

Course Unit	Tourism Itineraries	Field of study	Tourism
Bachelor in	Tourism	School	School of Public Management, Communication and Tourism
Academic Year	2019/2020	Year of study	2
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - , TP 60 , PL - , TC - , S - , E - , OT - , O -
		Level	1-2
		ECTS credits	6.0
		Code	9254-532-2205-00-19

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) Alexandra Maria Ferreira Vieira

Learning outcomes and competences

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

1. Distinguish the different concepts associated with the tourist itineraries.
2. Know the phases and stages of planning, organization and implementation of an itinerary.
3. Know the main national and international itineraries.
4. Encourage the construction of themes and itineraries for different territories.
5. Recognize the importance of the itineraries for the organization, development and promotion of national tourism.
6. Be able to plan and execute a tourist itinerary using ICT.

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable.

Course contents

1. General, conceptual and terminological framework.
2. Planning and designing Itineraries.
3. Publicizing and marketing of a tourist itinerary.
4. The strategic enhancement of cultural heritage, natural and immaterial.
5. Importance of ICT in the development of tourist itineraries.

Course contents (extended version)

1. General, conceptual and terminological framework.
 - 1. 1. Concepts and terminology associated with the tourist itineraries.
 - 1. 2. Types of travel itineraries.
 - 1. 3. Tour itineraries according to the tourism product.
 - 1. 4. Tourist itineraries as a second means of transport used.
 - 1. 5. Tour itineraries according to the organization.
2. Planning and designing Itineraries.
 - 2. 1. Objectives and characteristics of a Tourist Itinerary.
 - 2. 2. Resources linked to the design of Tourist Itineraries.
 - 2. 3. General and tourist equipment as the Tourist Itineraries support.
 - 2. 4. Phases of organizing a Tourist Itinerary.
 - 2. 5. Execution of the Tourist Itinerary.
 - 2. 6. Experimenting the tour itinerary planned.
3. Publicizing and marketing of a tourist itinerary.
 - 3. 1. Broadcasting tools.
 - 3. 2. The Information.
 - 3. 3. Strategies for the implementation of an itinerary.
 - 3. 4. The commercialization.
4. The strategic enhancement of cultural heritage, natural and immaterial.
 - 4. 1. Major itineraries and circuits in Portugal.
 - 4. 2. The main itineraries and international circuits.
5. Importance of ICT in the development of tourist itineraries.
 - 5. 1. The geographic information system's role in designing tour itineraries.

Recommended reading

1. Bonniface, B. & Cooper, C. (2005). Worldwide Destinations – The Geography of Travel and Tourism. Londres: Butterworth Heinmann. ISBN 0-7506-5997-1
2. Council of Europe, IEIC. (2015). Cultural routes management: from theory to practice. Step-by-step guide to the Council of Europe Cultural Routes. Strasbourg: C. E. Publ. . ISBN: 978-92-871-7938-8
3. GIL, J. & Cabrita, A. (1998). Os mais belos castelos e fortalezas de Portugal. Lisboa. Verbo. ISBN 972-22-1135-8
4. Gomes, J. & G-Quijano C. (1999). Rutas e Itinerários Turísticos en Espana. Madrid: Editorial Sintesis. ISBN: 9788477380986

Teaching and learning methods

Oral presentation of the syllabus through the students' prior knowledge of the concepts and for that the use of audiovisual tools will be important. Active involvement of the students in the classroom with the purpose of building their own knowledge process. School trips and field work. Reading texts of documents enabling deepen the subjects covered by the course.

Assessment methods

1. Distributed evaluation - (Regular) (Final, Supplementary, Special)
 - Projects - 70%
 - Presentations - 30%
2. Incoming Students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Projects - 70%
 - Presentations - 30%
3. Distributed evaluation - TE - (Student Worker) (Final, Supplementary, Special)
 - Projects - 70%
 - Presentations - 30%

Language of instruction

Portuguese

Electronic validation

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04-03-2020	04-03-2020	05-03-2020	11-03-2020