <p>5.2. Outgoing Tourism</p> <p>5.3. Incoming Tourism</p> <p>5.3.1. Field Work: “The profile of the tourist that visit Lisbon”</p> <p>6. Globalisation, acculturation and “Touristification”:</p> <p>6.1. The global and the local in the acculturation process</p> <p>6.2. The “touristification” in the traditional districts of Lisbon: loss or re-invention of cultural identity?</p>	3	1º	2º
2nd year 1st Semester					
Course (Unit) name	Unit Abstract	Unit Contents explanation	ECTS	YEAR	SEM
Tourism Companies Management	<ul style="list-style-type: none"> ▪ Acquire a clear view of the structure, processes and functions of the tourism business in its global, as well 	<p>I. The Tourism Companies</p> <p>The Manager</p> <p>The Management</p> <p>The Companies</p>	6	2º	1º

	<p>as a good level of knowledge of its concepts;</p> <ul style="list-style-type: none"> ▪ Recognizing the limits, barriers, opportunities and strategies of a tourism company and business; ▪ Improve decision making in tourist business based on qualitative and quantitative models and methods of analysis; ▪ Build alternative action based on external environment and the internal planning of the tourist company. 	<p>II. The concept and the Typology Strategy and management The strategy and management in tourism Strategy and management in tourism companies National strategies International strategies The Internationalization strategy Strategic Alliances Vertical, horizontal and diagonal integration Mergers, acquisitions and <i>joint ventures</i></p> <p>IV. The tourism businesses The analysis of the context <i>market share</i> Negotiation techniques and the decision-making The strategic objectives <i>Revenue & yield management</i> The programmes, plans, budgets and procedures Case studies</p> <p>V. Os planos de gestão/<i>business plans</i> Human Resources Plan Operations Plan Marketing Plan Financial plan</p>			
<p>English - Language and Communication</p>	<ul style="list-style-type: none"> ▪ To expand the general syntactic, morphologic, phonetic and lexical competences of the English language; ▪ To introduce specific technical vocabulary in the professional areas of tourism and hotel industry; ▪ To identify cultural and social phenomena of the English-speaking countries; ▪ To contrast relevant aspects in different cultural matrices; ▪ To expand the fluency and the speech autonomy in English; <ul style="list-style-type: none"> - To incentive communication processes, critical reflection and creativity, either at the language 	<p>Vocabulary, theme and structural approach:</p> <ul style="list-style-type: none"> • Types of holiday – Travel agencies, holiday experiences, types of holiday prices, compound nouns; • A career in Tourism – recruitment and job hunting, curriculum vitae, description of functions, formal and informal language; • Trends in Tourism – Tourism organizations and tourist boards, means of travel, <i>past simple /present perfect simple</i>; • Promoting a destination – Strengths and weaknesses of a destination, the promotional materials, the familiarization trips, expressing the future; • The responsible tourism – ecological and economical issues, <i>press releases, safe tourism, verb and noun collocations</i>; <p><i>Cultural approach:</i></p>	<p>3</p>	<p>2º</p>	<p>1º</p>

	competence or in the cultural knowledge;	<ul style="list-style-type: none"> ▪ Introduction to relevant Portuguese Tourism issues (aiming at the inclusion in a travel guide); ▪ Portuguese and English relevant characters. 			
2nd year 2nd Semester					
Course (Unit) name	Unit Abstract	Unit Contents explanation	ECTS	YEAR	SEM
Historical Artistic and Natural Heritage	1- To apply knowledge of cultural tourism and the world tangible, intangible and natural heritage to the specific context of Tourism; 2- To know the national and international legislation linked to the cultural and natural Heritage (<i>The Lacto sensu</i>); 3- To know the UNWTO, UNESCO and ICOMOS; 4- To identify the Portuguese network of museums; 5- To recognize the gentrification, Touristification, Territorialization and Reterritorialization; 6- To identify the Gastronomy has world heritage and the link to the tangible heritage; 7- To identify the world museum cities; 8- To identify natural heritage and its link to cultural heritage. 9- To provide a good conceptual domain of the problem associated to the natural heritage, sensitizing the students to the importance of the policies dedicated to the subject from the public institutions for the sustainability;	1. CULTURAL HERITAGE 1.1. Heritage as a social construction: utilitarian dimension and symbolic identification 1.2. Relationship between heritage and tourism 2. THE UNESCO HERITAGE (classification) 2.1. The UNESCO and ICOMOS. 2.2. The national and international legislation for the safeguard of the world heritage. 3. MUSEOLOGY 3.1. The Portuguese Museum Network: typological and regional diversity. Museum tourguides. 3.2. The World Heritage Cities classified by the UNESCO. 3.3. The scientific potential of museums. Processing, heritage and education. 3.4. The Gastronomy has world Heritage and its importance for the cultural relation between people (visitors and locals). 4. NATURAL HERITAGE CONTEXTUALIZATION 4.1. Categories 4.2. Protected areas: policies, institutions and stakeholders 5. TOURISM RESOURCES 5.1. The concept of resource and tourism attraction 5.2. Classification of tourism resources 5.3. Evaluation of the potential 6. MANAGEMENT OF THE NATURAL HERITAGE AND THE TOURISM RESOURCES 6.1. Visitors management 6.2. Conservation, awareness and	6	2 ^o	2 ^o

		restriction strategies 6.3. Human resources management			
English - Culture and Communication	<p>This Curricular Unit predominantly aims to make students acquire technical and specific vocabulary. Thus, the thematic and lexical areas selected for the syllabus focus on meeting the needs of vital and structuring aspects of the tourism industry in general, and restauration in particular. In what concerns the cultural component the aim is to provide general information but focusing on the strongest tourism and culinary potentialities of the selected countries. These objectives clearly focus on the needed know-how in the tourism industry. They also respond to the set outcomes established by the Tourism Course in ISCE.</p> <ul style="list-style-type: none"> ▪ To expand the general syntactic, morphologic, phonetic and lexical competences of the English language; ▪ To introduce specific technical vocabulary in the professional areas of tourism and hotel industry; ▪ To identify cultural and social phenomena of the English-speaking countries; ▪ To contrast relevant aspects in different cultural matrices; ▪ To expand the fluency and the speech autonomy in English; ▪ To incentive communication processes, critical reflection and creativity, either at the language competence or in the cultural knowledge. 	<p>Since this is a specialized subject it is relevant that the syllabus contents may consolidate and also expand the specific and functional knowledge of the tourism industry. This Curricular Unit aims to use simulation procedures in order to lead the learners into the production of the natural-sounding professional English, by means of a series of resources and techniques.</p> <p>Vocabulary, theme and structural approach:</p> <p>In the linguistic field:</p> <ul style="list-style-type: none"> ▪ The restaurant business and its specificities; ▪ Foodservice industries; ▪ Staff structure; ▪ Planning a menu; ▪ The dining room; ▪ The kitchen; ▪ The costs and accountancy; ▪ The beverage service; ▪ Catering services; ▪ Careers in the restaurant business <p>In the communicative and cultural field:</p> <ul style="list-style-type: none"> ▪ Processes of linguistic creativity (methods and techniques); ▪ Contrasts between different cuisines and cultural matrices; ▪ Stereotypes and prejudices; ▪ Cultural exponents in different contexts; ▪ Routes and itineraries. 	3	2º	2º
Market Studies	<ul style="list-style-type: none"> ▪ To acquire basic concepts of market for a better understanding of consumer behaviour; ▪ To identify the needs and determinant factors for consumer behaviour and the 	<ol style="list-style-type: none"> 1. Introduction to Market studies <ol style="list-style-type: none"> 1.1. Definition 1.2. Goals 2. Formulation of the study design <ol style="list-style-type: none"> 2.1. Search Design 2.2. Exploratory research: secondary data 	3	2º	2º

	<p>present elements in the purchasing process;</p> <ul style="list-style-type: none"> ▪ To acquire relationship and control tools of tourists markets; ▪ To learn the different phases of a market study. ▪ Be able to apply qualitative and quantitative techniques. ▪ To learn how to apply the different statistical techniques available for data analysis using appropriate statistical software. 	<p>2.3. Exploratory research: qualitative research 2.4. Descriptive research: field survey and observation 2.5. Causal research: experimental method 3. Obtaining data 3.1. Scales 3.2. Drawing of the questionnaire 3.3. Sampling 3.4. Determining the sample size 4. Data analysis and reporting 4.1. Data analysis 4.2. Preparation and presentation of the report</p>			
<p>Tourism Animation and Event Organisation</p>	<p>In this course, the main objectives are:</p> <ul style="list-style-type: none"> ▪ Identifying the basic concepts of events, its characteristics and peculiarities. ▪ Acquiring the minimum elements of construction, management, promotion, selling and evaluation of animation programs; ▪ Recognize and identify the basic concepts of tourism entertainment, their activities and its importance in the tourism context; ▪ Acquiring the basic technics to the programming of the diverse types of tourism entertainment activities and its adaptation to the specifics of the participants. <p>Skills</p> <ul style="list-style-type: none"> ▪ Identifying typologies, classifications and characteristics of events; ▪ Designing an animation project and identify its management elements; 	<p>Tourism Animation</p> <ol style="list-style-type: none"> 1. Tourism animation conceptualization and its different types of activities 2. Management and Coordination Techniques of Animation 3. Determinant factors in a tourism animation process 4. Criteria and methods for programming tasks and animation 5. The tourism animation project 6. Dynamic and groups energizing 7. Implementation <p>The Event Industry</p> <ol style="list-style-type: none"> 1. Event definition 2. Classification and typology of events 3. Major concerns in the preparation of events 4. Communication and marketing event 5. Events security 6. Planning and organizing an event 7. The structure and organization phases of an event and its management 8. Case studies <p>With the content presented is intended that the students become equipped to organize and manage any type of event or tourism animation activity. Knowing them, students will know how to realize them, accompanied by instruments that will allow the outline of goals for the</p>	6	2º	2º

	<ul style="list-style-type: none"> ▪ Acquiring techniques of promotion, selling and evaluating of an event; ▪ Organize and manage tourism entertainment programmes; ▪ Guide and coordinate tourist groups in activities; ▪ Team work. 	<p>compliments of objectives. Students will be gifted for any of the organizational phase for the composition of an event or animation program, since the implications at the level of planning, organization, marketing/commercialization, management and post-event. The syllabus will likewise meet the two last goals, because it will allow and provide nuclear knowledge about the importance of events and tourist animation in physical contexts where they fall, as well as the right study of the territory for the implementation of activities program adapted to environmental, social, cultural and economic aspects of the region.</p>			
Tourism Transport Systems	<ol style="list-style-type: none"> 1. To analyse and understand the theoretical component of transport systems and their relationship with tourism. 2. To understand the historical evolution of transport industry and its contribution to the tourist activity development. 3. To analyse the relationship of tourism with the different types of transport: road, rail, sea and air. 4. To acquire development domains of specific products supported in transport systems, understanding their specificities. 5. To study the planning and management of traditional and modern tourism transport, concerning of current and future evolution, and their interdependence with tourist destinations. 	<ol style="list-style-type: none"> 1. Conceptualization <ol style="list-style-type: none"> 1.1. Tourist Travel Models 1.2. Origin-destination models 1.3. Structural models 1.4. Evolutionary models 2. The story and the evolution of transport and the development of tourism 3. The transport types and its relationship with tourism <ol style="list-style-type: none"> 3.1. Road transport: supply, demand, specificities and trends 3.2. Rail: supply, demand, specificities and trends 3.3. Shipping: supply, demand, specificities and trends 3.4. Air transport: supply, demand, specificities and trends 4. Space tourism: Supply, demand, specificities and trends 5. The planning and management transport in tourist destinations 	6	2 ^o	2 ^o
3rd year 1st Semester					
Course (Unit) name	Unit Abstract	Unit Contents explanation	ECTS	YEAR	SEM

<p>Hotel and Catering Management</p>	<p>To give the students an overview on the tourism and hotel sector and its new trends in a strategic dimension.</p> <p>Provide basic knowledge on how to organize and manage a hotel on its different operating areas, with special focus on the Rooms division area – Front Office & Housekeeping and Food & Beverage.</p> <p>Students should get to know the main Hotel Key Performance Indicators</p>	<p>I. Introduction to Hospitality Historical perspective of hotel activity Contextualization of hospitality in tourist activity Types of tourist accommodation offer The tourist and hotel industries of the 19th century. 21st New concepts of tourist developments Main characteristics of hotel activity</p> <p>II. Strategic Management at Hospitality Relevant sources of information Business models Planning and development of the hotel concept Competition analysis Strategic partnerships Budgetary procedure</p> <p>III. Organization of hotel operation Chain hotel <i>versus</i> independent hospitality Functional organisation chart of a hotel unit Characterization of the various departments Main internal circuits Description of key functions in hospitality Organization and design of brigades Quality operational procedures Quality control</p> <p>IV. Accommodation management Planning <i>and</i> booking management Front <i>Office</i> Operations <i>Guest service</i> Group management and special events Security <i>Housekeeping</i></p> <p>V. Restaurant Management Main restore operations Restaurant marketing Product development and integrated F&B offering Food quality and hygiene F&B control From purchase to distribution of goods Production and sales management</p>	<p>6</p>	<p>3º</p>	<p>1º</p>
<p>Information Techniques and Touristic Itineraries</p>	<p>In this course, the main objectives are:</p> <ul style="list-style-type: none"> • Deepen the knowledge of the tourism product concept 	<p>1. Conceptualization and typology of touristic itineraries</p> <p>1.1. The tourist activities in Portugal and touristic itineraries</p>	<p>6</p>	<p>3º</p>	<p>1º</p>

	<p>and its importance in the tourism development;</p> <ul style="list-style-type: none"> • Generate study mechanisms of the territory and the touristic potential evaluation; • Know the main areas of the touristic intervention in the natural and constructed features use; • Promote the understanding about the ambient, sociocultural and economic dimensions in the touristic itinerary elaboration; • Define the elements of the conceptualization and methodologies in the itinerary construction; • Promote the spirit about the human relation, public presentations and communication. 	<ol style="list-style-type: none"> 1.2. Legislative framework 1.3. Key Concepts 1.4. Typology of touristic itineraries 1.5. The role of the tourist guide 1.6. The attributes of the tourist guide 1.7. The tourist guide and cultural mediation 2. The geography and its importance in the preparation of touristic itineraries <ol style="list-style-type: none"> 2.1. The concept of geography 2.2. The role of cartography 2.3. The importance in the preparation of touristic itineraries 3. Evaluation of the tourism potential of a region <ol style="list-style-type: none"> 3.1. Stages of evaluation 3.2. Offer Analysis 3.3. Demand Analysis 4. Planning and conception of touristic itineraries <ol style="list-style-type: none"> 4.1. Objectives of the touristic itineraries 4.2. Planning steps <ol style="list-style-type: none"> 4.2.1. Characterization of clients and technical constraints 4.2.2. Survey of natural and cultural heritage of interest 4.2.3. Definition of the type of visit 4.2.4. Itinerary design and budgeting 4.2.5. Layout and trip programming 5. Analysis and interpretation of case studies <ol style="list-style-type: none"> 5.1. Cultural tourism, touristic routes and impacts on destinations 5.2. Case Studies 			
Travel Agencies and Tour Operator Management	<p>In this course, the main objectives are:</p> <ul style="list-style-type: none"> ▪ To understand the system and the operation of organized tourism travel. ▪ Purchase the necessary domains for the exercise in the virtual and traditional tour operators and travel agencies. 	<ol style="list-style-type: none"> 1. The system and tourist travel <ol style="list-style-type: none"> a. Technical terminology applicable to tourism travel b. Tourist intermediation models c. Organized tourist travel d. Taylor tourist travel 2. Tour operators and travel agencies <ol style="list-style-type: none"> a. Tour operators and tourism operations 	3	3 ^º	1 ^º

	<ul style="list-style-type: none"> ▪ To acquire the main tools to build tourist packages programmes. ▪ To gain awareness and critical thinking related to tourist intermediation of the future <p>Skills:</p> <ul style="list-style-type: none"> ▪ Domain specific language; ▪ Leadership, innovation and entrepreneurship; ▪ Negotiating skills; ▪ To create and organizing products and tourist services; ▪ Teamwork; ▪ Critical and self-critical spirit; ▪ Domains of tourist culture; ▪ Own work methodologies; ▪ Fluidity in the speech, clear articulation of words and variety in vocabulary. 	<ul style="list-style-type: none"> b. Characterization and performance of travel agencies c. Other tourist intermediaries <p>3. Tour packages operation</p> <ul style="list-style-type: none"> a. First elements for reflection on the construction of tourist programs b. Types of programs c. Phases and nuclear elements of negotiation and construction of tourist packages d. Budgeting for tours programs <p>4. Tourism intermediation of the future</p> <ul style="list-style-type: none"> a. The internet and the tourism b. Virtual travel agencies and reservations centers c. Global Distribution Systems (GDS) d. <i>E-commerce</i> e. Socials Networks and the tourism f. Case studies <p>Understanding the bases of tourist intermediation mechanisms and relationships will be achieved primarily through the study of the fundamental notions of the tourist system and learning of the concepts that make up the doctrines of this field. To understand the mechanism and operation of the travel agency and tour operators, traditional and modern, are important fields of study to know better the portfolio of its activities and its <i>modus operandi</i>. Will be fostered a domain in the construction of the main tourist activities and services through practical exercises, because the work on the reality reveals itself as an effective method of teaching and learning. A tourist awareness that allows understanding the scale and contribution of tourism in societies will also be a strong concern in this unit, so that the future professionals will preserve and promote the protection and boosting of all resources and quality.</p>			
Quality Management in Tourism	<ul style="list-style-type: none"> ▪ Understand the Quality theory: passage of integration by hierarchy to integration by the market/client – the 	<ol style="list-style-type: none"> 1. Leadership: The strategic apex of the organization must take over the process of change; 2. Culture: The process of change requires a cultural transformation; 	4	3º	1º

	<p>importance of communication;</p> <ul style="list-style-type: none"> ▪ To know how to organize the work relating the structure with culture and leadership in terms of management quality in tourism; ▪ To know how to interpret the organizational culture and its management by the leadership; ▪ To help transform each employee into a knowledge worker and an internal entrepreneur with capacity to integrate project groups and/or autonomous network working teams, motivated to always seek new opportunities for quality improvement and value creation; ▪ Identify and manage the organizational commitment with the management of the individual project. 	<ol style="list-style-type: none"> 3. Organizational design: result of sharing and participation of all 4. Functions: Quality corresponds to a dimension that integrates all functions, so it does not Should be treated as a separate function of the remainder; 5. Selection: It is the people, not the equipment, which correspond to the workforce behind of quality (this dimension confers a particular meaning to a judicious selection); 6. Evaluation: Quality requires rigorous evaluation of all links in the creation chain of Value and implies a sense of collective involvement; 7. Remunerations: Motivation (as a key dimension of the remuneration system) it is an important element, but it does not act alone; 8. Training: Training and practice, involving the organization as a whole, are essential to long-term improvement; 9. Communication: Continuous improvement requires a sincere commitment and proposal (which Shows well the decisive importance of the organizational communication) of the part of the leadership. 			
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3rd year | 2nd Semester

Course (Unit) name	Unit Abstract	Unit Contents explanation	ECTS	YEAR	SEM
Destination and Tourism Markets Management	<p>Objetives</p> <ul style="list-style-type: none"> ▪ Train professionals able to coordinate operate and manage destination and tourism markets ▪ Build theoretical and practical skills for the analysis and of destination and tourism markets, acquiring new methods of work and research, technology, team integration and adaptation to change ▪ Promote the development of products in terms of tourism destination and 	<ol style="list-style-type: none"> 1. Tourism destinations <ol style="list-style-type: none"> a) Concepts and components b) Life cycle c) Typologies of tourism destinations 2. Markets and segmentation <ol style="list-style-type: none"> a) The segmentation and niche of tourism b) The behaviors and motivations in tourism c) The process of decision and the external variables influencers 3. The tourism markets <ol style="list-style-type: none"> a) What is a tourism market? b) Conceptualization and typology of markets 	3	3 ^o	2 ^o

	<p>markets and knowing generally all the markets contexts</p> <ul style="list-style-type: none"> ▪ Mastering the destination, the domestic and external tourism markets, present and future, in order to develop the defense of the quality, innovation and entrepreneurship ▪ Create an entrepreneurial spirit that promote a sustainable development in the destination and tourism markets 	<p>c) The evolution of markets</p> <p>4. Internal market</p> <p>a) Background</p> <p>b) The present and prospects</p> <p>c) The national offer</p> <p>5. Analysis of supply in competitive markets</p> <p>6. Analysis of trends and patterns of consumption</p>			
<p>Financial Management for Tourism Businesses</p>	<p>The unit promote theoretical and practical basis to enable students under the economic and financial analysis of the main maps of financial statements of entities, in particular through the calculation and interpretation of ratios.</p> <p>In addition, the course aims to provide students with knowledge in the financial planning and construction estimates, by developing the budget methodology. Students in a theoretical and practical basis, acquire capacity modeling and evaluation of business models via the "Model Canvas".</p> <p>It is intended that at the end of the course students are holders of knowledge to assess the importance of financial management in tourism enterprises in normal and in financial crisis situation.</p> <p>Develop in students the technical and analytical</p>	<p>1. Introduction and Fundamental Concepts</p> <p>1.1. Accounting documents in the view of Financial Management.</p> <p>1.2. Financial Analysis and Financial Management</p> <p>2. Economic and Financial Analysis</p> <p>2.1. Financial balance and functional balance</p> <p>2.2. Methodology Ratios</p> <p>2.2.1. Liquidity ratios</p> <p>2.2.2. Debt Ratios</p> <p>2.2.3. Ratios Profitability</p> <p>2.2.3. Ratios of Operation</p> <p>2.3. Risk analysis</p> <p>2.3.1. Analysis of Sales Critical Point</p> <p>2.4. Cash-Flow Analysis</p> <p>3. Financial Planning and Budget</p> <p>3.1. Short-term Financial Planning</p> <p>3.1.1. Methodology</p> <p>3.1.2. short-term financing</p> <p>3.1.3. Budget Treasury Previsional</p> <p>3.2. Financial planning Medium and Long Term</p> <p>3.2.1. Methodology</p> <p>3.2.2. Financing medium and long term</p> <p>3.2.3. Operating budget or Exploration</p> <p>3.2.4. Investment Budget, Treasury Budget, Financial Budget</p>	<p>6</p>	<p>3^º</p>	<p>2^º</p>

	<p>capacity to apply a set of tools, methods and techniques of financial analysis and their integration in the decision making process, including the financial analysis, risk analysis and profitability, financial planning and balanced management financial resources.</p>	<p>3.2.5. Financial Statements forecast</p> <p>4. Business Models / Decision criteria for investments</p> <p>4.1. Average rate of return</p> <p>4.2 Net Present Value (NPV)</p> <p>4.3 The recovery period of investment (PRI)</p> <p>4.4 The internal rate of return (IRR)</p> <p>4.5 Selection of mutually exclusive projects</p> <p>4.6. Canvas Business Model</p>			
<p>Entrepreneurship and Marketing in Tourism</p>	<p>In this course, the main objectives are:</p> <ul style="list-style-type: none"> ▪ Provide a set of capabilities that allow operate better in a changing world, being attentive to the local and global surrounding, and developing the attitudes and behaviors to find the problems solution; ▪ Promote the self-employment spirit and business creation as alternative activities - even desirable – to the traditional employment. ▪ Building theoretical and practices skills and attitudes, that provides students with the quality of execution of tasks in company’s creation, marketing and sales. ▪ Create an entrepreneurial spirit that allows stimulate the quality, innovation and research in tourism marketing. <p>Skills</p> <ul style="list-style-type: none"> ▪ Pro-activity and creativity skills. ▪ Innovative and entrepreneurial techniques and attitudes and predisposition to take risks. ▪ Mastering technology tools for promoting and selling tourism. 	<p>1. What is Entrepreneurship?</p> <p>i. Entrepreneurs thoughts 1.2 ii. The full Entrepreneurship</p> <p>iii. To be or not to be Entrepreneur?</p> <p>2. Business Creation</p> <p>i. 13 steps for creating companies</p> <p>ii. Business plan</p> <p>iii. Market Study and the</p> <p>iv. Analysis SWOT, BCG, AIDA and WIPPIT</p> <p>v. Marketing Plan [Strategic and Operational]</p> <p>vi. Human Resources Plan</p> <p>vii. Operations Plan</p> <p>viii. Financial Plan</p> <p>3. The Marketing of Tourism</p> <p>i. Marketing introduction</p> <p>ii. The marketing of services</p> <p>iii. The Strategic and Operational Tourism Marketing</p> <p>a. The media specialized</p> <p>b. The region-destination as tourist product</p> <p>c. New technologies at the service of tourism marketing</p>	<p>3</p>	<p>3º</p>	<p>2º</p>

	<ul style="list-style-type: none"> Study, create, manage and commercialize sustainable tourism products. 				
Option II - Oenology	<p>Oenology is the science that studies everything that is related to the production and conservation of wine, from planting, soil selection, vintage, production, aging, bottling and sale.</p> <p>The course aims to contribute to the increase of competences in oenology, potentiate synergies between the wine cluster and the tourism cluster.</p> <p>Development of skills in the area of wine tourism.</p>	<p>Introduction to the study of wine.</p> <p>Composition of grape and wine.</p> <p>Factors that influence the composition and quality of wines.</p> <p>Organoleptic defects in wines.</p> <p>Qualify wine by glass.</p> <p>Wines and Gastronomy.</p> <p>Wines from Portugal and the World.</p>	3	3 ^º	2 ^º
Project/Internship (work context training)	<p>In this course, the main objectives are:</p> <ul style="list-style-type: none"> Apply crucial notions of the tourism system, acquiring new methodologies of work, research, technology, communication, team integration and adaptation to change Strengthen skills and attitudes for a better professional integration Get an expertise of the main tourist services and an increase in the general culture and a knowledge of their contexts Get a tourism structured framework to develop a critical and responsible sense about the quality, innovation and entrepreneurship Create a tourist awareness to understand the sociocultural differences in the workplace, cultivating citizenship <p>Skills</p>	<p>Beginning of practices in work context at a tourism company</p> <p>Session 1: The training – Integration: rules and assessment. Preparation, behaviors, attitudes and skills</p> <p>Session 2: The training: research, planning and construction of training reports</p> <p>Session 3: Characterization of the host entity and the training department</p> <p>Session 4: Profile of the client and employer of the host entity</p> <p>Session 5: Individual presentation of the activity performed during the last week of training</p> <p>Session 6: Individual presentation of the activity performed during the last week of training</p> <p>Session 7: Individual presentation of the activity performed during the last week of training</p> <p>Session 8: Individual presentation of the activity performed during the last week of training</p> <p>Session 9: Public presentation of the activity developed during the training in the first part</p> <p>Session 10: Individual presentation of the activity performed during the last week of training</p>	9	3 ^º	2 ^º

	<ul style="list-style-type: none"> ▪ Domain the exercise and language of tourism ▪ Mobilize the gained knowledge identifying real problems and their resolution ▪ Ability to search and select information through the technologies ▪ Mobilize communication skills in interpersonal relationships ▪ Critical and funded thinking and self-critical ▪ Leadership and Entrepreneurship ▪ Teamwork 	<p>Session 11: Individual presentation of the activity performed during the last week of training</p> <p>Session 12: Individual presentation of the activity performed during the last week of training</p> <p>Session 13: Individual presentation of the activity performed during the last week of training</p> <p>Session 14: Individual presentation of the activity performed during the last week of training</p> <p>Session 15: Individual presentation of the activity performed during the last week of training</p> <p>Session 16: Final public presentation of the activity developed in all training</p> <p>Session 17: Delivery and discussion of the quantitative results of the training</p>			
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DEPARTAMENTO DE TURISMO | TOURISM DEPARTMENT

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