

| | | | | | |
|------------------|------------------------------|---------------|----------------|--|------|
| Course Unit | Tourism Products Development | | Field of study | Tourism | |
| Bachelor in | Tourism | | School | School of Public Management, Communication and Tourism | |
| Academic Year | 2019/2020 | Year of study | 2 | Level | 1-2 |
| Type | Semestral | Semester | 2 | ECTS credits | 6.0 |
| Code | 9254-532-2202-00-19 | | | | |
| Workload (hours) | 162 | Contact hours | T - | TP 60 | PL - |
| | | | TC - | S - | E - |
| | | | OT - | O - | |

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Marco Paulo Martins

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Identify the determinants and procedures in the development of tourism products.
2. Understand destination variation.
3. Identify the characteristics and specificities of the different tourism products, namely Tourism in Rural and Natural Areas; Cultural Tourism; Health Tourism and other products.
4. Develop strategies for recovery of certain tourism products. Identify specific products for specific tourist markets.
5. Identify specific products for specific tourist markets.

Prerequisites

Not applicable

Course contents

Tourism product development . Tourism in rural and natural areas. Cultural Tourism. Health Tourism. Business tourism. Urban tourism. Other tourism products.

Course contents (extended version)

1. Tourism product development
 - Definitions, influences and determinants
 - Principles and procedures for tourism product development
 - Destination variations
2. Tourism in rural and natural areas
 - Rural Tourism
 - Nature Tourism
3. Cultural Tourism
 - Concept
 - Museums
 - The touring
 - Food and Wine
4. Health Tourism
 - Concept
 - Product typologies of health tourism
5. Business Tourism
 - Concept
 - Types of business tourism products and local meetings
 - The market of business tourism
6. Urban Tourism
 - Concept
 - The tourist town: types, evolution, planning and management
 - Urban tourists: types, motivations and experience
7. Other tourism products

Recommended reading

1. Cooper, C. & Hall, M. C. (2008). Contemporary Tourism: An International Approach. Butterworth-Heinemann. ISBN 0750663502.
2. Davidson, R. (2003). Business Travel. Harlow: Pearson Education. ISBN 10 0-582-40444-4.
3. Dean, D. (2003). Museum exhibition: Theory and practice. London, New York: Routledge. ISBN 0-203-03936.
4. Smith, M. , & Puczko, L. (2009). Health and Wellness tourism. Oxford: Butterworth-Heinemann. ISBN 978-0-7506-8343-2.
5. World Tourism Organization (UNWTO). (2001). Handbook on Tourism Product Development. ISBN 978-92-844-1395-9.

Teaching and learning methods

The teaching methodology used is based on practical classes where present and discuss concepts, methodologies and techniques, using texts and media. Analysis and discussion of specific topics and case study.

Assessment methods

1. Distributed Evaluation - (Regular, Student Worker) (Final)
 - Practical Work - 40%
 - Final Written Exam - 60%
2. Final Exam - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%
3. Students in mobility - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 100%

Language of instruction

Portuguese

Electronic validation

| | | | |
|---------------------|--------------------------|------------------------------------|------------------------------|
| Marco Paulo Martins | Catarina Antónia Martins | Catarina Alexandra Alves Fernandes | Luisa Margarida Barata Lopes |
| 29-02-2020 | 02-03-2020 | 02-03-2020 | 10-03-2020 |