



TOURISM, CATERING, HOTEL MANAGEMENT, AND MARKETING

SUBJECTS AVAILABLE FOR ERASMUS STUDENTS

Winter Semester

Code	Subject	ECTS
8514228	Creativity Management in Events	4
9848301	English for Recreation I	4
9848315	English for Recreation III	4
9178241	Food and Beverage Management	6
9848302	German I	3
9848316	German II	3
9848331	Group Dynamics	4
8514229	Human Resources Management	4
9207306	Marketing Creativity	4
9848304	Music and Dance Applied to Recreation I	6
2131018	Restaurant Industry Marketing	6
9848303	Spanish I	3
9848317	Spanish III	3
9254234	Tourism Recreation	6
9178227	Tourist Markets	6

 **Note** ¹⁾: All subjects are teach 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. All subject **must be approved** on the **theoretical** and on the **practical component**.

 **Note** ²⁾: Due to the practical component, some of these subjects have a limited number of enrolment.

Syllabus Résumé

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.

English for Recreation I

4 ECTS

This subject is design to develop linguistic skills in English, in the field of Tourism Recreation, allowing students to use technical language and key concepts of this field. The transversal character of this subject will improve the students' ability to not only understand technical and scientific documents referred to in the bibliographic references of other subjects, but also to participate in seminars, congresses and workshops. In a socio-professional context.

Aims:

Students are expect to acquire knowledge that allows them to acquire relevant vocabulary and terminology for the field of Tourism Recreation. Research and analyse different types of texts in the field of Tourism Recreation. Utter personal opinions, regarding different issues. Understand and produce oral and written materials, applying a type of language that is relevant to the scientific specificity of the degree. Develop their ability to work autonomously and in-group. Identify historic, cultural and social events relevant for the development of tourism.

English for Recreation III

4 ECTS

This subject is design to cater for learners studying for vocational qualifications in the Recreation Industry, autonomy and critical judgement as well as their understanding and analysis of different issues, by participating in interpersonal and group activities, following the rules and behaviour criteria, in different contexts.

Aims:

Acquire important vocabulary in the field of recreation. Develop research techniques. Understand and produce oral and written texts in the field of tourism recreation. Develop the understanding and analysis of different issues. Identify the different profiles and tourist motivations. Understand the concept of specialist tourism and tourism niche. Recognize different types of special needs. Recognize the concept of accessible tourism. Understand the importance of accessibility in recreation activities. Plan a recreation/interpretation experience for groups with special needs.

Food and Beverage Management

6 ECTS

With this subject, it is intend 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 intend 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.

German I

3 ECTS

This program intends to widen the knowledge of the German language, acquired during the semester, and grant them the scientific and the technological language skills that allow the development of the basic linguistic abilities of the foreign language (A1.1)

Aims:

Obtaining pragmatic skills on the usage of the foreign language. Developing linguistic skills: syntactic, morphologic, pragmatic, semantic, phonologic and phonetic (A1.1). Employing the Spanish language emphasizing its social practice. Attainment of the basic lexicon towards communicational diversity.

German III

3 ECTS

This program intends to widen the knowledge of the German language and grant them to communicate and use the language in a social and professional context. Also intends that learning the language will reveal as a facilitator of engaging students in the labour market.

Aims:

Use the language as a working tool that allows to understand and to be able to develop a discourse, oral and written, in German, related to social and professional contexts, highlighting the syllabus approached throughout the semester. Acquire and assimilating specific lexicon of the Transports, Hotel and catering area. Use the grammar acquired in an appropriate way.

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.

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. 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.

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 intend 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. 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

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. This study will help to reflect the relationship of music and dance with the international phenomenon of tourism, for which theoretical content will be work 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.

Restaurant Industry Marketing

6 ECTS

This course strengthens the knowledge management particularly in terms of marketing strategy, marketing and operational initiatives of communication and promotion of products and services pertaining to the restoration and catering.

Aims:

Allow students to develop the skills necessary to design and implement effective marketing programs for restaurant industry; understand the importance of marketing and its surroundings in the management of organizations; analyse how the market can influence management decisions of organizations. Know the process of segmentation and become aware of the importance of these tools in the strategic planning of organizations; understand the differences between product marketing and services marketing. Know the variables of Marketing - Mix Product, Price, Distribution, and Communication. Understand the concept of relationship marketing and its importance in understanding and meeting the needs of clients/guests.

Spanish I

3 ECTS

This program intends to widen the knowledge of the Spanish language, acquired during the semester, and grant them the scientific and the technological language skills that allow the development of the basic linguistic abilities of the foreign language (A1.2)

Aims:

Obtaining pragmatic skills on the usage of the foreign language; developing linguistic skills: syntactic, morphologic, pragmatic, semantic, phonologic and phonetic (A1.2). Apply the Spanish language emphasizing its social practice. Attainment of the basic lexicon towards communicational diversity.

Spanish III

3 ECTS

This program intends to widen the knowledge of the Spanish language and grant them the scientific and the technological language skills that allow the development of the basic linguistic abilities of the foreign language in the hospitality industry (B1)

Aims:

Developing the oral and communicative skills of diverse nature, suited to their linguistic, psychological, social and communicative development. Developing the linguistic skills: Syntactic, Morphological, Pragmatic, Semantic, Phonologic and Phonetic (B1). Be able to develop a discourse, oral and written, specific of the Tourism, Hotel and Catering area; Acquire and assimilating specific lexicon of the Tourism, Hotel and Catering area. Learning and value Spanish social and cultural multiplicity.



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 employ. 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 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 affects. 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

