

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

SUBJECTS AVAILABLE FOR EXCHANGE STUDENTS

Winter Semester

Code	Subject	ECTS
8514320	Events Marketing	5
8514309	Experience and Creativity in Events	4
9254318	Geography of Tourism	5
8514229	Human Resources Management	4
2131018	Restaurant Industry Marketing	6
9848420	Tourism Planning	6
8514201	English for Events I	4
9207301	English for Marketing I	4
9848315	English for Recreation III	4
9254345	English for Tourism V	4
9178201	English I	4
9848301	English I	4
9207313	English III	3
8514213	English III	3
9254219	Environment and Tourism	6
9178220	Financial Management	6
2131007	German I	3
9848410	German III	3
9254311	Information Systems in Tourism	6
9207303	Introduction to Marketing	4
8514214	Spanish I	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 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**.



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

Syllabus Résumé

Events Marketing - 5 ECTS

This curricular unit aims at providing future events managers with specific tools of the marketing area and to enable them to analyse the market in order to identify opportunities for implementing new events or to identify how they can optimize events that have already been conceived. By addressing the various stages of conducting a Marketing Plan student will be able to create a plan for an event while in charge of it.

Aims:

Create a body of knowledge based in the marketing area; Explain the concept of marketing, its evolution and its importance to the events industry; Describe the elements of the marketing environment and its strategic relevance; Develop analytical capacity of the marketing environment of an event; Foster 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; Understand the importance of electronic marketing; Understand new trends in events marketing.

Experience and Creativity 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 to the organization; To establish a basic plan to the management of individual and professional creativities; To measure the creative efficacy pointing out the right solution to improve the results.

Geography of Tourism – 5 ECTS

This curricular unit intends to develop the competencies in the field of understanding the spatial patterns of the tourist phenomenon in the globe, as well as to stimulate reflection on the main factors that contribute to this same spatial plot.

Aims:

To describe and interpret the movements of tourists internationally. Analyse statistics and interpret charts and maps. Identify and criticize the different impacts of tourism. Identify tourism management tools. Reflect on areas of conflict between tourism and communities. Analyse and consider the role of tourism in terms of development

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.

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 Planning - 6 ECTS

This UC will focus on planning related to contexts in which the Tourist Animation can have an important highlight. The practical component of the course will address the application of geographic information systems in tourism planning. Based on its spatial expression, measures to mitigate negative impacts and maximize potential positive impacts will be addressed.

Aims:

Recognize the importance and type of planning approaches in the tourism sector; Understand the process of designing a plan associated with the tourism sector; Handle, analyse and interpret territorial management instruments, public utility restrictions and easements; Apply planning-specific expertise in specific recreational and tourism-related contexts; Apply geographic information systems to tourism planning.

English for Events I - 4 ECTS

This subject is designed to develop linguistic skills in English, in the field of Tourism Marketing, allowing students to use technical language and key concepts of this field. The transversal character of this subject, regarding the curricular plan of the degree, 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, this subject aims at language learning as a crucial aspect in the transition to active life and students' future professional performance.

Aims:

Students are expected to acquire knowledge that allows them to: acquire relevant vocabulary and terminology for the field of Tourism Marketing; research and analyse different types of texts in the field of Tourism Marketing; develop research techniques; 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 and understand concepts regarding Marketing in Tourism; recognise and apply concepts related to Marketing and Advertising in Tourism; understand the concept of ethics applied to Marketing and Tourism; identify the concept and examples of Social Marketing; recognise and describe cases of corporate social responsibility applied to Marketing; recognise and describe cases of corporate social responsibility applied to Tourism.

English for Marketing I - 4 ECTS

This Curricular Unit aims at developing English language skills, concerning the area of Events Management and allowing the students to use technical language and keywords in this field. The transversal characteristics of this CU, approaching the curricular plan of the course, will make the technical documents recommended in the bibliography of other Curricular Units easier to understand. It will also develop language skills to be applied in seminars, congresses and workshops. In the social and professional contexts, this CU aims at turning the language learning into an important factor when it comes to the daily and professional lives of the students.

Aims:

Understanding the concepts of Leisure, Events and Events Management; Distinguishing the different planning phases of an event and its organization; Describing different types of tourist attractions and events; Identifying new trends in tourism and understanding cultural differences.

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.

English for Tourism V - 4 ECTS

This curricular unit is designed to cater for learners studying for vocational qualifications in the Tourism sector. It allows the access to scientific publications, technical books and reports written in English, recommended in the bibliography of other curricular units. Participation in seminars, conferences and workshops in English will also be enhanced by learning the language. As regards the professional future of the students, knowing English will make the process of entering the labour market easier and will help them to succeed in the various tasks they are expected to fulfil.

Aims:



Understanding, reading, writing and speaking English accurately and fluently for their social and professional purposes; Developing the students' cultural interest and the ability to express themselves; Developing the ability to work autonomously and in group; Dealing with complaining guests and answering to complaints; Identifying the tasks of the tour guide, planning excursions, organizing guided tours; Using grammar items with accuracy.

English I - 4 ECTS

This curricular unit aims to develop linguistic skills in English, in the field of Tourism and Recreation and Hotel Management, allowing students to use technical language and key concepts of this sector. The transversal/cross-cutting features of the Tourism Recreation and Hotel Management curricular plan shall enable the understanding of technical and scientific documents included in the bibliography of the other Curricular Units, as well as the participation in seminars, conferences and workshops. In a social and professional perspective, the purpose of this Curricular Unit is to show the importance of language learning as a key factor for entering the labor market and for the students' future professional performance.

Aims:

Identifying the different types of hotel accommodation; recognizing facilities and services in the hotel industry; distinguishing different positions and functions in the internal organization of hotels; understanding the reservations, check-in and check-out procedures; applying grammar items correctly; developing students' autonomy and critical judgement; developing students' understanding and analysis of different issues; participating in interpersonal and group activities, following rules and behaviour criteria, in different contexts.

English III - 3 ECTS

This subject is designed to cater for learners studying for vocational qualifications in the Marketing and Tourism Industry. It intends to develop students' 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. Students are meant to acquire specific vocabulary and develop their oral and written communication skills, so as to use the English language effectively in their professional lives.

Aims:

Acquire important vocabulary in the field of tourism marketing; research and analyse different types of texts in the fields of Tourism Marketing; develop research techniques; understand and produce oral and written texts in the field of Tourism Marketing; Develop the understanding and analysis of different issues, expressing their own opinions; develop autonomous learning and group work skills; analyse market segments and consumer behaviour; identify new trends in Marketing and Tourism; recognise different tourism promotion techniques.

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. It 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.

Financial Management – 6 ECTS

Financial management from the perspective of the user directly interested in the success and balanced development of an organization. Includes financial calculation practice, the study of the principles of corporate finance, knowledge of key methods and techniques of corporate financial analysis, and the elaboration and evaluation of investment projects.

Aims:

Understanding the importance and purpose of the financial function in an economic entity; learning financial calculations' formulas and their respective application to the business activity; preparing and analysing the main financial statements; understanding and applying methods and techniques of financial analysis; elaborating a financial analysis report; understanding the main investment analysis criteria in order to prepare analysis of investment projects.

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.

Information Systems in Tourism - 6 ECTS

The curricular unit intends to provide theoretical concepts related to alphanumeric data, but above all, to enhance the capability of organize, handle and read databases / statistical information through strong practical learning.

In addition, this curricular unit seeks to introduce the concept of spatial distribution of alphanumeric information in order to maximize the tools for decision support in Tourism.

Aims:

Understand the role of Information Technology in an organization; Recognize the need for the function of Information Technology in Tourism; Differentiate the intervention activities that use information and communications technologies; Acquire skills in using basic tools of spatial analysis in geographical information systems (GIS) for application in the other curricular units.

Introduction to Marketing - 4 ECTS

The unit aims to be a presentation of the basic concepts of marketing. It provides a conceptual framework that will accompany the students through the rest of the course and in their professional lives as well. At the same time, it seeks to instil in the students the capacity for critical thinking about the world we live in, something essential to plan marketing strategies.

Aims:

Understand and operationalize the concepts of marketing, consumption, consumer, marketing; recognise the place of marketing in today's society, characterised by a market economy; recognise the market as a place where the companies act, surrounded by different entities (customers, competitors, suppliers) and subject to various pressures; recognize oneself as a consumer, in its dimensions as an object of marketing actions and as a decision maker of buying options; recognise the importance of market segmentation; understand the importance of brand positioning; . understand and know how to apply the Marketing-Mix; recognise the importance of a brand within Marketing; contact with new trends and emerging specializations in the field of Marketing as a body of knowledge and scope of practice.

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.

