

Updated On	2023/09/12																															
Curricular Year / Period	2023/24 / S2																															
Course	Tourism																															
Curricular Unit	Travel Agencies and Tour Operators																															
Language(s) of Instruction	Português																															
ECTS/tempo de trabalho (horas)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td>6</td> <td>150</td> <td>0</td> <td>60</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>15</td> <td>0</td> </tr> </tbody> </table> <p>T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p>	ECTS	Total	Horas de contacto semestral									T	TP	PL	S	TC	E	O	OT	EC	6	150	0	60	0	0	0	0	0	15	0
ECTS	Total			Horas de contacto semestral																												
		T	TP	PL	S	TC	E	O	OT	EC																						
6	150	0	60	0	0	0	0	0	15	0																						
Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Maria Gorete Ferreira Dinis / gdinis@ipportalegre.pt																															
Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small>																																
Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	Describe the operations and organization of the travel agency. Know the technical and social skills required in the development of the travel agent's activity. Understand the role of travel and tourism agencies as an intermediary agent in the tourism sector and the relationship with suppliers. Organize individual and group travel programs / packages. Learn the basic commands to operate with the Galileo reservation system.																															
Sustainable Development Goals																																
Syllabus	<ol style="list-style-type: none"> 1. History of tourism operations 2. Travel and tourism agencies <ol style="list-style-type: none"> 2.1. Definition and activities of travel and tourism agencies 2.2. Requirements for opening a travel agency 2.3. Administrative procedures 2.4. Travel agency profitability 2.5 Human Resources 2.6. Use of travel and tourism agencies in Portugal 2.7. Structure of travel and tourism agencies in Portugal 2.8. Associations linked to travel agencies 3. Intermediation and sale of accommodation and restaurants 4. The travel agency and air transport 5. The travel agency and ground transportation 6. Travel agency and river and sea transport 7. The intermediation and sale of organized trips 8. Tour operators <ol style="list-style-type: none"> 8.1 Classification of tour operators 8.2. Main tour operators 8.3 Planning, marketing and operationalization of package tours 8.4. Budgeting for an organized trip 9. Booking and ticketing with the Galileo program 																															
Teaching methodologies (including assessment) <small>[Specify the types of assessment and the weights and evaluation criteria]</small>	1 - Teaching methodologies The curricular unit is structured in theoretical-practical classes (60 hours) and tutorial guidance (15 hours). Theoretical-practical classes comprise the exposure of knowledge and basic scientific foundations, complemented with practical exercises and the use of programs resulting from the operation of travel and tourism agencies; Furthermore,																															

	<p>discussion, critical reflection and sharing of experiences on the topics covered today are encouraged, resorting to the analysis of case studies. The tutorial guidance classes focus on clarifying doubts and providing individual support for solving practical exercises.</p> <p>2 - Period assessment</p> <p>The course unit can be concluded through continuous assessment throughout the semester or by exam. The approval in the course unit by continuous assessment results from:</p> <ul style="list-style-type: none"> - 1 individual knowledge assessment test, with a weight of 50%; - work done in class 45%; - participation and commitment in classes: 5%. <p>3 - Examination assessment</p> <p>Exam: 100%</p>
<p align="center">Bibliography</p>	<p>1 - Main Bibliography</p> <ul style="list-style-type: none"> - ABRANJA N. e MAGALHÃES C. (2018). Gestão de Agências de Viagens e Turismo (2ª Edição Atualizada). Edições Lidel - ARANDA, M.M., 2006, La producción e intermediación turística en el sector de las agencias de viajes, Ediciones de la Universidad de Oviedo. - BURKE, J.F., BARRY, P.R, 1991, Marketing & Selling the Travel Product, South- Western Publishing, Cincinnati . - COBREROS, M.A., 2010, Fundamentos Teóricos y Gestión Práctica de las Agencias de Viajes, Editorial Síntesis, Madrid. - Manual de reservas e emissões do programa Galileo, Galileo Portugal. - - MIRANDA, M., 2000, O Contrato de Viagem Organizada, Livraria Almedina. - PAGE, S.J., 2007, Tourism Management Managing for change. Second Edition, Burlington: Elsevier. <p>2 - Complementary Bibliography</p> <ul style="list-style-type: none"> - BUHALIS D., 2003, eTourism Information technology for strategic tourism management. Prentice hall: UK. - COSTA L., 2001, Managing the impact and the use of Information and Communication Technologies based services in the tourism setor. Final Report of Working Group E. European Commission. - INKPEN G. ,1998, Information Technology for Travel and Tourism, 2nd edition. Addison Wesley Longman Limited: Harlow Essex - SHELDON P., 1997, Tourism Information Technology. Cabi International: UK.
<p align="center">Special Situations [Students with special status]</p>	<p>1 - Period assessment - Students with special status</p> <p>Students with Special Status may obtain approval by frequency or exam, applying the same evaluation criteria as other students, but considering the possibility of taking tests in extraordinary times, in accordance with the regulations in force at ESECS-IPP</p> <p>2 - Examination assessment - Students with special status</p>