

<i>Course</i>	Tourism and Leisure / Hotel Management / Catering and Food Service			<i>Academic year</i>	2020/2021		
<i>Subject</i>	Tourism			ECTS	5		
<i>Type of course</i>	Compulsory						
<i>Year</i>	1st	<i>Semester</i>	1st sem	<i>Student Workload:</i>			
<i>Professor(s)</i>	Fernando Florim De Lemos			<i>Total</i>	135,0	<i>Contact</i>	60
<i>Area Coordinator</i>	Gonçalo Poeta Fernandes						

SD Planned

1. LEARNING OBJECTIVES

It is intended to enable students to learn key concepts, contents and components of tourism in an systemic perspective, in order to build knowledge about:

- a) an approach to the theoretical-conceptual introduction on tourism and its system of relations, discussing the nature of the main vocabulary of the tourist glossary;
- b) get a historical perspective on the evolution and current situation of tourism globally and in Portugal;
- c) exploring concepts and typologies within tourism offer and interpret new trends in products and experiences, that are transforming this activity, as well as understand the different approaches to the development of tourist destinations and their life cycle and, also, understand the nature and typologies of the hotel industry and related services;
- d) the nature and complexity of the structure of tourism demand, namely the need to assess the main determinants and scenarios of this demand, both domestically and internationally;
- e) the main qualities required to the professional tourism within the profiles in the areas of Tourism and Leisure and Hospitality and Catering.

2. PROGRAMME

I - Concepts, classifications, types and approaches of tourism

- 1.1 Concepts of leisure, recreation and tourism
- 1.2 Tourism classifications
- 1.3 Types of Tourism
- 1.4 Demand, market and tourism consumption
- 1.5 Offer, destiny and tourism industry
- 1.6 System of relations of tourism
- 1.7 Tourism approaches
- 1.8 Glossary of tourism, hotel and catering

II - History of travel and tourism

- 2.1 Tourism in Classic Age
 - 2.1.1 Travel from Antiquity to Ancient Greece
 - 2.1.2 Tourism and recreational activity in the Roman Empire

- 2.1.3 Tourism activity from the Middle Age to the XVIII century
- 2.2 Tourism in Modern Age
 - 2.2.1 Tourism intellectual movement in Europe and Romanticism
- 2.3 Tourism in Contemporary Age
 - 2.3.1 Mass tourism and tour packages
- 2.4 Chronology of tourism in Portugal
- III - Tourism supply
 - 3.1 Concepts and characteristics of the tourism supply
 - 3.2 Components of the tourism supply
 - 3.3 Tourism activities
 - 3.4 Tourism destinies
 - 3.5 Tourism products
 - 3.6 Function of the production and supply elasticity
 - 3.7 Tourist accommodation and related services
 - 3.8 Types of tourist accommodation in Portugal
- IV - Tourism demand
 - 4.1 Notion and structure of tourism demand
 - 4.2 Fundamental characteristics
 - 4.3 Determinant factors
 - 4.4 Size and scales on demand
 - 4.5 Perspectives of international demand
 - 4.6 Tourist utility
 - 4.7 Elasticities of tourism demand
 - 4.8 Tourism consumption
- V - Qualities required to the tourism professional
 - 5.1 Areas and professional profiles in Tourism and Leisure
 - 5.2 Areas and professional profiles in Hospitality and Catering

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

Each chapter of the CU contents pretends to achieve the corresponding goal. Thus, the linkage between content presented below and objectives allows demonstrating the targeted coherence: the cap. I responds to the point a; II to the point b; III to the point c; IV to the point d; V to the point e. Thus, the purpose of apprehending a theoretical-conceptual discussion of concepts corresponds to the tourist glossary and study the functioning of the tourism system. To obtain a historical perspective, globally and in Portugal, fits this phenomenon from Antiquity to the Contemporary, diachronic and synchronic. The concepts and typologies of the tourism supply, destinations, products and tourist experiences are explored to understand the major trends of the tourism market. The study and knowledge of tourism demand intends to help understand and interpret the current importance and perspectives of future development, from the national to the global levels. Finally, under tourism training at tertiary level, we intend to gain a holistic perspective on the professional qualities required of tourism in two areas of education and training of CNAEF.

4. MAIN BIBLIOGRAPHY

Obligatory:

- CUNHA, L., Abrantes, A. (2019), *Introdução ao Turismo*, 6ª Edição, Lisboa: Lidel.
CUNHA, L. (2013), *Economia e Política do Turismo*, 3ª Edição, Lisboa: Lidel.
CUNHA, L. (2012), *Turismo em Portugal: Sucessos e Insucessos*, Lisboa: Edições Lusófonas.

Recommended:

- COOPER, C., Fletcher, J., Gilbert, D., Wanhill, S. (2008), *Tourism: Principles and Practice*, 4th Edition, Essex: Longman.
DIAS, R. (2005), *Introdução ao Turismo*, São Paulo: Atlas.
DOMINGUES, C. M. (1997), *Prontuário Turístico*, 2ª Edição, Lisboa: Instituto Nacional de Formação Turística.
LICKORISH, L. J., Jenkins, C. L. (2000), *Introdução ao Turismo*, Rio de Janeiro: Campus.
MATA, A. (2000), *Dicionário de Terminologia Hoteleira*, Lisboa: Prefácio.
MILONE, P. C., Lage, B. H. G. (2000), *Turismo: Teoria e Prática*, São Paulo: Atlas.
NETTO, A. P.; Lohmann, G. (2008), *Teoria do Turismo: Conceitos, Modelos e Sistemas*, São Paulo: Aleph.
OMT (2008), *Introducción al Turismo*, Madrid: OMT.
OMT (1999), *Conta Satélite do Turismo: Quadro Conceptual*, Madrid: OMT.
SILVA, S. (2013), *Turismo Interno: uma Visão Integrada*, Lisboa: Lidel.

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

- a) oral presentation supported with projection schemes, pictures and movies, tables and charts, and also the key ideas appropriately framed in bibliographic base texts;
 - b) book consultation of the fundamental literature, as well as scientific and press articles;
 - c) invitation to the understanding and interpretation of concepts and their confrontation with real situations of tourism, particularly through case studies and two study visits;
 - d) participation of students in the classroom in exemplary analysis between scientific knowledge and more relevant everyday contexts of tourism;
 - e) research data on the supply and demand in statistical portals and their functionality;
 - f) use of the e-learning platform of the IPG, where are putted the contents of the CU.
- 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 evaluation assume one written test, at the end of the semester, one practical group work and a practice exercise. The result of the CU weighted mean the written

test (50%), having minimum score of 8 values, the work group (40%) and the practice exercise (10%).

Final Exam:

Written test – 100%

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

This CU aims to give students a detailed approach into the concepts of the theoretical framework of tourism and its importance on a national and international perspective. Thus, aims to recognize the importance of multiple interactions in the system of tourism, which are articulated in the global tourism market. The teaching methods used are cross to reach the 6 types of defined objectives. These methodologies are consistent with these goals because they address issues of theoretical and conceptual texts and articles in relevant scientific and latest possible articulately with the analysis of case studies, which aim to introduce students in the problems discussed in the CU, focusing formative activity of the student with his involvement in real and practical questions, in confronting issues as possible related to the realities of the system and the tourism supply, linking with applied research developed in group work.

7. ATTENDANCE

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

Professor

Coordinator