

POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA	SUBJECT DESCRIPTION				MODELO PED.014.03	
Course	Tourism and Leisure					
Subject	Economy and Tourism Policy					
Academic year	2023/2024	Curricular year	1st	Study period	2nd 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

The concepts discussed within the economy and polity in the tourism sector, by the comprehensive nature of the two-way relationship between the three systems involved, reveal considerable diversity of notions that also require an analysis of the implications of decisions taken in the field of economics and policies in general, which translate into considerable influences on the tourism system. In fact, it is necessary to address these disciplinary perspectives applied to tourism, with the aim of transmitting the technical knowledge necessary to tourism, to lead to their interaction in Tourism science and thus make possible the desired multidisciplinary view of the tourism phenomenon.

It is intended so that, with the approval of this CU, students are trained to recognize and characterize the key concepts, definitions, contents and components of the economy and own tourism policy and also critically analyse case studies and practical exercises presented. Particularly, we want to understand:

- a) the structure and institutional organization of tourism in the world, in the EU and Portugal;
- b) the conceptual framework of the tourism economy, in particular the nature of the countries and regions that are centres transmitters and receivers and also the indices and measures commonly used in tourism;
- c) the nature and magnitude of the economic impacts of tourism;
- d) the need for and importance of economic evaluation of tourism resources;
- e) the importance of the Tourism Satellite Account to know the world economy, at European and national level, with the objective to know the current weight of tourism in the national economy and its prospects of evolution.)

2. PROGRAMME

I - Institutional organization of tourism

1.1 State's role in tourism activity

1.2 Means of State intervention in tourism

1.3 Areas of state intervention in tourism

1.4 Political and administrative organization of tourism

1.5 Regional and local organization of tourism

1.6 Role of the World Tourism Organization

1.7 Tourism policy in the EU

1.8 Legal obstacles to tourism

1.9 Role of social tourism

II - Elements of evaluation of tourism

<p>POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA</p>	<p>SUBJECT DESCRIPTION</p>	<p>MODELO PED.014.03</p>
--	-----------------------------------	-------------------------------------

2.1 Conceptual framework of the tourism economy

2.2 Needs assessment in tourism

2.3 Methods and statistical data sources

2.4 Measures and indices in tourism

2.5 Measures for evaluating the environmental

2.6 Economic characteristics of tourism

GP
H-S

III - Economic impacts of tourism

3.1 Origin and definition of tourism as an economic phenomenon

3.2 Integration of tourism in Economic Policy

3.3 Classification and identification of economic impacts

3.4 Effects in the development strategy

3.5 Effects in the production and investment

3.6 Effects in the employment

3.7 Effects in the payment balance

3.8 Effects in the prices and fiscal receipts

3.9 Effects in the regional development

3.10 Effects in society and poverty

IV - Economic evaluation of tourism resources

4.1 Sustainable tourism

4.2 Need for evaluation of tourism resources

4.3 Economic valuation techniques

4.4 Analysis of user preferences

V - Tourism Satellite Account (TSA)

5.1 Framework and background

5.2 Objectives and basic principles

5.3 TSA procedures

5.4 TSA utilization

5.5 TSA in the international and national economy

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

The concepts discussed within the economics and politics of tourism sector, by the comprehensive nature of the two-way relationship between the three systems involved, reveal considerable diversity of notions that also require an analysis of the implications of decisions taken in the field of economics and politics, which translates into considerable influences on the tourism system.

It is intended so, with the approval of this CU, that students can detect and characterize the key concepts, definitions, contents and components of the economy and policy of tourism and also analyse critically the case studies and the practical exercises. This CU aims to contribute to the training of future technicians of Tourism and Leisure offering them a structural formation

POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.014.03
---	----------------------------	-----------------------------

within the perspective of tourism activities and economic aspects of its policy sector, which is important for the characterization and analysis of political and economic sector tourism, internationally and nationally.

Each chapter of the contents of the CU pretends to achieve the corresponding goal. Thus, the articulation is shown schematically below, between content and objectives, allows to demonstrate the consistency addressed: the cap. I respond to the point a; II to the point b; III to point c; IV to the point d; V to the point e.

4. MAIN BIBLIOGRAPHY

Obligatory:

CUNHA, L. (2013), Economia e Política do Turismo, 3ª Edição, Lisboa: Lidel.

CUNHA, L., Abrantes, A. (2019), Introdução ao Turismo, 6ª Edição, Lisboa: Lidel.

Tribe, J., (2020), The Economics of Recreation, Leisure and Tourism, 6 Edition, Routledge.

Recommended:

CUNHA, L. (2012), Turismo em Portugal: Sucessos e Insucessos, Lisboa: Edições Universitárias Lusófonas.

CTP (2005), Reinventando o Turismo em Portugal, Estratégia de desenvolvimento turístico português no 1º quartel do século XXI, Lisboa: Confederação do Turismo Português.

LÓPEZ, E. P. (2005), Economía y Turismo. Prácticas, Madrid: McGraw-Hill.

MATIAS, A. (2007), Economia do Turismo: Teoria e Prática, Lisboa: Instituto Piaget.

MATIAS, A., Sardinha, R. (2007), Avanços em Economia e Gestão do Turismo, Lisboa: Instituto Piaget.

Tisdell, C., (2013), Handbook Of Tourism Economics: Analysis, New Applications And Case Studies, World Scientific Publishing Company. max)

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

a) oral presentation, supported with projection schemes, graphics and ideas/keywords, is framed based on base texts;

b) consultation of books of the literature is essential, as well as recent scientific papers and articles press;

c) student participation in the confrontation the relevant everyday situations;

d) students are invited to clarify the interpretation of the concepts and confront them with real situations of tourism;

e) research data on the supply and demand in statistical portals and their features;

f) use of the e-learning platform of the IPG, where are putted the contents of the UC.

Continuous assessment involves regular monitoring of teaching and learning and periodic assessment follows the rules defined in the Regulation School Courses of the 1.st Degrees of IPG. These types of evaluations assume one written test, at the end of the semester, practical individual/group work and practice exercise. The result of the CU weighted mean the written test (50%), the individual/work group (50%).

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

This CU aims to give students a detailed approach on the relationship between economic and political systems and the tourist system and, thereby, recognize the importance of multiple interactions and resultant impacts, projecting, conversely, whether in tourism or the economy and politics of a given country or region, especially in our country, in Europe or even in the world. The methodologies are transversal to achieve the 5 types of goals set. The teaching methodologies are consistent with the goals of the CU because they address issues of a theoretical and conceptual articulately with the analysis of case studies, which aim to

POLI ESCOLA SUPERIOR TURISMO HOTELARIA TÉCNICO GUARDA	SUBJECT DESCRIPTION	MODELO PED.014.03
---	----------------------------	-----------------------------

introduce students to the issues discussed in the CU, focusing on student training activity for their involvement in practical issues, in confronting issues as possible related to the political-economic realities of tourism and articulating with applied research developed in group work.

7. ATTENDANCE

In continuous assessment, in normal period, requires the presence of 75% of total classes taught to students with normal status.

8. CONTACTS AND OFFICE HOURS

The teacher is available at the personal office n.º B22 in the ESTH, according to the established schedule and approved by the Director of the School to student's attendance, or through e-mail (fernando.lemos@ipg.pt).

9. OTHERS

The e-learning platform of IPG is a database in which materials are made available to the learning of important contents of CU. This instrument will also be used to communicate with the students through the publication of notices.

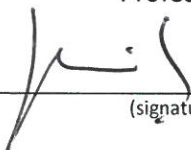
DATE

22 de fevereiro de 2024

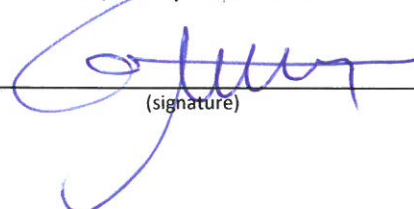
SIGNATURES

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

Professor


 (signature)

Area/Group Coordinator


 (signature)