



TOURISM, CATERING, HOTEL MANAGEMENT, AND MARKETING

SUBJECTS AVAILABLE FOR ERASMUS STUDENTS

Spring Semester

Tourism, Catering, Hotel Management, and Marketing		
Code	Subject	ECTS
8514233	Advertising and Public Relations	6
2131024	Budget Control for Restaurant Industry	6
8514207	English for Events II	4
8514220	English for Events IV	3
9848308	English for Recreation II	4
9848322	English for Recreation IV	4
9207333	Events and Recreation in Tourism	6
8514212	Events Marketing	4
9848309	German II	3
9848316	German IV	3
9254228	Heritage Interpretation	6
8514225	Management of Event Recreation	6
2131025	Menu Engineering	6
9848312	Music and Dance Applied to Recreation II	6
9207334	Sales Task Management	6
9848326	Sea and Maritime Activities	6
9207325	Society and Communication	4
9848337	Sociocultural Recreation	6
9178248	Spa and Thermal Springs Management	5
9848310	Spanish II	3
9848317	Spanish IV	3
9207326	Tourism Destinations Marketing	6
9254226	Tourism Planning and Development	6
9254244	Tourism Sociology	6
9254243	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

Advertising and Public Relations

6 ECTS

With this curricular unit, it is intended that the students face the advertising and public relations as a way of communicating and understanding who are the stakeholders in the advertising sector are, what their functions are, and distinguishing marketing strategy from advertising strategy.

Aims:

Distinguish marketing strategy from communication strategy. Understand advertising and public relations as a 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 the communication activities proposed. Learn to program Public Relations actions. Apply the knowledge of Advertising strategy and Public Relations Strategy to practical study cases.

Budget Control for Restaurant Industry

6 ECTS

Understand the role of financial management, while supporting information, reporting and control, contributing to successful businesses.

Aims:

Prepare a budget consistent with the organisation's strategic plan; Understand the benefits of planning and budgeting; Use appropriate estimation techniques in the development of revenue and expense budgets; Analyse management cost reports and take corrective action; Gap analysis; Analyse investment projects.

English for Events II

4 ECTS

Continuing the English I program, raise awareness of the importance and power of language in human relationships, and acquire social and professional vocabularies and terminologies to be relevant and important.

Aims:

Understanding the meaning of specialized tourism and niche tourism. Identifying different tourist niches. Preparing and running a specialized tour. Understanding the meaning of business travels and tourism. Recognising the needs of a business traveller. Understanding the meaning of cultural awareness. Identifying conference equipment and facilities. Recognising the meaning of hotel entertainment and its types. Identifying entertainment activities for different age groups. Preparing an entertainment programme. Describing tourist attractions and giving information about them. Using grammar subjects.

English for Events IV

3 ECTS

This curricular unit is designed to cater for learners studying for vocational qualifications in the Events Management field. Students need language tools that allow them to succeed in the professional field. Therefore, it is important that students can understand, read, write and speak English accurately and fluently for their social and professional purposes. We would also like to raise students' awareness of the importance of language in human, social and professional relations.

Aims:

Understanding and producing oral and written materials, applying a type of language that is relevant to the scientific specificity of the degree. Developing cultural interests, underlying the topics and the ability to express themselves in English. Developing relevant vocabulary in the tourism field. Organising entertainment programmes in cities. Recognising different touristic destinations and their target public. Creating a tourist information leaflet. Suggesting and advising touristic destinations. Describing touristic places and entertainment events. Organising receptions to groups of tourists for guided tours. Booking a guided tour. Using appropriate language in guided tours. Organising guided tours.

English for Recreation II

4 ECTS

This subject is designed to cater for learners studying for vocational qualifications in the Tourism Recreation field. It deals with the language of tourism from an insider's occupational perspective rather than that of the individual traveller. Therefore, it is important that students can understand, read, write and speak English accurately and fluently for their social and professional purposes. We would also like to raise students' awareness of the importance of language in human, social and professional relations.

Aims:

Understand and produce oral and written materials, applying a type of language that is relevant to the scientific specificity of the degree. Develop students' understanding and analysis of different issues. Develop students' autonomy and critical judgement. Develop research techniques. Broaden their cultural interests, being able to express personal opinions using the language. Be aware of the importance of language in personal, social and professional relationships. Distinguish different tourism sectors. Recognise and analyse professional opportunities. Reply to job advertisements. Write application letters; Identify and describe tourist attractions. Recognise and explore new trends. Identify tourists' motivations to travel. Recognise cultural differences as tourism motivational aspect.



English for Recreation IV

4 ECTS

This subject is design to cater for learners studying for vocational qualifications in the Tourism Recreation field. It deals with the language of tourism from an insider's occupational perspective rather than that of the individual traveller. Therefore, it is important that students can understand, read, write and speak English accurately and fluently for their social and professional purposes. We would also like to raise students' awareness of the importance of language in human, social and professional relations.

Aims:

Understanding and producing oral and written materials, applying a type of language that is relevant to the scientific specificity of the degree. Developing students' understanding and analysis of different issues. Developing students' autonomy and critical judgement. Developing research techniques. Participating in interpersonal and group activities, following rules and behaviour criteria, in different contexts. Acquiring vocabulary and terminologies that are consider relevant in the Tourism field. Expressing personal opinions, connecting different topics. Consolidating the skills developed in English III.

Events and Recreation in Tourism

6 ECTS

The paradigms of the contemporary world demand a multidisciplinary preparation for any professional. For a technician to manage and communicate tourism-marketing products they must have a perception of how they are formed. The perception of the globalized world we live in and of the means available to communicate a tourism product or a company are of great importance. Events are communication vehicles. Indeed the phenomenon of tourism recreation initially emerged as a way to complement a product, but today it is the product itself, and requires an effective and specific marketing approach.

Aims:

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 recreation as a tourist activity that requires strategic planning and ultimately regard events as a communication tool. Know how to characterise events and tourist activities according to different categories; learn to plan recreation activities and different types of events; learn to develop recreation activities and events as products; know how to promote recreation activities.

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.

German II

3 ECTS

Integrated in the Tourism Recreation degree, devoted to develop superior professional ranks, this program intends to widen the knowledge of the German language and grant them the scientific and the technological language skills that allow the development of the basic linguistic abilities of the foreign language. Understand and produce oral and written texts related to the subject's topics; identify cultural differences between Portugal and Germany; recognize the value of language for personal, social and professional relationships; develop individual and interpersonal study and research skills. Use of research processes and information selection through different media. Developing linguistic skills: syntactic, morphologic, pragmatic, semantic (A1-A2).

Aims:

Identify cultural aspects of German-speaking countries; Express opinion and preference; Describe leisure activities; Express food preferences; create dialogues at a restaurant; Identify parts of the human body; ask and give information about health; Give advices; Ask and give information in the city; Identify and describe means of transport, tourist activities and attractions; Use grammar items correctly.

German IV

3 ECTS

Integrated in the Tourism Recreation degree, devoted to develop superior professional ranks. This program intends to widen the knowledge of the German language and grant them the scientific and the technological language skills that allow the development of the basic linguistic abilities of the foreign language. This subject pretends also that the languages itself reveals as a facilitator of the student integration into the labour market.

Aims:

Recognize the value of language for personal, social and professional relationships. Using the language as a working tool that allows students to understand, speak and write in German about aspects from social and professional life, highlighting the contents of the course through the semester. Develop communicative structures related with communication based on personal identification and first contact. Describe leisure activities, with the "Perfekt"; Recognising and use specific vocabulary of the theme holidays, tourism and travels; Simulating dialogues in different situations at the hotel, at the travel agency or at the restaurant; Identifying different structures to book rooms; Role-playing phone calls, write faxes, reservation and confirmation emails.



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 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

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:

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 develop recreation actions and events as products. Know to promote action of recreation.

Menu Engineering

6 ECTS

Serve as a platform for effective understanding of concepts associated with the preparation of menus, but also for understanding the management of these working tools as instruments for a competitive company. It will be necessary to acquire knowledge to understand the dynamics of their preparation and composition.

Aims:

Identify the different types of menus, as well as understanding the basic concepts to interpret their characterisation. Learn the basics about the organisation and functionality of menus. Understand the physical importance of restaurant/bar menus. Know the various costs inherent to delicacies that make up a menu. Understand the importance of popularity and profitability analysis for a menu planning. Understand and elaborate catering menus, banquets and special services, realising its importance for promotion, presentation and sales of these services.

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. 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.

Sales Task Management

6 ECTS

Understand the importance of the main Negotiation Techniques applied to tourism; know the basics of Negotiation Techniques applied to tourism; know the structure of Sales Force and understand its importance in tourism.

Aims:

Acquire knowledge about the concepts and evolution of the sales force; acquire knowledge about the characteristics of a successful sales manager. Provide concepts and tools for effective negotiation skills; acquire knowledge of leadership techniques. Identify the profile of each member of the group / team, as well as the ability to adapt to the needs of the team and the ability to establish a specific plan of development for each element of the group. Mediate conflicts.

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; Problematize the Internet as a new language.

Sociocultural Recreation

6 ECTS

To discuss and criticize changes in modern societies, opening perspectives for intervention; to develop research methods, selection and analysis according to specific targets; to know practical skills and to apply them.

Aims:

To apply methodologies in the field of Sociocultural Recreation; To identify activities that can be included in programs of tourism activities; To seek the importance of cultural development of individuals, groups and communities; To make plans and programs

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.

Spanish II

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.

Aims:

Learning oral and written texts from a variety of topics, in order for the students to develop linguistic, psychological, social and communicative components. Learning vocabulary relating to hotels and tourism. Interpreting and communicating the tourism territory, as well as guiding tourists' in-group or individually within different contexts (international, national and local). Setting up programs, tours and itineraries and/or other arrange other information of tourism interest and general issues to put in leaflets or Web pages; Getting to know and put value both socio-cultural and linguistic diversity of Spain. The need to develop both the multidisciplinary and interdisciplinary within the scope of touristic phenomenon and recreation within the tourism.

Spanish IV

3 ECTS

This program pretends to develop the Spanish language skills acquired during the last semesters and provide the students of linguistics tools in a scientific and technological area, which will allow the students to develop the linguistic abilities of the foreign language in the tourism, and tourism recreation area.

Aims:

Use strategies to meet the students' needs of communication. Learning vocabulary with regard to aspects of social interaction; Learning vocabulary relating to hotels and tourism; Interpreting and communicating the tourism territory. Setting up programs, tours and itineraries and/or other arrange other information of tourism interest and general issues to put in leaflets or Web pages; Getting to know and put value both socio-cultural and linguistic diversity of Spain; The need to develop both the multidisciplinary and interdisciplinary within the scope of touristic phenomenon and recreation within the tourism.

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.

