

TOURISM

Coordinator: Eduardo Cândido Cordeiro Gonçalves, egoncalves@ismai.pt

Admission exams: Geography (09) or History (11) or Portuguese (18)

Publication in the Official Gazette: Notice no. 13123/2012 (2nd series), no. 190 of 01/10/2012

The Bachelor's degree in Tourism aims to further knowledge about the tourism industry and train a group of professionals who are duly equipped with a range of tools to be applied as tourism techniques. Similarly, it is hoped to meet the challenges faced in Portugal and in Europe regarding the use of information technology by strengthening skills in that area. It aims to develop students' ability to create new products and opportunities and provide them with inclusive technical skills that stimulate entrepreneurship and to provide knowledge on the country's potential for tourism and heritage, particularly focusing on emerging clusters that are part of the knowledge and innovation economy.

Professional opportunities

Tourism enterprises (hotels, tourist developments and apartments). Travel agencies and tour operators. Cruises. Airlines. Ground handling companies. Public administration. Regional tourism boards. Development agencies and companies. Local authorities and municipality associations. Regional/local development associations. Teaching/research. Tourism product managers. Firms of consultants. Cultural activity planning.

What makes this course different?

On-the-job training is provided through work placements, which have created a high level of employability for students. Similarly, there is close cooperation with the Centre for Tourism Development Studies (CEDTUR) based on research projects in innovative research fields, with particular focus on the *Dourointour: Patrimónios Durienses e Turismo Cultural* project, financed by the ON.2 programme.

CEDTUR is a research unit which is part of the Centre for Transdisciplinary Development Studies (CETRAD) (R&D 4011), classified as "Very Good" in the Foundation for Science and Technology's international evaluation.

Internationalisation

Students may apply for periods of mobility for studies in around 150 higher education institutions of more than 30 countries, as well for international internships, with possibility of financial support.

YEAR 1

SEMESTER 1 • 30 ECTS

- 5 French for Tourism I
- 5 English for Tourism I
- 4 Portuguese History and Culture I
- 4 Introduction to Statistics
- 4 Introduction to Tourism Studies
- 4 Portuguese
- 4 Information and Communication Technologies

SEMESTER 2 • 30 ECTS

- 4 Portuguese History and Culture II
- 4 Sociology of Tourism
- 4 Communication Theories and Practices
- 5 French for Tourism III
- 5 English for Tourism II
- 4 Research Methods for Tourism
- 4 Travel Agencies and Global Distribution Systems

YEAR 2

SEMESTER 1 • 30 ECTS

- 4 Organisational Culture
- 4 Tourism Economics
- 5 English for Tourism III
- 4 French for Tourism II
- 4 Tourism Marketing
- 4 Anthropology of Tourism
- 5 Spanish for Tourism I

SEMESTER 2 • 30 ECTS

- 4 Geography of Portugal
- 4 History of Art in Portugal
- 4 Tourism Legislation
- 4 Archaeological Heritage and Museology
- 4 French for Tourism IV
- 5 English for Tourism IV
- 5 Spanish for Tourism II

YEAR 3

SEMESTER 1 • 30 ECTS

- 4 Event Planning and Tourist Animation
- 5 Thematic Seminars
- 8 Project I
- 5 Tourism and Ethics
- 4 Hotel Management
- 4 Tour Operators

SEMESTER 2 • 30 ECTS

- 5 Cultural and Tourist Routes
- 5 Tourism and the Environment
- 5 Tourism and Regional Development
- 15 Project II or Work Placement