

TOURISM, CATERING, HOTEL MANAGEMENT, AND MARKETING

SUBJECTS AVAILABLE FOR ERASMUS STUDENTS

Spring Semester

Tourism, Catering, Hotel Management, and Marketing		
Code	Subject	ECTS
8514212	Events Marketing	4
9484324	Food and Beverage Management	6
9254228	Heritage Interpretation	6
8514225	Management of Event Recreation	6
9848312	Music and Dance Applied to Recreation I	6
9848326	Sea and Maritime Activities	6
9207325	Society and Communication	4
9178248	Spa and Thermal Springs Management	5
9207326	Tourism Destinations Marketing	6
9254226	Tourism Planning and Development	6
9254244	Tourism Sociology	6
9254243	Tourist Markets	6

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.

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.

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.

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.

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.

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. 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; Problematicize the Internet as a new language.

Spa and Thermal Springs Management 5 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.

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 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.

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.

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.

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.