

Updated On	2023/09/12																															
Curricular Year / Period	2023/24 / S2																															
Course	Tourism																															
Curricular Unit	Tourist Itineraries																															
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 style="font-size: small;">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
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		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>	<p>Identify the different types and forms of tourist itineraries; Know, interpret and apply the mechanisms and systems of the organization of tourist itineraries and circuits; Develop analytical skills in order to adapt tourist itineraries / circuits to different audiences and geographical contexts Develop skills of creativity, innovation and responsibility in solving and managing problems or unforeseen situations; Conceive, plan, manage and evaluate projects of itineraries and tourist circuits with scientifically appropriate methodologies; Recognize the importance of tourist information; Format the tourist information for the different professions in the tourism area, for the various profiles of tourists, potential and actual, for the tourist agents and for the current media, contributing to the sustained increase in the number of tourists in the destination.</p>																															
Sustainable Development Goals																																
Syllabus	<ol style="list-style-type: none"> 1. Itineraries and Tourist Circuits <ol style="list-style-type: none"> 1.1 Concepts and Terminologies 1.2 Historical Background 2. Modalities and Types of Itineraries <ol style="list-style-type: none"> 2.1 Classification Criteria 2.2 Models of Tourist Itineraries 2.3 Commercialization Modalities 3. Itineraries and tourist destinations 4. UNESCO heritage in Portugal as a source of tourist itineraries 5. Design, planning and organization of tourist itineraries <ol style="list-style-type: none"> 5.1 Planning 5.2 Design and Organization 5.3 Cost Structure 5.4 Bookings 5.5 Commercialization, Promotion and Marketing 5.6 Study of Tourist Satisfaction 6. Tourist Information <ol style="list-style-type: none"> 6.1 The importance of information in tourism 6.2 Profile, functions and obligations of tourism professionals 6.3 Forms and types of information in tourism 6.4 Research and information management in the tourism and cultural field 																															

	<p>6.5 Organization of information for reception and monitoring of customers as well as tourist information programs</p>
<p>Teaching methodologies (including assessment)</p> <p><small>[Specify the types of assessment and the weights and evaluation criteria]</small></p>	<p>1 - Teaching methodologies</p> <p>This curricular unit has a theoretical and practical character. The contact sessions will combine two moments: an informational component, provided by the teacher that encourages critical reflection and the active participation of students; and the use of case studies, research and analysis of relevant scientific texts by students, which will provide an incentive for the development of critical, reflective, creative, innovative and responsible skills in the development and planning of itinerary / tour circuits projects.</p> <p>2 - Period assessment</p> <p>UC approval is obtained with a minimum classification of 9.5 points. Evaluation parameters:</p> <ul style="list-style-type: none"> - 1 frequency test - 70%; - Practical work on the elaboration of a tourist itinerary - 20%; oral presentation - 5%. - Careful student participation in all activities resulting from the implementation of the program - 5%. <p>It is mandatory to attend 75% of the classes.</p> <p>3 - Examination assesement</p>
<p>Bibliography</p>	<p>1 - Main Bibliography</p> <ul style="list-style-type: none"> - AAVV (2001) Percursos de Evasão por Terras de Portugal. Guias Práticos, Lisboa: Deco Proteste. - AAVV (2008) Portugal Driving Guide UK: Thomascookpublishing.com. - AAVV (2009) Percursos de Evasão por Terras de Portugal. Guias Práticos, Lisboa: Deco Proteste - AAVV (2010) O Atlas do Viajante um guia global para os locais que deve visitar. China: Carácter Entertainment. - RODRIGUES COSTA, (2012) Introdução à Gestão Hoteleira. Lisboa: Lidel. - CUNHA, L., (2013) Economia e Política do Turismo. Lisboa: Lidel. - CUNHA, L. ABRANTES, A (2019) Introdução ao Turismo, 6ª Edição Atualizada. Lisboa: Lidel - LEW, A. et tal. (2007) Compêndio de Turismo. Lisboa: Instituto Piaget. - MATIAS, Á. (2006) Economia do Turismo, Teoria e Prática. Lisboa: Instituto Piaget - PEDRO, F. et al. (2012) Gestão Eventos. Lisboa: Escolar Editora. - SARAMAGO, J. (2001) Viagem a Portugal. Lisboa: Editorial Caminho. - WATT, D. C. (2004) Gestão de Eventos em Lazer e Turismo. Porto Alegre: Bookman. <p>2 - Complementary Bibliography</p>
<p>Special Situations</p> <p><small>[Students with special status]</small></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 at ESECS-IPP</p> <p>2 - Examination assesement - Students with special status</p>