

TOURISM, CATERING, HOTEL MANAGEMENT, AND MARKETING

SUBJECTS AVAILABLE FOR ERASMUS STUDENTS

Winter Semester

Tourism, Catering, Hotel Management, and Marketing		
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GE	Creativity Management in Events	4
GE	Event Communication and Promotion	6
GE	Event Planning	6
GTH	Food and Beverage Management	6
RC	Food Quality	6
AT	Group Dynamics	4
GTH	Hotel Hygiene and Safety	5
GE	Human Resources Management	4
MT	Innovation and Entrepreneurship in Tourism	6
MT	Marketing Creativity	4
AT	Music and Dance Applied to Recreation I	6
GTH	Oenogastronomy (Gastronomy & Wines)	6
TUR	Techniques for Travel Agencies and Tour Operators	6
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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.

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 4 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 6 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.