 <p>IPG Politécnico da Guarda Escola Superior de Turismo e Hotelaria</p>	SUBJECT DESCRIPTION	MODELO PED.009.02
--	----------------------------	-----------------------------

Course	Tourism and Leisure		Academic year	2020/2021	
Curricular Unit	Tourism Operation and Intermediation		ECTS	6	
Type of course	Required				
Year	2º Year	Semester	1.º Semester	Global working hours	
Professor	Ricardo Jorge da Costa Guerra		Total	162	Contact 60
Disciplinary Area Coordinator	Gonçalo Poeta Fernandes				

SD PLANNED

1. LEARNING OBJECTIVES

One of the objectives of this curricular unit is to equip students with knowledge that will allow them to obtain a global and comprehensive view of the functioning of the tourism sector and, in particular, of the intermediaries. Students are expected to gain insight into the functioning of distribution systems, particularly their structures, advantages and disadvantages, trends and impacts of new technologies in the industry.

Another objective is to impart specific knowledge about the activities of intermediary agents (in particular travel agents and tour operators) and their role within the tourism system. It is also intended that students learn and develop the professional skills required in the activity of travel agencies and tour operators, with special focus on the creation of tourist packages.

2. PROGRAM CONTENT

1. Tourism, travel and tourism product

- 1.1 General concepts
- 1.2 Tourism demand
- 1.3 Tourist offer
- 1.4 Tourist Product
- 1.5 The importance of tourism in the world and national economy

2. Distribution systems and intermediaries.

- 2.1. Tourism distribution: concepts and functions
 - 2.1.1 Evolution of tourist distribution system
 - 2.1.2 The importance of tourist distribution for the tourism sector
- 2.2 Conditions and constraints of tourist distribution

- 2.3 Distribution channels and intermediaries.
 - 2.3.1 Legal framework for activity in Portugal
 - 2.3.2 Tour operators
 - 2.3.3 Travel Agencies
 - 2.3.4 Other intermediaries
- 2.4 CRS and GDS
- 2.5 Disintermediation and reintermediation
- 2.6 Impact of ICT on distribution systems
- 2.7 Trends and challenges in tourism distribution

3. Programming of tourist packages

- 3.1 Preliminary and fundamental elements for tourism planning and package construction
- 3.2 Typology of programs
- 3.3 Nuclear phases and elements of package construction
- 3.4 Information necessary to collect for the construction of tourist packages
- 3.5 Necessary information to insert in tourist packages

3. DEMONSTRATION OF THE CONSISTENCY OF THE CONTENTS WITH THE GOALS OF THE UC

The first point of the program content is to develop knowledge about the various tourism distribution systems as well as the stakeholders. It is also addressed the specific case of computerized systems due to their specific characteristics that influence the operation of the distribution systems, demonstrating the new challenges of the sector.

In addition to the operation of the tourist distribution in general, the specific cases of travel agents and tour operators and the functions that are associated with these intermediaries are addressed. Thus, specific training is provided on the role and operational functioning of these intermediate agents in the tourism market, as well as their role within the tourism system.


4. 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 (pp.116-131; 174-184);
- Buhalis, D. (2000). Marketing the Competitive Destination of the Future. Tourism Management, 21, 97-116.
- 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.
- Cunha, L.; Abrantes, A. (2013). Introdução ao Turismo. Lisboa: Lidel.
- Egger, R.; Buhalis, D. (2008). eTourism – Case Studies. Ed. Butterworth Heinemann, Oxford.
- Salvado, J. (2009). Agências de viagens do futuro: um arquétipo para Portugal. (Dissertação de Mestrado não publicada), Universidade de Aveiro (pp.1-46);

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

The teaching methodology is based on the expository component complemented with active techniques. They are used: the debate, group work, case study and resolution of practical exercises.

The Continuous Assessment consists in the accomplishment of a written evaluation test (of theoretical-practical nature) and a written work. The final classification of the student is

 <p>IPG Politécnico da Guarda Escola Superior de Turismo e Hotelaria</p>	SUBJECT DESCRIPTION	MODELO PED.009.02
--	----------------------------	------------------------------

obtained through the following weighting: 70% of the grade of the test of evaluation and 30% of the grade of the practical work.

The approval in the course unit implies a minimum grade of 7 values in the assessment test. The student will automatically go to the final exam evaluation regime in case of a grade lower than 7 points in the assessment test.

The Final Exam Evaluation consists in the accomplishment of a written evaluation test, of theoretical and practical nature, that determines the final classification of the student.

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


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 fulfill 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. REGIME OF ASSURANCE

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.

 <p>IPG Politécnico da Guarda Escola Superior de Turismo e Hotelaria</p>	SUBJECT DESCRIPTION	MODELO PED.009.02
---	----------------------------	------------------------------

8. CONTACTS AND ATTENDANCE

The teacher was available in the personal Office at ESTH, according to the schedule established and approved by the Board of ESTH to meet students and through email.

9. OTHER

SIGARRA platform of the IPG is a database in which are provided important materials for learning the content of UC, in addition to books. This instrument was used to communicate with the students through notices.