

Course Unit	International Tourism	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	2
Workload (hours)	162	Contact hours	T - , TP 60 , PL - , TC - , S - , E - , OT - , O -
		Level	1-3
		ECTS credits	6.0
		Code	9254-532-3204-00-19

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) Ana Maria Vicente Mesquita

Learning outcomes and competences

- At the end of the course unit the learner is expected to be able to:
1. Understand and assess the significance and operation of tourism worldwide;
 2. Analyze the importance of international tourism flows;
 3. Learn about the main organizations and international tourism policies;
 4. Recognize the importance of tourism in the European Community;
 5. Interpret the European policy for the tourism sector;
 6. Characterize the main tourism regions in the world;
 7. Understand about the future trends in international tourism.

Prerequisites

Not applicable

Course contents

1. The Touristification of Economies, Spaces and Present Society. 2. The Government Intervention in the Tourism Sector - Organizations and Policies. 3. Tourism in the European Union. 4. The different Tourist Regions in the World. 5. Future trends in international tourism.

Course contents (extended version)

1. THE TOURISTIFICATION OF ECONOMIES, SPACES AND PRESENT SOCIETY
 - Key concepts
 - Theories supporting the international tourism
 - Elements to quantify the importance of tourism on a global scale
2. THE GOVERNMENT INTERVENTION IN THE TOURISM SECTOR - ORGANIZATIONS AND POLICIES
 - Forms of government intervention
 - The International Agencies
 - The administrative organization of States in the field of tourism
3. TOURISM IN THE EUROPEAN UNION
 - The importance of tourism in the European Union - key features
 - The Policy Community Tourism
4. THE DIFFERENT TOURIST REGIONS IN THE WORLD
 - Outbound regions and inbound areas
 - Characterization of the main tourist regions in the world
5. FUTURE TRENDS IN INTERNATIONAL TOURISM

Recommended reading

1. Boniface, B. & Cooper, C. (2006). Worldwide destinations: The geography of travel and tourism. Oxford: Elsevier Butterworth-Heinemann. ISBN 0-7506-5997-1.
2. Costa, C. , Panyik, E. , & Buhalis, D. (Eds.). (2013). Trends in european tourism planning and organisation: Channel View Publications ISBN: 978-1-84541-410-8
3. Harssel, J. V, Jackson, R. & Hudman, L. (2015). National geographic learning'd visual geography of travel and tourism 5th Ed. Cengage Learning, ISBN: 978-1-133-95126-1
4. OECD. (2018). OECD Tourism trends and policies.

Teaching and learning methods

The course unit will be taught through the theoretical contents exhibition (expositive method), followed by the analysis and discussion of case studies and oriented readings in classes (demonstrative method). In what concerns outside class work it is proposed the accomplishment of research work on the syllabus of the curricular unit.

Assessment methods

1. Distributed Evaluation - (Regular, Student Worker) (Final)
 - Final Written Exam - 70%
 - Practical Work - 30%
2. Final Exam Evaluation - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%
3. Incoming students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 100%

Language of instruction

English

Electronic validation

Ana Maria Vicente Mesquita	Catarina Antónia Martins	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
06-03-2020	08-03-2020	10-03-2020	11-03-2020