

TOURISM, TOURISM RECREATION, CATERING, HOTEL MANAGEMENT, AND MARKETING

SUBJECTS AVAILABLE FOR EXCHANGE STUDENTS

Winter Semester

Code	Subject	ECTS
9207331	Advertising	5
8514229	Human Resources Management	4
9207306	Marketing Creativity	4
2131018	Restaurant Industry Marketing	6
9254200	Tourism Destination Management	6
9178200	Tourism Market and Products	6
9848301	English for Recreation I	4
9848315	English for Recreation III	4
9254219	Environment and Tourism	6
9254235	Event Planning and Organization	4
9848302	German I	3
9848316	German II	3
9848303	Spanish I	3
9848317	Spanish III	3



Note ¹⁾: Subjects from the **green table** are taught in **English**.

All subjects **must be approved** on the **theoretical** and on the **practical component**.



Note ²⁾: All subjects are teach in **Portuguese**. It depends on each teacher's decision whether to give the class in English or in other language. Students will be given materials in English and evaluation will be in English. Tutorial appointments can be scheduled with each teacher. All subjects **must be approved** on the **theoretical** and on the **practical component**.



Note ³⁾: Due to the practical component, some of these subjects have a limited number of enrolment.

Syllabus Résumé

Advertising and Public Relations

5 ECTS

Classically, inside the dimension of Communication in the Marketing Mix, we can find another Mix of techniques, among them Advertising, PR, Direct Marketing, etc. Advertising has always been the most visible and seductive of all marketing actions, the traditional brand builder. Nowadays, advertising finds itself amidst a revolution affecting its traditional ground concepts, industry, marketing role, and so it is essential to acknowledge this for a future marketing professional.

Aims:

Being able to distinguish among functions and purposes for different actors in the advertising system. Being able to see Advertising as a business sector, with its own issues; being able to develop communication creative concepts. Being able to develop a copy strategy; being able to use tools to help creativity. Being able to assess the effectiveness of ad campaigns; being able to identify new tendencies in advertising.

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.

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.

Tourism Destination Management

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 Market and Products

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

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.

Environment and Tourism

6 ECTS

This curricular unit aims to introduce the students to some basic concepts of environmental sciences and nature based tourism activities, in order to understand the importance of natural heritage for tourism, as well as the need to implement synergies that contribute to economic development and nature conservation. Is also intends to describe the strategic importance of coastal zones for the development of tourism industry. Through the analysis of national and international case studies, students will be able to develop critical thinking skills that allow implementing a strategy for the development of tourism based on its natural heritage and environmental protection.

Aims:

To characterize the importance of the natural environment and biodiversity. To describe the importance of the UNESCO Biosphere Reserves. To evaluate the role of ecotourism in the conservation of protected areas. To understand some threats and opportunities for Portuguese marine and coastal zone tourism activities. To list key elements for a management strategy. To be able to handle with monitoring and assessment techniques related with tourism management and protected areas.

Event Planning and Organization

4 ECTS

The main objective of this curricular unit is to give students basic knowledge 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 to this activity, particularly with regard to cultural events.

Aims:

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

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.

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.