

Course Unit	TourismDevelopment	Field of study	Tourism
Bachelor in	Tourism	School	School of Public Management, Communication and Tourism
Academic Year	2019/2020	Year of study	3
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - , TP 60, PL - , TC - , S - , E - , OT - , O -
		Level	1-3
		ECTS credits	6.0
		Code	9254-532-3105-00-19

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) Marco Paulo Martins

Learning outcomes and competences

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

1. Identify and explain the importance of tourism planning.
2. Distinguish the conceptual structure of tourism and the factors that determine tourism impacts.
3. Identify economic, social, cultural and natural impacts caused by tourism.
4. Interpret the models about tourism development.
5. Identify the factors of competitiveness and sustainability of tourist destinations. Explain the competitiveness model of tourist destinations.

Prerequisites

Before the course unit the learner is expected to be able to:
Does not apply.

Course contents

I - Concepts of tourism and planning in development perspective. II - The impacts caused by tourism. III - Tourism: to grow and/or development. IV - Competitiveness and sustainability of tourism destinations. V-Diversity of destinations and sustainability development strategies.

Course contents (extended version)

1. Concepts of tourism and planning in development perspective.
 - Introductory concepts.
 - Purpose and problems of tourism planning.
 - Stakeholders in tourism development.
 - Objectives and development goals.
2. The impacts caused by tourism.
 - Conceptual framework of tourism.
 - Socio-cultural impacts.
 - Economic impacts.
 - Environmental Impacts.
3. Tourism: to grow and/or development.
 - The problematic of concept development.
 - General models of development.
 - Models of development for tourism.
4. Competitiveness and sustainability of tourism destinations.
 - The competitiveness dimensions of destinations.
 - Management of tourism in a sustainability perspective.
 - Destination competitiveness Model.
5. Diversity of destinations and development strategies.
 - Variety of destinations and development guidelines.
 - Steps and development tools.
 - PESTLE Analysis, SWOT Analysis, Ansoff Matrix and BCG Matrix.

Recommended reading

1. Arta-Tur, A. , & Kozak, M. (2015). Destination Competitiveness, the Environment and Sustainability: Challenges and Cases. CABI Publisher. ISBN-10: 1780646976.
2. Burns, P. M. , & Novelli, M. (2008). Tourism Development. CABI. UK. ISBN-10: 1845934253.
3. Gentile, A. (2016). Competitiveness of tourist destinations. Digital book, Amazon Kindle. ISBN: 978-987-42-1297-9.
4. Kastarlak, B. , & Barber, B. (2014). Fundamentals of Planning and Developing Tourism: Pearson New International Edition. ISBN-10: 1292039485.
5. Morrison, A. M. (2013). Marketing and Managing Tourism Destinations. Routledge: New York. ISBN 10: 0415672503.

Teaching and learning methods

The pedagogical methodology to be used is based on theoretical-practical classes where concepts, methodologies and techniques are presented and discussed, using texts and audiovisual media. Analysis and discussion of concrete themes, tourism development plans and practical case studies.

Assessment methods

1. Continuous Assessment - (Regular, Student Worker) (Final)
 - Practical Work - 15% (Same Assessment for ERASMUS (Incoming) and for students with work student status if communicated.)
 - Final Written Exam - 35% (Same Assessment for ERASMUS (Incoming) and students with work student status if communicated.)
 - Development Topics - 50% (Same Assessment for ERASMUS students (Incoming) and for students with work student status)
2. Assessment - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%
3. ERASMUS (Incoming) and with Working status - (Regular, Student Worker) (Final)
 - Final Written Exam - 50% (For ERASMUS students (Incoming) and for students with work student status if communicated in advance)

Language of instruction

1. Portuguese
2. Portuguese, with additional English support for foreign students.

Electronic validation

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27-09-2019	30-09-2019	01-10-2019	02-10-2019