

POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA	SUBJECT DESCRIPTION				MODELO PED.014.03	
Course	TOURISM AND LEISURE					
Subject	TOURISM OPERATION AND INTERMEDIATION					
Academic year	2023/2024	Curricular year	2nd	Study period	1st semester	
Type of subject	Compulsory	Student workload (H)	Total: 162	Contact: 60	ECTS	6
Professor(s)	Fernando Florim De Lemos					
<input checked="" type="checkbox"/> Area/Group Coordinator <input type="checkbox"/> Head of Department		(select) Gonalo Jos� Poeta Fernandes				

PLANNED SUBJECT DESCRIPTION

1. LEARNING OBJECTIVES

1. Know the operation of the tourism sector and, in particular, tourism supply and demand;
2. Interpret and analyze different indicators related to the tourism sector;
3. Understand the dynamics related to distribution systems and their importance in tourism;
4. Distinguish the concepts of direct and indirect tourist distribution, as well as the advantages and disadvantages of each one;
5. Analyze the legal framework for travel and tourism agents in Portugal;
6. Understand the activity of intermediaries and their role within the tourism system;
7. Identify trends and challenges in tourism distribution;
8. Learn and develop the professional skills required in the activity of travel and tourism agents;
9. Understand the different stages of building tourist packages;
10. Promote roleplays/simulations in a laboratory context.

2. PROGRAMME

Chapter I – Tourism, travel and tourism product

- 1.1 General concepts and Tourism Value Chain
- 1.2 The importance of tourism in the world and national economy

Chapter II – Intermediation and commercialization of tourism products

2.1 Intermediaries

- 2.1.1 Travel and Tourism Agencies: types of companies and activities
- 2.1.2 CRS and GDS
- 2.1.3 Other distribution channels, metasearch and gatekeepers

2.2 Operation and Distribution

- 2.2.1 Tourist distribution: concepts and functions
- 2.2.2 Evolution and importance of tourist distribution for the tourism sector
- 2.2.3 Offline and Online Distribution Channels
- 2.2.4 Legal framework of the activity in Portugal
 - 2.2.4.1 Regime for accessing and carrying out the activity of travel and tourism agencies (Decree-Law No. 17/2018 of March 8)
 - 2.2.4.2 Conditions for carrying out and using road passenger transport and the respective rights and duties (Decree-Law no. 9/2015 of 15 January)

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2.2.5 Conditions and constraints on tourism distribution

2.2.6 Trends and challenges in tourism distribution

Chapter III - Technique and Practice of Operation and Distribution

3.1 Types of Trips, Products and Services

3.2 Types of operations: Incoming or Outgoing

3.3 Tour package schedule

3.3.1 Elements prior to the construction of tourist packages

3.3.2 Phases and core elements of building tour packages

3.3.3 Typology of programs and obligations - general conditions of programs and mandatory requirements

3.4 Platforms and support systems

3.4.1 Role Plays/Simulations in the Travel Agency Laboratory

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The syllabus contents were defined according to the objectives to be achieved and skills to be acquired:

Chapter 1: 1. Know how the tourism sector works and, in particular, tourism supply and demand; 2. Interpret and analyze different indicators related to the tourism sector;

Chap.2: 3. Understand the dynamics related to distribution systems and their importance in tourism; 4. Distinguish the concepts of direct and indirect tourist distribution, as well as the advantages and disadvantages of each one; 5. Analyze the legal framework for travel and tourism agents in Portugal; 6. Understand the activity of intermediaries (in particular travel agencies and tour operators) and their role within the tourism system; 7. Identify trends and challenges in tourism distribution;

Chap.3: 8. Learn and develop the professional skills required in the activity of travel and tourism agents; 9. Understand the different stages of building tourist packages; 10. Promote roleplays/simulations in a laboratory context.

4. MAIN BIBLIOGRAPHY

- Abranja, N.; Alcântara, A. A.; Braga, C. N.; Marques, A. P.; Nunes, R. (2012) Gestão de agências de viagens e turismo. Lisboa: Lidel.
- Abranja, N.; Magalhães, C. (2018) Gestão de agências de viagens e turismo. 2.ª Edição. Lisboa: Lidel.
- Alpoim, M.; Pereira, S.; Araújo, M. (2011). OTET - Operações Técnicas em Empresas Turísticas. Lisboa: Porto Editora.
- Blanco, A. (1999) Producción y venta de servicios turísticos en agencias de viajes. Madrid: Síntesis.
- Braga, C. (2007). Agências de Viagens e Turismo. Elsevier Editora.
- Cobreros, M. (1999). Fundamentos teóricos y gestión práctica de las agencias de viajes. Madrid: Editorial Síntesis.
- Cooper, C.; Fletcher, J.; Wanhill, S.; Shepherd, R. (2003). Turismo: princípios e prática. 2ª ed. Porto Alegre: Bookman.
- Cunha, L. (2013), Economia e Política do Turismo. 3.ª Edição. Lidel, Lisboa.

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- Cunha, L. & Abrantes, A. (2013). Introdução ao Turismo. Lisboa: Lidel.
- Lemos, F. & Silva, M. (2023). Crise Covid19: impactes nas Redes de Operação e Distribuição Turística. Egítania Scienica. Edição Especial ISITH II, pp. 127-148. ISSN:2975-9064.
- Ribeiro, L. (2019). Educação e Formação Profissional em Turismo na Área da Intermediação: uma análise aos agentes de viagens portuguesas. [Dissertação de Mestrado, Universidade da Maia].
- Santos, J. D., Silva, Ó. L. (2020). Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries. IGI Global. DOI: 10.4018/978-1-5225-9783-4.
- Salgado, J. (2009). Agências de viagens do futuro: um arquétipo para Portugal. [Dissertação de Mestrado, Universidade de Aveiro]. <http://hdl.handle.net/11328/892>
- Silva, M. (2016). Liderança estratégica do turismo em Portugal: fatores moderadores. [Tese de Doutoramento, Universidade de Aveiro]. <http://hdl.handle.net/10773/23350>

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The teaching methodology was based on the expository component complemented with active techniques. The following were used: debate, group work, case studies and resolution of practical exercises.

Continuous Assessment consisted of a written assessment test (theoretical-practical) and two practical assignments. The student's final classification was obtained through the following weighting: 50% of the evaluation test grade, 25% of the practical work I grade and 25% of the practical work II grade. Approval in the curricular unit implies a minimum grade of 8 in any of the evaluation methods.

Assessment by Final Exam consisted of a written assessment test, of a theoretical-practical nature, which determines the student's final classification.

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

For each component of the programmatic content there is an exposition of concepts as well as a discussion and study of concrete examples of the application of the theory. In some program content, practical exercises are solved. In this way, students are encouraged to reflect and critical spirit in order to obtain specific knowledge required for professional performance in this area. The realization of works allows the development of skills and the practical application of the knowledge learned.

In addition, it was intended to develop students' personal capacities by reflecting on the various theoretical components and their application in their know-how, know-how, know-how and know-how, so that these future professionals to fulfil their role in collaboration with the other individuals in the organization.

The form of evaluation allows to assess the level of knowledge of the students ensuring that they have knowledge about all the programmatic contents.

7. ATTENDANCE

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In the continuous assessment of each student, a minimum of 2/3 of the classes taught and the tutorial orientation sessions were required for attendance. Such a condition does not apply only to students with worker-student status.

8. CONTACTS AND OFFICE HOURS


The teacher was available in the personal Office of ESTH B23, according to the schedule established and approved by the Board of ESTH to meet students and through email (ricardoguerra@ipg.pt).

DATE

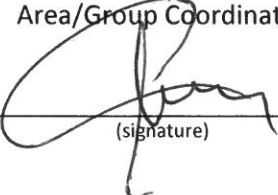
19 de setembro de 2023

SIGNATURES

Professor


 (signature)

Area/Group Coordinator


 (signature)