

POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.014.03
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Course	Tourism and Leisure/Hotel Management/Catering and Food Services					
Subject	Tourism					
Academic year	2023/2024	Curricular year	1st	Study period	1st semester	
Type of subject	Compulsory	Student workload (H)	Total: 135	Contact: 60	ECTS	5
Professor(s)	Fernando Florim De Lemos					
<input checked="" type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department		(select) Gonçalo Poeta Fernandes				

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

It is intended to empower students to know the main concepts, contents, and components of tourism from a systemic perspective, to build knowledge:

2.1 in the introductory theoretical-conceptual approach to Tourism and its system of relations, discussing the nature of the main words of the tourist glossary;

2.2 from a historical perspective on the evolution of travel and tourism and understand their current situation globally and in Portugal;

2.3 in the concepts and typologies in the context of the tourist offer of new trends of products, destinations and experiences, which are constantly transforming this activity, as well as understanding the different approaches to the development of tourist destinations and products and their life cycle, and also to know the nature and typologies of tourist accommodation and related services;

2.4 the nature and complexity of the structure of tourism demand, in particular the need to assess the main determinants and prospects of such demand, both domestically and internationally;

in the main qualities required of the tourism professional in the scope of profiles in the areas of Tourism and Leisure and Hospitality and Catering.

1. PROGRAMME

I - *Concepts, classifications, types and approaches of tourism*

1.1 *Concepts of leisure, recreation and tourism*

1.2 *Tourism classification*

1.3 *Types of tourism*

1.4 *Demand, market and tourist consumption*

1.5 *Offer, destination and tourism industry*

1.6 *Tourism relations system*

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1.7 Approaches to tourism

1.8 Glossary of tourism, hospitality and catering

II - History of tourism and travel

2.1 Tourism in the Classical Age

2.2 Tourism in the Modern Age

2.3 Tourism in the Contemporary Age

2.4 Chronology of tourism in Portugal

III - Tourist offer

3.1 Concepts and characteristics of the tourist offer

3.2 Components of the tourist offer

3.3 Tourist activities

3.4 Tourist destinations

3.5 Tourist products

3.6 Offer production function and elasticity

3.7 Tourist accommodation and related services

3.8 Typologies of tourist accommodation in Portugal

IV - Tourist search

4.1 Notion and formation of tourist demand

4.2 Key features

4.3 Determining factors

4.4 Dimension and scales in demand

4.5 Perspectives of international demand

4.6 Tourist utility

4.7 Elasticities of tourist demand

4.8 Tourist consumption

V - Qualities required of the tourism professional

5.1 Professional areas and profiles in Tourism and Leisure

5.2 Professional areas and profiles in Hospitality and Catering

2. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

Each chapter of the contents of the UC aims to achieve a goal. Thus, the link below presented between contents and objectives, allows to demonstrate the coherence aimed at: Cap. I responds to point a; II to point b; III to point c; IV to point d; V to the point and. Thus, the objective of apprehending a theoretical-

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conceptual approach corresponds to the discussion of the concepts of the tourist glossary and the study of the nature and functioning of the tourist system. To obtain a historical perspective, globally and in Portugal, this phenomenon is framed from antiquity to contemporaneity, diachronic and synchronously. The concepts and typologies of the offer, destinations, products and tourist experiences are explored to understand the main trends of the tourist market. The study and knowledge of tourist demand aims to help to know and interpret the current importance and prospects of future evolution, from the world to the national level. In the context of tourism training at the level of higher education, it is intended to obtain a holistic perspective on the qualities required of the tourism professional in the two areas of education and training of CNAEF.

3. MAIN BIBLIOGRAPHY

Obrigatórios:

- CUNHA, L., Abrantes, A. (2019), *Introdução ao Turismo*, 6ª Edição, Lisboa: Lidel.
- CUNHA, L. (2013), *Economia e Política do Turismo*, 3ª Edição, Lisboa: Lidel.
- CUNHA, L. (2012), *Turismo em Portugal: Sucessos e Insucessos*, Lisboa: Edições Lusófonas.

Recomendados:

- COOPER, C., Fletcher, J., Gilbert, D., Wanhill, S. (2008), *Tourism: Principles and Practice*, 4th Edition, Essex: Longman.
- DIAS, R. (2005), *Introdução ao Turismo*, São Paulo: Atlas.
- DOMINGUES, C. M. (2013), *Prontuário Turístico*, Lisboa: INCM.
- LICKORISH, L. J., Jenkins, C. L. (2000), *Introdução ao Turismo*, Rio de Janeiro: Campus.
- MATA, A. (2000), *Dicionário de Terminologia Hoteleira*, Lisboa: Prefácio.
- MILONE, P. C., Lage, B. H. G. (2000), *Turismo: Teoria e Prática*, São Paulo: Atlas.
- NETTO, A. P.; Lohmann, G. (2008), *Teoria do Turismo: Conceitos, Modelos e Sistemas*, São Paulo: Aleph.
- OMT (2008), *Introducción al Turismo*, Madrid: OMT.
- OMT (1999), *Conta Satélite do Turismo: Quadro Conceptual*, Madrid: OMT.
- OMT (2013), *Tourism Toward 2030: Global Overview*, Madrid: OMT.
- SILVA, S. (2013), *Turismo Interno: uma Visão Integrada*, Lisboa: Lidel.

4. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

a) oral exposure based on projection of schematics, images and films, tables and graphs, as well as key ideas, duly framed in basic bibliographic texts;

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- b) consultation of the works of fundamental bibliography and scientific and press articles;
- c) invitation to understand and interpret concepts and their confrontation with real tourism situations, including through case studies and two study visits;
- d) participation of students in the classroom in an analysis of information between scientific knowledge and the most relevant situations of daily tourism;
- e) research of data on supply and demand in statistical portals and functionalities;
- f) use of the IPG e-learning platform, where UC content is available.

Continuous evaluation presupposes regular monitoring of teaching-learning and periodic evaluation follows the rules defined in the School Regulations of The IPG 1st Cycle Courses. This type of continuous evaluation considers the performance of a frequency, at the end of the semester, of a practical group work and its presentation and of a practical form. The final score of the UC results from the weighted average of the frequency (40%), which has a minimum score of 8 values, the group work (30%) and the practical forms (20%).

Final Exam:

Written test - 100%

5. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

This UC aims to give the student a more in-depth view of the concepts of the theoretical framework of Tourism and its importance from a national and international perspective. Thus, it aims to recognize the importance of the multiple interactions existing in the tourism system, which are articulated in the global tourism market. The teaching methodologies used are transversal to achieve the 5 types of objectives defined. These methodologies are consistent with these objectives because they address theoretical and conceptual issues, in relevant and as recent scientific works and articles as possible, articulated with the analysis of case studies, which aim to introduce students in the problems discussed in the UC, focusing the formative activity on the student for their involvement in real and practical issues, in the confrontation of problems as possible related to the realities of the system and the tourist offer, articulating with the applied research developed in group work.

6. ATTENDANCE

In continuous evaluation, 75% of the total classes taught to students with normal status are required.

7. CONTACTS AND OFFICE HOURS

The teacher is available in ESTH's No B22 office, according to the time set and approved by the ESTH Board of Education for student care, or via email (fernando.lemos@ipg.pt).

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8. OTHERS

A plataforma de E-learning do IPG constitui uma base de dados na qual são disponibilizados materiais importantes à aprendizagem dos conteúdos da UC. Este instrumento será também utilizado para comunicar com os discentes através da publicação de avisos.

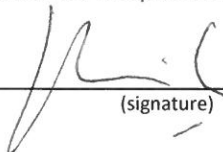
DATE

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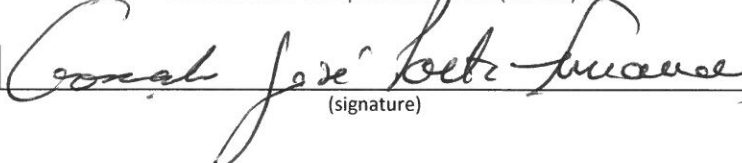
SIGNATURES

Professor(s), Area/Group Coordinator or Head of Department signatures


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