

POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.014.03
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<i>Course</i>	Tourism and Leisure					
<i>Subject</i>	Touristic Itineraries and GIS					
<i>Academic year</i>	2023_24	<i>Curricular year</i>	3rd	<i>Study period</i>	1st semester	
<i>Type of subject</i>	Elective	<i>Student workload (H)</i>	Total: 162	Contact: 60	<i>ECTS</i>	6
<i>Professor(s)</i>	Gonalo Poeta Fernandes (PhD)					
<input checked="" type="checkbox"/> <i>Area/Group Coordinator</i> <input type="checkbox"/> <i>Head of Department</i>		Gonalo Poeta Fernandes (PhD)				

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

- Knowing the tourist activity and its territorial dynamics;
- Understand the meaning and evolution of tourism, both from the conceptual point of view and the activities and processes it involves at the physical, economic and social levels;
- Knowing the phases and stages of programming, organization and implementation of an itinerary;
- Foster forms and processes of dissemination of Itineraries;
- Recognize the importance of tourism signage and information technologies in promoting tourism;
- Develop strategies and animation actions based on the various tourist resources;
- Encourage the construction of routes for different themes and territories, with creativity in the forms and means applied
- Create dynamic and creative interaction processes that articulate cultural, social, environmental and educational valences;
- Know the functioning and operation of Geographic Information Systems and its application in the development of tourist routes;

2.PROGRAMME CONTENTS

1. Concept and Typologies of Tourist Itineraries

- 1.1. Evolution and significance of itineraries and tourist circuits
- 1.2. Itineraries in time and space - scales of analysis and operationalization;
- 1.3. Typologies of itineraries and circuits and their application to tourism;

2. Territory, tourist activity and transport systems

- 2.1. Inventory and promotion of tourism resources;
- 2.2. Means of transportation, mobility and characteristics;
- 2.3. Territorial scales, articulation of resources and transport systems
- 2.4. importance of itineraries in promoting tourism and enhancement of the territory

3. Planning and implementation of itineraries

- 3.1. Components and resources of an itinerary;
- 3.2. Planning and organization of itineraries;

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- 3.3. Stages of developing an itinerary;
- 3.4. Design and spatial representation;
- 3.5. Sources of information and resources;
- 3.6. National and International Itineraries and Tourist Circuits

4. Elaboration, promotion of tourist itineraries and GIS

- 4.1. The Geographic Information Systems in the design of itineraries;
- 4.2. Spatial analysis and data manipulation;
- 4.3. Symbolization and tourist signage. Formats, typologies and regulations;
- 4.4. The itinerary as a tool for promotion and territorial dissemination;
- 4.5. Ecocultural and didactic dimension of an itinerary.

3. DEMONSTRATION OF THE COHERENCE OF THE PROGRAMMATIC CONTENTS WITH THE OBJECTIVES OF THE COURSE

The generalization of the tourism market and the valorization of new spaces related to culture and nature, imply a growing demand in their promotion and animation, assuming the need to create motivations and involvement of tourists with the environment and society. In this way, it is intended to widen the participation in the cultural, social and environmental plan. The recognition of the relationship between the tourist activity, the heritage and the territory must be developed based on solid knowledge, in order to prepare future graduates for an increasingly global and demanding labor market.

This subject aims to prepare graduates in Tourism and Leisure for projects and processes to boost tourism, enhancement of tourism resources (natural and cultural) and development of itineraries and routes, taking into account its various typologies and the importance it represents for the development of communities and territories that support them. On the other hand, it is the objective of the curricular unit a greater integration with the new technologies of geographic information through the application of Geographic Information Systems (GIS) to tourism. Thus, will be developed some GIS tools that enable students to develop itineraries in digital format and with greater capacity for development and updating.

4. MAIN BIBLIOGRAPHY

COUNCIL OF EUROPE (2020) - Cultural Routes of the Council of Europe, CE & European Institute of Cultural Routes, Strasbourg.

CUNHA, L. (2017) – Turismo e Desenvolvimento. Realidades e Perspetivas, LIDEL-Edções Técnicas, Lisboa.

DEMERS, M.N. (2008) - Fundamentals of geographic information systems, John Wiley and Sons, New York.

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FERNANDES, G. (2020) – Itinerarios Turísticos: Conceção, Organização e Divulgação. Materias Didaticas ESTH/IPG, Policopiado.

FORTUNA, C. (1999) - Identidades, percursos, paisagens culturais. Celta Editora, Oeiras.

SILVA, G. T. & COSTA NOVO, C. (2010) - Roteiro Turístico, CETAM, Manaus.

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SOUSA, P. & FERNANDES, S. (2007) – Aplicação dos Sistemas de Informação Geográfica no Turismo. Finisterra XLII 84, Centro de Estudos Geográficos, Lisboa.

WORLD TOURISM ORGANIZATION (2015), Affiliate Members Global Reports, Volume twelve – Cultural Routes and Itineraries, UNWTO, Madrid.

WORLD TOURISM ORGANIZATION (2004).Tourism at World Heritage Cultural Sites, WTO & ICOMOS, Madrid

5. TEACHING METHODOLOGIES AND EVALUATION RULES

In methodological terms, the theoretical lessons can be expository and discussion on current phenomena, local or national problems and experiences that are part of everyday experiences, as well as research done by students. In the practical classes, research activities will be carried out within the contents covered. In the fieldwork classes, processes of information gathering, bibliographical research and analysis of geographical aspects of physical and human scope will be developed. The summative dimension of the continuous evaluation of the curricular unit is defined through the following elements:

Inventory work and development of a Tourist Itinerary	40% (8 values)
Oral presentation of the work	10 % (2 values)
Evaluation tests	50% (10values)

Note: Assessment proposal to be approved with the students

6. DEMONSTRATION OF THE COHERENCE OF TEACHING METHODOLOGIES WITH THE OBJECTIVES OF THE CURRICULAR UNIT

The methodologies followed seek to introduce students to the theoretical and practical dimensions of the issues to be dealt with, always instilling a global and coherent vision of knowledge about the contemporary problems of the turismo. We will encourage individual intervention and initiative, as well as collective reflection. Evaluation is an essential and integral element of the teaching-learning process, considered as an integral, systematic, gradual and continuous process, in order to provide regulatory

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feedback for the activity of the students and the teacher. We understand the continuous evaluation of the "Tourist Itineraries" curricular unit as a dynamic and permanent process, which is not only carried out at the end of the semester, highlighting its formative dimension (active participation of the trainees through doubts, comments, suggestions, criticisms, among others, revealing their interest and capacity regarding the contents covered). Through the presentation of the contents of the course unit made by the teacher, the results of research and analysis in various sources, the respective individual and collective reflection during the teaching sessions (contact hours), the trainees acquire and develop the skills of critical analysis, mobilization of information and knowledge for the understanding and development of tourist routes and their operation.

7. ATTENDANCE

Continuous assessment requires the student to be present and participate in 75% of the contact hours, as provided for in the study plan.

8. CONTACTS, OPENING HOURS AND OFFICES

Opening hours are available on the Internet and at the offices' door.

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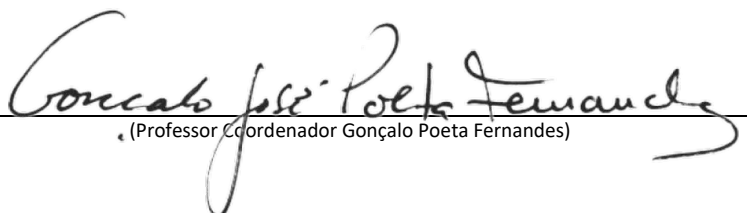
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DATE

18 de setembro de 2023

SIGNATURES

Area/Group Coordinator


(Professor Coordenador Gonçalves Fernandes)