

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

SUBJECTS AVAILABLE FOR EXCHANGE STUDENTS

Spring Semester

Tourism, Tourism Recreation, Catering, Hotel Management, and Marketing		
Code	Subject	ECTS
8514225	Events Management and Recreation	6
9254315	Heritage Interpretation	5
9178213	Introduction to Hotel Industry	6
9207408	Society and Culture	4
9207410	Tourism Destinations Marketing	6
9254314	Tourism Economy	5
9178311	Analytical Accounting	7
9848416	English IV	4
9848309	German II	3
9254342	German IV	3
9848310	Spanish II	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⁾: Subjects from the **blue table** are taught 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**.

Syllabus Résumé

Events Management and Recreation - 6 ECTS

Currently a senior technician must obtain increasingly multidisciplinary valences. It is extremely important to diversify the learning content and increase the level of general knowledge. Recreation is undoubtedly one of the intrinsic characteristics of the model management hotelier operating a bit everywhere. Experiencing some entertainment techniques becomes essential for future professionals.

Aims:

The aim is for students to acquire skills that enable them to frame the tourist activities within the organization of events. Understand the structure and organization of a department of tourism activities. Learn to plan and schedule activities of tourist activities. Run an entertainment plan, budgeting and using different features. Understand the importance of entertainer / seller activity in entertainment. Identify the potential of marketing and promotion to potential stakeholders.

Heritage Interpretation - 5 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.

Introduction to Hotel Industry - 6 ECTS

The importance of acquiring knowledge of the Hotel industry, in all of its modalities, is the essential basis for the hotel manager profile. Understanding and comprehending the various types of lodging and restaurants is fundamental to understand the other subjects related to the course.

Aims:

Understanding the importance of service in the hotel industry. Distinguishing the functions of Tour Operators and Travel Agents. Understanding the classification and organization of the different lodging establishments. Understanding the organization structure and functioning of a hotel. Identify the new general principles of Hotel management. Developing knowledge on new concepts and trends in the hotel. Defining and presenting the characteristics of hotel services. Understanding the lodging industries mutation and the demands hotel managers have to ensure.

Society and Culture - 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.

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 Economy - 5 ECTS

To highlight the importance of tourism in the economics of destinations.

Aims:

Solving practical exercises of micro and macroeconomics; understanding and solving exercises related to tourism statistics and the Tourism Satellite Account; being able to analyse the economic situation and understand its impact in the tourism economy.

English 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.

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.

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.