

## SCIENCE AND MARITIME TECHNOLOGY AREA

### SUBJECTS AVAILABLE FOR EXCHANGE STUDENTS

Science and Maritime Technology			
Winter Semester	ECTS	Spring Semester	ECTS
Aquaculture	4	Animal Physiology	6
Fishery Biology	7	Maritime Resource Management	6
Environmental Biotechnology	5	Oceanography	6
Ichthyology	6	Pathology	6
Introduction to Biotechnology	6	Pollution and Ecotoxicology	6
Statistical Methods and Experimental Delimitation	6	Aquatic Production Technology	6

### Winter Semester

#### **Aquaculture 4 ECTS**

The aim of this subject is to give students a general training of the concepts of aquaculture. Presents the key content in the species selection, nutrition, engineering and economics.

##### **Aims:**

To acquire knowledge of the importance of aquaculture thought its implement in the world and in Portugal; To acquire knowledge of aquaculture development history, the actual state of Portugal and World aquaculture production, observing the necessities of different world regions; To obtain theoretical and practical knowledge of aquaculture systems of production, biology and nutrition of aquatic culture species; To acquire knowledge related to species selection and aquaculture nutrition, engineering and economy.

#### **Fishery Biology 7 ECTS**

Fisheries; characterization and identification of the most landed resources.

##### **Aims:**

To identify and characterize, from a bio ecological point, the main fisheries resources; To know the components of catch and methods for identifying stocks; To characterize the main components of populations dynamics from one resource; To know available tools for estimating population dynamics parameters; To know and assess the effects of fishing on marine environments.

#### **Environmental Biotechnology 5 ECTS**

The subject of the 3rd year of the degree for the students in BMB with particular interest in biotechnology, and aims to present the basic concepts, the wide applicability and the innovation opportunity associated with environmental biotechnology.

##### **Aims:**

To know biotechnological perspective and address the processes of wastewater treatment and waste and meet bioremediation processes; To know the main lines of research in the environmental area; Knowing the relevant environmental legislation; Ability to interpret scientific articles and selection of information according to the proposed goals; Development of communication skills (preparation and public presentation of a scientific paper).

#### **Ichthyology 6 ECTS**

Ichthyology is the branch of zoology devoted to the study of fishes

##### **Aims:**

To recognise fish classification, anatomy, physiology and distribution; To argue evolutionary history and the morpho-physiological adaptations that had determined the appearance of the present great groups; To comprehend fish biology in order to better understand the requirements of different species in the environment where they are integrated; To dominate basic vocabulary used in ichthyology; To identify the scientific and common names of the most frequent

species, to know how to classify a fish in great groups (many until the family) and to locate and to use the available resources to create a classification until the species

### **Introduction to Biotechnology 6 ECTS**

The subject fits into the 2nd year of the degree and in a generalist way seeks to introduce Biotechnology and its different areas of operation.

#### **Aims:**

Developing the capacity to search literature efficiently; Ability to interpret scientific papers and select information according to the objectives; Development of communication skills (preparation and public presentation of scientific work); Recognize the potential of biotechnology as an innovative mean in various fields of knowledge due to its interdisciplinary nature; Recognize the different application areas of biotechnology; Overview of the Biotechnology Market in the European Union.

### **Statistical Methods and Experimental Delimitation 6 ECTS**

In today's society the amount of information, both in the form quantitatively and qualitatively, is huge and complex. In this respect, it is necessary to reflect on the processes of organization, systematization and summarization of data. Thus, in curricular unit of Statistical Methods and Experimental Design the students will have the opportunity to acquire skills in the analysis of biological data, obtained in observational studies as well as in studies with experimental design.

#### **Aims:**

Development of the ability to identify the logical components in research in marine biology; Developing the capacity of outlining, analyse and interpret experiments in marine biology using techniques of univariate and bivariate analysis; Development of critical spirit in order to discuss the adequacy of an experience to a specific biological problem and the interpretation of experimental results; Development of linguistic skills in English (through the reading of scientific articles), in computing (in the analysis of data) and agility in information and communication technologies; Developing the ability to work in team.

## *Spring Semester*

### **Animal Physiology 6 ECTS**

As the only subject concerning the science of Physiology in the course curricula, this subject intends to provide to the students solid baseline knowledge regarding Animal Physiology, particularly concerning marine animals.

#### **Aims:**

To know how to evaluate the relationship between the structure and the function of animals; To understand the importance of the maintenance of the ionic and osmotic equilibrium on the cells and body fluids of animals; To know how to explain the way in which the animals organ systems function, such as the circulatory and the respiratory systems; Understand the distinct ways of obtaining and using energy in animals; To be able to discuss the effects of temperature on animals.

### **Maritime Resource Management 6 ECTS**

Understanding multiple strategies of fisheries and marine resource management and conservation.

#### **Aims:**

Knowing and understanding methods of stock assessment and monitoring; Acknowledging the relevance of production models in fisheries science and understanding how they work; Identifying biological reference points and telling the difference between target and limit points; Understanding the importance of upholding a strict code of ethics when working in fisheries biology.

### **Oceanography 6 ECTS**

Oceanography studies the geologic, physical, chemical and biological processes which regulate the oceans.

#### **Aims:**

To recognize the main geologic, physical, chemical and biological processes which regulate the oceans; To describe the sea floor spreading process, the types of lithosphere plates boundaries and the oceanic provinces; To identify physical and chemical properties of the sea water and the processes of circulation; To explain the origin of waves and tides and its importance to the marine environment; To describe the biological structure of the ocean and its relation with the physical and chemical processes; To identify distribution patterns of plankton and marine benthos in space and time;

To knowledge the main laboratory and field practices related to oceanography; To select techniques of sampling, treatment of samples and of data.

### **Pathology      6 ECTS**

Disease outbreaks occurring in aquaculture are the bottleneck for production. Students will achieve skills to recognize disease, diagnose and prevention.

#### **Aims:**

To know pathological, immunological and environmental problems which affect aquatic organisms; To know diseases caused by virus, bacteria, parasites which affect fish, crustacean and molluscs, both wild and farmed; Diagnose and identify main diseases of fish, molluscs and crustacean; Perform and interpretation of parasitological, microbiological and histopathological analysis; To know prophylactic techniques and treatment of disease in aquatic organisms.

### **Pollution and Ecotoxicology      6 ECTS**

The subject "Pollution and Ecotoxicology" aims to introduce the students to some basic concepts related to negative impacts derived from marine pollution, describe the diversity and sources of pollutants/contaminants and the fate of pollutants/contaminants. It also intends to address concepts related to Ecotoxicology with emphasis on marine ecosystems and biological populations by analysis of selected case studies.

#### **Aims:**

Understand the basic concepts related to Pollution and Ecotoxicology; Knowledge of the main methodologies applied on the evaluation of pollution and toxicology; Recognition of the main ecological impacts derived from marine pollution/contamination; Recognize situations of marine pollution and marine contamination; Identify the most frequent pollutants/contaminants of marine ecosystems; Describe the main negative impacts derived from the situations of marine pollution; Specify the biochemical effects of pollutants; Understand toxicology and detoxication mechanisms; Recognize ecological consequences resulted from marine pollution; Describe the key aspects related with ecotoxicology assays design in order to evaluate chronic and lethal effects on biological models.

### **Aquatic Production Technology      6 ECTS**

The subject Aquatic Production Technology, framed in the 2nd semester of the 3<sup>rd</sup> year of the 1<sup>st</sup> cycle degree Marine Biology and Biotechnology, intends to frame technically and scientifically the aquatic production systems used to produce phytoplankton, zooplankton, shellfish, fish and crustaceans.

#### **Aims:**

Know and apply the appropriate methodology for the production of food chains in Aquaculture; Know and apply the appropriate methodology for the production of the main species of fish, molluscs and crustaceans, grown in Portugal and Worldwide; Develop practical skills in aquaculture planning.

**Note:** All subjects are thought in Portuguese. It depend on each teacher to give the class in English or other language. Students will be given material in English and evaluation will also be in English. Tutorial appointments can be schedule with each teacher.

# TOURISM, CATERING, HOTEL MANAGEMENT, AND MARKETING

## SUBJECTS AVAILABLE FOR ERASMUS STUDENTS

### Winter Semester

Tourism, Catering, Hotel Management, and Marketing		
Winter Semester		ECTS
<b>MT</b>	Consumer Behaviour	5
<b>GE</b>	Creativity Management in Events	4
<b>GE</b>	Event Communication and Promotion	6
<b>GE</b>	Event Planning	6
<b>TUR</b>	Event Planning and Management	4
<b>GTH</b>	Food and Beverage Management	6
<b>RC</b>	Food Quality	6
<b>AT</b>	Group Dynamics	5
<b>GTH</b>	Hotel Hygiene and Safety	5
<b>GE</b>	Human Resources Management	4
<b>MT</b>	Innovation and Entrepreneurship in Tourism	6
<b>MT</b>	Marketing Creativity	4
<b>AT</b>	Music and Dance Applied to Recreation I	6
<b>GTH</b>	Oenogastronomy (Gastronomy & Wines)	6
<b>TUR</b>	Techniques for Travel Agencies and Tour Operators	6
<b>MT</b>	Tourism and Marketing Law	5
<b>TUR</b>	Tourism Recreation	6
<b>GTH</b>	Tourist Attraction Management	4
<b>TUR</b>	Tourist Itineraries	6
<b>GTH</b>	Tourist Markets	4

#### **Consumer Behaviour 5 ECTS**

Transmit students the knowledge that enables them to understand that tourist behaviour as something which is always influenced by social and cultural determinants. Understand that consumer behaviour is a central point of the definition of any strategy or marketing action.

##### **Aims:**

Understand and interpret psychological and sociological trends associated with the consumption in tourism; Relate knowledge of the area of consumer behaviour (theories and principles) to the prospects of management geared to the tourist market; Understanding the nature of demand in several segments of the tourism markets; 4. Knowing the factors that influence the tourist as a consumer

#### **Creativity Management in Events 4 ECTS**

Since the potential of a company is the creativity and the innovation of its projects, it's fundamental to develop new models and new strategies to the organization; so, it's urgent to plan, coordinate and control activities related to the event's organization using skills of creative thinking (such as flexibility, fluidity, critical ability, originality). Thus, we intend to provide effective tools for fostering individual and team innovation, fostering individual and team creative ability.

##### **Aims:**

To distinguish Creativity from Innovation; To know the main Creativity Theories; To know how to use Creative Problem Solving Techniques; To lead a; creative team using the right strategy; To understand the importance of management knowledge applying the creative process on the organization; To establish a basic plan to the management of individual and professional creativities; To measure the creative efficacy pointing the right solution to improve better results.

#### **Event Communication and Promotion 6 ECTS**

Theoretical and practical knowledge of contextualization Communication and Promotion with the content of the various courses Course Event Management; Theoretical knowledge about Marketing and Event Planning.

**Aims:**

Understanding of the concept and process of communication and its strategic role in enterprise policy; Understanding the difference between the processes of internal and external communication; Discussion of trends in corporate communication; Learn to design and operate a communication plan and a dissemination event.

**Event Planning 6 ECTS**

Planning Events course introduces an integrating and multidisciplinary nature whose purpose is to give students the tools and methods they need to plan and develop a touristic event, thus being able to find the needs and motivations in demand. The diversity and scope in tourism and leisure sector bring up some needs that must be filled with specific knowledge regarding event planning and management in all its dimensions, typologies and also in public relations. From this point of view, the main goal will be to provide students the appropriate skills so they can be true professionals working with different stakeholders such as tourism organizations and events agencies. Therefore, one of the main goals is to provide the students the best competencies and skills so they can become an added value to tourism resources and services, without forgetting the socioeconomic positive impact in places and people.

**Aims:**

To understand the significance of planning as a way of achieving a successful event; To describe essential elements in planning; To feature and apply the events strategic planning; To build an event strategic plan with vision, goals and results; To identify and distinguish the stages regarding events planning; To develop operational plans and to understand how to implement such plans in event planning different stages; To explain the pre-event planning and organization procedures; To draft the resources regarding a precise event development; To operate and manage an event: enforcement and event management; To design a check-list with all main resources and procedures to consider when planning an event; To evaluate the success or failure in event: post-event; To understand the post-event evaluation report learn with the event: how to apply lessons from a past event in the future.

**Event Planning and Management 4 ECTS**

The main objective of this course is to give students basic knowledge on the subject of events, the basic concepts of organization and management and its relationship with the environment in which they could operate, as well as the importance of applying techniques and concepts inherent in this activity, particularly with regard to cultural events.

**Aims:**

Students should recognize basic techniques of organizing events including events in cultural, social, sports, among others; The student should be able to identify the various stages of planning an event, your audience and set the location and date of the event more appropriate; You should be able to contact the sponsoring companies / institutions properly; Be able to search and interpret the law; Know the basics of safety, relating to equipment, personnel and structures; Be able to determine and facilitate the logistical requirements inherent in producing an event.

**Food and Beverage Management 6 ECTS**

With this subject, it is intended that students specialize in specific management of food and drinks. The food and beverage department is very important for hotel operations but presents great challenges. This subject aims to provide students with tools to control costs and boost food and beverages sales. The tools presented are intended to be adjustable to any food and beverage establishment.

**Aims:**

Knowing the basics about the organization, management and functionality of the department of foods and beverage (B&F); Planning a system of cost control in the department of F & B; Developing tests to production in order to reduce waste; Developing sales analysis in order to increase sales and profits; Knowing the operational management of kitchen and restaurant; Understanding the importance of the choice of products; Understanding the potential of budgeting, developing budgets for the various sections.

**Food Quality 6 ECTS**

Provide students with knowledge and understanding of basic concepts of food hygiene in catering.

**Aims:**

State common causes of physical, chemical and biological contamination and their effect on health; Understand the importance of personal hygiene in food handling; Understand the role of cleaning in preventing food contamination; To know the health implications of inadequate cleaning practices; State the main ways in which food is preserved and how preserved foods should be stored; Identify the appropriate storage conditions; Knows the techniques and procedures related with the sensorial evaluation of foods; Understand of how physiological and psychological factors affect a

judge's performance on a sensory test; Understand basic sensorial tests and appropriate use. To know how to conduct testes, analyse and interpret the results.

### **Group Dynamics            5 ECTS**

Using Group Dynamics in Tourism Recreation.

#### **Aims:**

Learn to observe groups; learn how to improve personal relationships in group experience; Act as a facilitator of group dynamics in Tourism Recreation; Grasping at facilitating group dynamics in the desired direction; Grasp the specific techniques.

### **Hotel Hygiene and Safety            5 ECTS**

The syllabus is intended as a contribution to the understanding of the importance of measures of hygiene and safety in catering businesses. It is intended to demonstrate the usefulness of these concepts in ensuring of service quality, highlighting the sector's specificities.

#### **Aims:**

Know the legal framework of the HST; Characterize and identify sources of risk; Understand and apply the general principles of prevention of occupational hazards; Know and use personal protective equipment; Know the safety signs; Recognize the environmental and external factors that influence human labour.

### **Human Resources Management            4 ECTS**

Finished the semester, students should be able to understand the dynamics of human resource management, administrative and strategic perspective, with a view to future application of knowledge in a professional context for which they are preparing.

#### **Aims:**

Students should be able to foster a policy of human resource management that includes administrative management and strategic management of human resources, given the knowledge acquired in the course, linking the technical core of this area of knowledge with the remaining powers of management in their own professional area; Understanding the importance of human resources in the organization; Managing human resources audits; Acquisition of notions about motivation and performance; Understanding the importance of training; Analyse the relations and identify ways to manage potential conflicts; Acknowledge on the importance of the various subsystems of human resource management for the individual performance, group and organizational.

### **Innovation and Entrepreneurship in Tourism    6 ECTS**

The promotion of entrepreneurship and innovation is no longer an option for Portugal. It is a prime necessity. And to promote entrepreneurship in the country, we not only understand "how to" promote good practice elsewhere, but also to realize the innovation and use it as a tool of the entrepreneur. The aim of this course provides a solid knowledge about the concepts of entrepreneurship and innovation and make known the interconnections and interdependencies.

#### **Aims:**

Enable students to participate actively in the planning and technical assessment - theoretical creation or reformulation of productive entrepreneurship; Provide students with an integrated overview of the decision factors in managing projects in a competitive economic environment; Identify the main obstacles to the development of entrepreneurship; Assess the likely impact of potential public policies to overcome them.

### **Marketing Creativity    4 ECTS**

The strategic potential of a company is the creativity and innovation of its projects, the development of new models and new forms of strategic guidance to the organization, so, it is urgent to develop skills in critical and creative thinking as flexibility, fluidity expression, and critical ability, originality of design and construction of artefacts. Thus, it is intended to provide effective creative tools for fostering innovation, promoting the creative capacity either individually or in teams.

#### **Aims:**

To develop methods of research, recording and processing of information; To use Creative Problem Solving techniques; To develop critical thinking; To develop and improve communication skills both oral and written; To lead a group of individuals using appropriate strategies to a creative team; To develop the ability to associate ideas, images, memories, situations, turning them into a text; To improve individual expression through experimental investigation and exploitation of linguistic materials, improving communication skills.

### **Music and Dance Applied to Recreation I            6 ECTS**

In the course of Music and Dance Applied to Recreation I students will have opportunity to: - Know the basic concepts of music and reflect the cultural importance of the same with a view to their integration into projects of tourist activities; Learn the basics of dance and reflect the cultural importance of the same with a view to their integration projects in tourism activities.

**Aims:**

Conceptual understanding of music theory and choreographic language; Develop and improve vocal and / or instrumental practice and relate it to body movement; Producing and / or participate in different types of shows; To deepen the understanding and the use of musical vocabulary and body language; Understanding the Music and Dance as Human, Social and Cultural Construction; Develop critical thinking that underpins opinions, creations and interpretations of Music and Dance applied to Recreation; Understand the need to cultivate multidisciplinary and interdisciplinary phenomenon of tourism and entertainment tourism; Using the creative potential of the various types of dance and music as personal development factor; You can also understand the Dance and Music as Human, Social and Cultural construction and develop critical thinking that underpins opinions, creations and interpretations of Music and Dance applied to recreation. This study will help to reflect the relationship of music and dance with the international phenomenon of tourism, for which theoretical content will be worked and developed practical work that will endow the essential and critical to the sustainable use of tourism resources and tools of its relationship with the Music and Dance. Also develop skills of teamwork, self-awareness, motivation and acceptance of others.

**Oenogastronomy 6 ECTS**

The gastronomy and the wine have come to assert itself, particularly in the last two decades, as important and undeniable attraction factors, whether primary, secondary, or tourist destinations. In addition to food and wine experiences are present in most tourist visitors, due to their need to feed, the niche tourism products including culinary tourism and wine tourism, an increase. It's even worth mentioning that are increasingly the tourist regions seeking to enhance their Oenogastronomy, often in conjunction with specialist tour operators.

**Aims:**

Endow students general knowledge, as well as technical, about gastronomy and wines; Show students the important role of gastronomy and wine while components of the tourist product and as tourist attraction factors; Recognize the different gastronomic regions of Portugal, as well as its characteristic cuisine; Recognise the Portuguese wine regions and the nomenclature of national varieties; Identify the gastronomic and viticulture diversity worldwide; Know planning a food route; Organize a wine and food event, including the preparation of gastronomic products.

**Techniques for Travel Agencies and Tour Operators 6 ECTS**

With this course is intended that students understand the activities of travel agencies and tour operators, including the development of this area and outline the challenges will discuss the future.

**Aims:**

Provide expertise in travel agencies and tour operators sector; providing technical expertise in managing and planning tour operations. To know the CRS system in the travel agencies - Galileo.

**Tourism and Marketing Law 5 ECTS**

Knowledge of applicable law is essential in tourism. It is necessary to sensitize the future professional to the language, sources and application areas of law, so that this becomes a framework, not an obstacle. Legal framework of some theoretical and practical skills acquired throughout the course, adapting its implementation in the applicable legislation of tourism.

**Aims:**

To know the relevant legislation; to identify and resolve legal problems related to the tourism sector; to know the legal regime of installation, operation and functioning of tourism enterprises; to know the legal regime of food and drink establishments; to understand and apply the legal advertising; to understand the legal framework of consumer rights; to understand fundamental institutes of tourism, maxim, tourism utility and offense against society.

**Tourism Recreation 6 ECTS**

This subject aims to provide an understanding of the processes and dynamics inherent in the tourism recreation, as well as to deliver the necessary information about the functions and professional skills of tourist recreation staff in the wider context of the tourism system.

**Aims:**

To be aware about the historical evolution of leisure and recreation; To understand the position of tourism recreation in the field of the leisure; To understand the structure and the organization of a tourism recreation department; To know about planning and programming of tourism recreation activities; To implement a recreation plan, making the budget for all the resources to be employed; To understand the importance and the role of the recreation professional; To be aware of the importance of marketing and promotion in tourism recreation.

### **Tourist Attraction Management            4 ECTS**

Within the tourism system the tourist attraction is a key element in attracting visitors to a particular destination. Effective management of tourist attractions is a fundamental tool in a future tourism manager's profile. Presenting a typology of tourist attraction, its classification and the notions of carrying capacity, sustainability and quality of tourist attractions.

#### **Aims:**

Characterize tourist attractions identifying them typologically; Understand how to fit the attractions in tourist destinations; Know both structure and organization of tourist attractions; Learn how to plan and schedule a potential attraction for tourism; Understand the economic importance of a particular attraction on a specific destination or market; Develop a marketing and promotion plan of a tourist attraction .

### **Tourist Itineraries            6 ECTS**

This course will seek to guide the student in the analysis and critical reflection on the persistence and recent trends of tourist behaviour in the context of planned trips. Departing from methodological skills, students will be equipped with conceptual and management tools for the conversion of resources in tourist products rooted in their geographic component.

#### **Aims:**

To identify geographically resources and tourist products; to analyse critically the content presented in tourist information documents; to distinguish types of tourist itineraries; to develop tools for conception, implementation and evaluation of tourist itineraries; to apply new technologies in the construction and promotion of tourist itineraries

### **Tourist Markets            4 ECTS**

Provide students with knowledge about the structure of supply and demand and the way the emissive markets act. Understanding tourism policy.

#### **Aims:**

Knowing the sector structure. To analyse tourism impacts. Knowing the specific characteristics of tourism demand and supply. Understanding the specific points of the evolution of this economic trade in a globalized world. To analyse new trends. To get capacity to understand structure, logic and the way market works. National touristic strategies. Comparative analysis with the Spanish case

**Note:** All subjects are thought in Portuguese. It depend on each teacher to give the class in English or other language. Students will be given material in English and evaluation will also be in English. Tutorial appointments can be schedule with each teacher.



**TOURISM, CATERING, HOTEL MANAGEMENT, AND MARKETING**  
**SUBJECTS AVAILABLE FOR EXCHANGE STUDENTS**  
Spring Semester

Tourism, Catering, Hotel Management, and Marketing		
Spring Semester		ECTS
<b>GE</b>	Advertising and Public Relations	6
<b>GE</b>	Corporate Communication	4
<b>GTH</b>	Event Planning and Recreation	5
<b>GE</b>	Events Marketing	4
<b>RC</b>	Food and Beverage Management	6
<b>TUR</b>	Heritage Interpretation	6
	Internship	8
<b>GE</b>	Management of Event Recreation	6
<b>AT</b>	Music and Dance Applied to Recreation I	6
<b>MT</b>	Public Relations in Tourism	4
<b>AT</b>	Sea and Maritime Activities	6
<b>MT</b>	Society and Communication	4
<b>GTH</b>	Spa and Thermal Springs Management	6
<b>TUR</b>	Tour Operations and Transport	6
<b>MT</b>	Tourism Destinations Marketing	6
<b>TUR</b>	Tourism Marketing	4
<b>TUR</b>	Tourism Planning and Development	6
<b>TUR</b>	Tourism Sociology	6
<b>TUR</b>	Tourist Guides and Information Techniques	6
<b>TUR</b>	Tourist Markets	6

**Advertising and Public Relations      6 ECTS**

With this course it is intended that students see the advertising and public relations as a form of communication, understand who the stakeholders in the advertising sector are, their functions, and distinguish marketing strategy from advertising strategy.

**Aims:**

Distinguish marketing strategy from communication strategy; Understand advertising and public relations as means of communication; Know the advertising industry players and their functions; Learn how to order and analyse a Communication Plan; Learn to create and evaluate a Creative Strategy; Understand public relations as a means of communication; Learn to evaluate communication activities proposed; Learn to program Public Relations actions; Apply the knowledge of Advertising strategy and Public Relations Strategy to study practical cases.

**Corporate Communication      4 ECTS**

The course aims to understand the importance of communication in an organizational context.

**Aims:**

Understand the importance of communication; Develop and improve oral and written communication skills; Enriching the communication capacity through the reading and production of different types of text; Understand the concept of Organization; Understanding the concept and process of communication and its strategic relevance in the current organization; Recognize the importance of assertive behaviour in communication; Recognize communication techniques specific to different institutional contexts; Practicing the application of different communication techniques; Particularize the verbal and non-verbal, written and oral expression; Reflecting on the workings of language in situations of different nature; 11. Develop research methods, recording and processing of information.

**Event Planning and Recreation      5 ECTS**

It is a multidisciplinary and integrative course, which aims to provide students the technical requirements needed for planning and organizing entertainment activities, in order to develop significant tourist practices.

Thus, it is its primary objective developing professional skills to integrate a company in tourism activities, organizing occasional events and recreation in both touristic companies and destinations.

**Aims:**

Know the historical development of recreation and leisure; Acknowledge new trends on recreation activities; Train and raise awareness of the potential of the Heritage to the recreation project; understand the importance of animators on recreation activities; Understanding the structure and organization of a department of touristic recreation. Acknowledge the importance of the recreation department on the global hotel profits; learn how to plan and schedule activities of touristic recreation; Run a recreation plan, budgets and resources to the different uses.

**Events Marketing      4 ECTS**

This course aims to equip future events managers with specific tools of the marketing area to enable them to analyse the market in order to identify opportunities for implementing new events or to identify how they can optimize events already conceived. By addressing the various stages of conducting a Marketing Plan students will be able to create a plan for an event while in charge of it.

**Aims:**

Create a body of knowledge base in the marketing area; Explain the concept of marketing, its evolution and its importance to industry events; Describe the elements of the marketing environment and its strategic relevance; Develop analytical capacity of the marketing environment of an event; Fostering creativity in developing strategies to seize opportunities or overcome threats identified in the marketing environment; Describe, develop and implement the various phases of a marketing plan for an event; Understand the importance of electronic marketing; Understanding new trends in event marketing; Strengthen expository capacity in academics / professionals context.

**Food and Beverage Management      6 ECTS**

With this subject, it is intended that students specialize in specific management of food and drinks. The food and beverage department is very important for hotel operations but presents great challenges. This subject aims to provide students with tools to control costs and boost food and beverages sales. The tools presented are intended to be adjustable to any food and beverage establishment.

**Aims:**

Learn to calculate and interpret the food cost and beverage cost (potential and actual); Learn to calculate rates of waste; Knowledge of F & B budgeting; Learn to create various control maps using Excel.

**Heritage Interpretation      6 ECTS**

This course seeks to introduce the student to the major issues raised by the attractive world of heritage. It is proposed a course on the concept evolution, its various forms of presentation, its legislation, as well as their conservation and management. The strong social dimension that it assumes, especially in relation to tourism activities, justifies the study of methods and techniques of heritage presentation to the public that visit it during their free time.

**Aims:**

To understand concepts and to analyse the phenomena of cultural heritage in relation to tourism; To communicate through different media; To develop teamwork methods; To know the concept of cultural heritage and its evolution; To integrate the heritage in its various aspects: legal, conservation, social and management; To identify and to analyse heritage resources with interpretive potential; To apply methodological tools of target groups analysis for the interpretation; To apply interpretative techniques in order to adapt messages to different types of public; To know resources and interpretive media and the criteria for their selection; To plan programs and interpretive activities; To apply assessment techniques of interpretative operations.

**Internship      8 ECTS**

It aims to include students in the labour and business context. It is intended that the student can integrate the knowledge obtained in the course of various subjects in a business context. 160 hours of work on an outside company.

**Aims:**

Experience the corporate and business world; Develop technical, critical and analytical skills; Apply and develop interpersonal skills, teamwork and customer service; Communicate the knowledge acquired in a written and oral manner.

**Management of Event Recreation      6 ECTS**

The paradigms of the contemporary demand a multidisciplinary preparation of any professional. For a technician to manage and communicate tourism marketing products they must have a perception of how they are formed. It will be important the perception of the globalized world we live in and what means there are to communicate a tourism

product or a company. The events are communication vehicles. Indeed the phenomenon of tourism activities initially emerged as a way to complement a product today revealed as the product itself, in need of a marketing effective with certain particularities.

**Aims:**

As primary objectives the students should: know how to integrate the tourist entertainment area and events as products associated with tourism; understand the events as a kind of product, subject to rules of conception and development; view the recreation as a tourist activity that requires strategic planning and ultimately face the events as a communication too; Know how to characterize events and tourist activities according to different categories; Learn to plan recreation and different types of events; Learn to develop recreation actions and events as products; Know to promote action of recreation.

**Music and Dance Applied to Recreation II      6 ECTS**

In the course of Music and Dance Applied to Recreation I students will have opportunity to: - Know the basic concepts of music and reflect the cultural importance of the same with a view to their integration into projects of tourist activities; Learn the basics of dance and reflect the cultural importance of the same with a view to their integration projects in tourism activities.

**Aims:**

Conceptual understanding of music theory and choreographic language; Develop and improve vocal and / or instrumental practice and relate it to body movement; Producing / participate in different types of shows; To deepen the understanding and the use of musical vocabulary and body language; Understanding the Music and Dance as Human, Social and Cultural Construction; Develop critical thinking that underpins opinions, creations and interpretations of Music and Dance applied to Recreation; Understand the need to cultivate multidisciplinary and interdisciplinary phenomenon of tourism and entertainment tourism; Using the creative potential of the various types of dance and music as personal development factor; You can also understand the Dance and Music as Human, Social and Cultural construction and develop critical thinking that underpins opinions, creations and interpretations of Music and Dance applied to recreation.

**Public Relations in Tourism      4 ECTS**

In this subject students will acquire knowledge and skills on an important communication tool that Tourism Marketing has at his disposal: Public Relations. So this subject will link up with all the course UC's about promotion in tourism specially the Advertising UC.

**Aims:**

The student will understand the role of PR as a marketing communication tool; The student should master the various communication tools of PR, distinguish them and apply them in accordance with company goals; The student will learn how to create a PR Plan; The student will develop the ability to analyse a PR plan and propose it's reformulation.

**Sea and Maritime Activities      6 ECTS**

Sea, Leisure and Recreation is a curricular unit (CU) included in the 3rd semester of the Tourism Recreation study plan at ESTM, and is mandatory for all the 1st cycle students willing to complete a degree in that area. The discipline has 6 ECTS, with a weekly workload of 3 hours Theory/Practice classes and 3 hours Fieldwork. The study plan for this CU includes also 6 hours of Tutorials. Its main objectives are to offer basic knowledge about the diversity of marine sport activities available, and to inform about the recreational possibilities on offer in marine areas and in the littoral zone.

**Aims:**

To know the diversity of the sea-related sport activities; To improve writing skills and specific report making capabilities; To develop abilities for multidisciplinary team work and training communication strategies; To promote contact with trading firms doing business on marine recreation and sea-oriented activities; To offer hands-on experiences in nautical activities and observation of marine wildlife; To provide closer contact with the aquatic environment, to help expand job creation opportunities in sea-oriented recreational activities adapted to the conditions on the Portuguese coast.

**Society and Communication      4 ECTS**

Being able to look at communication as a problematic issue of Society and Culture, updated and constantly problematized.

**Aims:**

To understand diverse meanings and presences of Communication in the current world; To understand the importance of symbolic thinking and the integration of the symbol in Marketing; To understand Media specifics and each medium's text typologies; To be able to transform communication knowledge into marketing strategies; To understand some models of human communication; To understand basic concepts of semiotics; To deal with different mass media and different communicational languages; Problematize the Internet as a new language.

### **Spa and Thermal Springs Management          6 ECTS**

It is essential for the future hotel manager to know health and wellness tourism and all its modalities. Today tourist profile clearly points to the perception and appreciation assigned to SPA hotels, thalassic centres and renewed thermal spring resorts. Therefore, acknowledgment of SPA, thalassic and thermal management is crucial in order to meet the new necessities and orientations of tourism demand.

#### **Aims:**

Characterize health and wellness tourism and understand its potential; Acknowledge how SPAs integrate in Hotels; Understand the structure and organization of a thermal spring resort; Plan and schedule activities related to health and wellness tourism; Comprehend the importance of thalassotherapy as a health and wellness tourism product; Understand how to increase occupation and consumption in a hotel through the SPA facilities; Acknowledge new trends for health tourism to develop the hotel industry.

### **Tour Operations and Transport          6 ECTS**

This course aims to equip students with technical knowledge in transportation tourism area (air, sea, rail and road) as well as provide the necessary information for the recognition of their impact on the tourism industry. In this context it is essential to develop expertise and specifics about the program "Galileo", continuing the course of TAVOT.

#### **Aims:**

Provide technical expertise in the tourist area of transport (air, sea, rail and road); Recognizing their impacts in the tourism industry; Develop expertise and specific knowledge about the "Galileo", as a result of the Tourism Operations Management curricular unit; Develop and deepen understanding of the tourist transport, providing technical tools of scientific and technological framework for future integration into working life; Acquire vocabulary and terminology as appropriate and relevant in the context of tourist transport; Provide technical expertise in the area of tourist transport, with particular emphasis on aviation; Know the specific information systems of travel agents and airline companies; Acquire basic knowledge on the operation of tourist transport.

### **Tourism Destinations Marketing          6 ECTS**

The application of marketing in defining strategic orientations of a territory.

#### **Aims:**

To know the process of diagnosis and strategic territorial planning; To dominate the methodologies for increase the value of the territory as a product; To know operating instruments for the promotion of the territory; To know the present inter-relations in the economic systems of territorial base and the processes of dynamic interaction in a context of growing territorial competitiveness.

### **Tourism Marketing          4 ECTS**

This course introduces the student to the main issues raised by Marketing as a tool that fits within an economy dominated by the Demand. We propose beginning by the fundamental notions of Marketing. The strong strategic dimension that assumes. Marketing in tourism activities, justifies the knowledge of concepts and methods that allow a professional performance consistent with requirements raised by the current Tourist Systems.

#### **Aims:**

Understand the importance of marketing and its environment in the organizations management; To analyse how the market can influence management decisions in organizations; To know the process of segmentation and the importance of those tools in the organizations strategic planning; Understand the differences between marketing products and marketing services; To know the Marketing-Mix variables: Product, Price, Distribution, and Communication; Understand the concept of marketing relationship and its importance in understanding and meeting the needs of the customers/guests; To develop the capacity of analysis and constructive criticism; To develop Marketing Plans; To develop the ability to integrate the company/institution in the dynamics of the Tourism System.

### **Tourism Planning and Development          6 ECTS**

The planning activity has been playing an increasingly important role in defining strategies for improvement and enhancement of urban and rural economic development and coordination of common interests in terms of policies, on many different levels.

#### **Aims:**

Understand the dependence between the Tourism and Environment, to ensure the growth of a sustainable economy and the natural balance; Recognize the kind of planning instruments and land allocations in the development of tourism; Understand the policy guidelines and strategic directions in the world and Europe in relation to tourism; development; Recognize the importance of tourism planning in various fields of activity; Understand the process of tourism planning

and recognize the role of public participation; Understand the systemic approach that surrounds the tourism sector and the relationship to maintain with the various fields of political action, social and economic.

### **Tourism Sociology      6 ECTS**

Sociology of Tourism has provided a strong contribution to the understanding of tourism from the human dimension, social and behavioural. It is a science that finds regularities associated behavioural needs, preferences, motivations and desires to travel inherent in contemporary social condition. It is also a science that discusses, critically, the implications of the tourism sector in space in relation to time, with the self and with others.

#### **Aims:**

Identify dominant social practices of tourism in Portuguese society; Distinguish trends in urban public consumption in tourism (cultural factor and factor emotional); Understand dominant typologies of tourist behaviour; Analyse new dominant in the tourism sector related to different variables Sociological: age, gender, profession, lifestyle (from case studies); Conduct surveys in order to define the behaviour in tourism; Interpret the results of investigations into the practices of tourism; Join tourist preferences of their social groups; Understanding the evolution of tourism through the sociological theories.

### **Tourist Guides and Information Techniques      6 ECTS**

At a time when tourism is vital to the world economy and in many cases in an organized way, master the technical guide is an asset for working in travel agencies or simply to allow effective monitoring of tourists. Tourist information is now deciding factor in choosing a destination or business, given the high competition. So learn to be present in the right places, the most appealing is crucial to the success of tourism enterprises.

#### **Aims:**

To give the students the knowledge to analyse and understand tourist guide's day work, how to act with different people and their importance to the tourism sector.

### **Tourist Markets                      6 ECTS**

To provide a large understanding of three factors that determine the tourism markets, from both sides – the demand and the supply.

#### **Aims:**

Provide the students with a holistic understanding of the functioning of tourism markets, according to a systemic perspective; To provide students with knowledge about the structure of supply and demand and how to act on the source markets; To facilitate the understanding of tourism policy and, in particular, the structuring of the supply and its adequacy to demand; To know the official systems of promotion and their interaction with private agents; To develop a correct perception of the strategic importance of new trends in demand; To promote the necessary skills to implement promotional departments in companies; To promote the necessary skills to a continuous analysis of market trends; To promote the necessary skills to re-structuring the promotion to the new motivations, the company and the territory.

**Note:** All subjects are thought in Portuguese. It depend on each teacher to give the class in English or other language. Students will be given material in English and evaluation will also be in English. Tutorial appointments can be schedule with each teacher.