

TOURISM, CATERING, HOTEL MANAGEMENT, AND MARKETING
SUBJECTS AVAILABLE FOR EXCHANGE STUDENTS
Spring Semester

| Tourism, Catering, Hotel Management, and Marketing | | |
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| Spring Semester | | ECTS |
| GE | Advertising and Public Relations | 6 |
| GE | Corporate Communication | 4 |
| GTH | Event Planning and Recreation | 5 |
| GE | Events Marketing | 4 |
| RC | Food and Beverage Management | 6 |
| TUR | Cultural Heritage Interpretation | 6 |
| | Internship | 8 |
| GE | Management of Event Recreation | 6 |
| AT | Music and Dance Applied to Recreation II | 6 |
| MT | Public Relations in Tourism | 5 |
| AT | Sea and Maritime Activities | 6 |
| MT | Society and Communication | 4 |
| GTH | Spa and Thermal Springs Management | 5 |
| TUR | Tour Operations and Transport | 6 |
| MT | Tourism Destinations Marketing | 6 |
| TUR | Tourism Marketing | 4 |
| TUR | Tourism Planning and Development | 6 |
| TUR | Tourism Sociology | 6 |
| TUR | Tourist Guides and Information Techniques | 6 |
| TUR | Tourist Markets | 6 |

Advertising and Public Relations 6 ECTS

With this course it is intended that students see the advertising and public relations as a form of communication, understand who the stakeholders in the advertising sector are, their functions, and distinguish marketing strategy from advertising strategy.

Aims:

Distinguish marketing strategy from communication strategy; Understand advertising and public relations as means of communication; Know the advertising industry players and their functions; Learn how to order and analyse a Communication Plan; Learn to create and evaluate a Creative Strategy; Understand public relations as a means of communication; Learn to evaluate communication activities proposed; Learn to program Public Relations actions; Apply the knowledge of Advertising strategy and Public Relations Strategy to study practical cases.

Corporate Communication 4 ECTS

The course aims to understand the importance of communication in an organizational context.

Aims:

Understand the importance of communication; Develop and improve oral and written communication skills; Enriching the communication capacity through the reading and production of different types of text; Understand the concept of Organization; Understanding the concept and process of communication and its strategic relevance in the current organization; Recognize the importance of assertive behaviour in communication; Recognize communication techniques specific to different institutional contexts; Practicing the application of different communication techniques; Particularize the verbal and non-verbal, written and oral expression; Reflecting on the workings of language in situations of different nature; 11. Develop research methods, recording and processing of information.

Event Planning and Recreation 5 ECTS

It is a multidisciplinary and integrative course, which aims to provide students the technical requirements needed for planning and organizing entertainment activities, in order to develop significant tourist practices.

Thus, it is its primary objective developing professional skills to integrate a company in tourism activities, organizing occasional events and recreation in both touristic companies and destinations.

Aims:

Know the historical development of recreation and leisure; Acknowledge new trends on recreation activities; Train and raise awareness of the potential of the Heritage to the recreation project; understand the importance of animators on recreation activities; Understanding the structure and organization of a department of touristic recreation. Acknowledge the importance of the recreation department on the global hotel profits; learn how to plan and schedule activities of touristic recreation; Run a recreation plan, budgets and resources to the different uses.

Events Marketing 4 ECTS

This course aims to equip future events managers with specific tools of the marketing area to enable them to analyse the market in order to identify opportunities for implementing new events or to identify how they can optimize events already conceived. By addressing the various stages of conducting a Marketing Plan students will be able to create a plan for an event while in charge of it.

Aims:

Create a body of knowledge base in the marketing area; Explain the concept of marketing, its evolution and its importance to industry events; Describe the elements of the marketing environment and its strategic relevance; Develop analytical capacity of the marketing environment of an event; Fostering creativity in developing strategies to seize opportunities or overcome threats identified in the marketing environment; Describe, develop and implement the various phases of a marketing plan for an event; Understand the importance of electronic marketing; Understanding new trends in event marketing; Strengthen expository capacity in academics / professionals context.

Food and Beverage Management 6 ECTS

With this subject, it is intended that students specialize in specific management of food and drinks. The food and beverage department is very important for hotel operations but presents great challenges. This subject aims to provide students with tools to control costs and boost food and beverages sales. The tools presented are intended to be adjustable to any food and beverage establishment.

Aims:

Learn to calculate and interpret the food cost and beverage cost (potential and actual); Learn to calculate rates of waste; Knowledge of F & B budgeting; Learn to create various control maps using Excel.

Cultural Heritage Interpretation 6 ECTS

This course seeks to introduce the student to the major issues raised by the attractive world of heritage. It is proposed a course on the concept evolution, its various forms of presentation, its legislation, as well as their conservation and management. The strong social dimension that it assumes, especially in relation to tourism activities, justifies the study of methods and techniques of heritage presentation to the public that visit it during their free time.

Aims:

To understand concepts and to analyse the phenomena of cultural heritage in relation to tourism; To communicate through different media; To develop teamwork methods; To know the concept of cultural heritage and its evolution; To integrate the heritage in its various aspects: legal, conservation, social and management; To identify and to analyse heritage resources with interpretive potential; To apply methodological tools of target groups analysis for the interpretation; To apply interpretative techniques in order to adapt messages to different types of public; To know resources and interpretive media and the criteria for their selection; To plan programs and interpretive activities; To apply assessment techniques of interpretative operations.

Internship 8 ECTS

It aims to include students in the labour and business context. It is intended that the student can integrate the knowledge obtained in the course of various subjects in a business context. 160 hours of work on an outside company.

Aims:

Experience the corporate and business world; Develop technical, critical and analytical skills; Apply and develop interpersonal skills, teamwork and customer service; Communicate the knowledge acquired in a written and oral manner.

Management of Event Recreation 6 ECTS

The paradigms of the contemporary demand a multidisciplinary preparation of any professional. For a technician to manage and communicate tourism marketing products they must have a perception of how they are formed. It will be

important the perception of the globalized world we live in and what means there are to communicate a tourism product or a company. The events are communication vehicles. Indeed the phenomenon of tourism activities initially emerged as a way to complement a product today revealed as the product itself, in need of a marketing effective with certain particularities.

Aims:

As primary objectives the students should: know how to integrate the tourist entertainment area and events as products associated with tourism; understand the events as a kind of product, subject to rules of conception and development; view the recreation as a tourist activity that requires strategic planning and ultimately face the events as a communication too; Know how to characterize events and tourist activities according to different categories; Learn to plan recreation and different types of events; Learn to develop recreation actions and events as products; Know to promote action of recreation.

Music and Dance Applied to Recreation II 6 ECTS

In the course of Music and Dance Applied to Recreation I students will have opportunity to: - Know the basic concepts of music and reflect the cultural importance of the same with a view to their integration into projects of tourist activities; Learn the basics of dance and reflect the cultural importance of the same with a view to their integration projects in tourism activities.

Aims:

Conceptual understanding of music theory and choreographic language; Develop and improve vocal and / or instrumental practice and relate it to body movement; Producing / participate in different types of shows; To deepen the understanding and the use of musical vocabulary and body language; Understanding the Music and Dance as Human, Social and Cultural Construction; Develop critical thinking that underpins opinions, creations and interpretations of Music and Dance applied to Recreation; Understand the need to cultivate multidisciplinary and interdisciplinary phenomenon of tourism and entertainment tourism; Using the creative potential of the various types of dance and music as personal development factor; You can also understand the Dance and Music as Human, Social and Cultural construction and develop critical thinking that underpins opinions, creations and interpretations of Music and Dance applied to recreation.

Public Relations in Tourism 5 ECTS

In this subject students will acquire knowledge and skills on an important communication tool that Tourism Marketing has at his disposal: Public Relations. So this subject will link up with all the course UC's about promotion in tourism specially the Advertising UC.

Aims:

The student will understand the role of PR as a marketing communication tool; The student should master the various communication tools of PR, distinguish them and apply them in accordance with company goals; The student will learn how to create a PR Plan; The student will develop the ability to analyse a PR plan and propose it's reformulation.

Sea and Maritime Activities 6 ECTS

Sea, Leisure and Recreation is a curricular unit (CU) included in the 3rd semester of the Tourism Recreation study plan at ESTM, and is mandatory for all the 1st cycle students willing to complete a degree in that area. The discipline has 6 ECTS, with a weekly workload of 3 hours Theory/Practice classes and 3 hours Fieldwork. The study plan for this CU includes also 6 hours of Tutorials. Its main objectives are to offer basic knowledge about the diversity of marine sport activities available, and to inform about the recreational possibilities on offer in marine areas and in the littoral zone.

Aims:

To know the diversity of the sea-related sport activities; To improve writing skills and specific report making capabilities; To develop abilities for multidisciplinary team work and training communication strategies; To promote contact with trading firms doing business on marine recreation and sea-oriented activities; To offer hands-on experiences in nautical activities and observation of marine wildlife; To provide closer contact with the aquatic environment, to help expand job creation opportunities in sea-oriented recreational activities adapted to the conditions on the Portuguese coast.

Society and Communication 4 ECTS

Being able to look at communication as a problematic issue of Society and Culture, updated and constantly problematized.

Aims:

To understand diverse meanings and presences of Communication in the current world; To understand the importance of symbolic thinking and the integration of the symbol in Marketing; To understand Media specifics and each medium's text typologies; To be able to transform communication knowledge into marketing strategies; To understand some

models of human communication; To understand basic concepts of semiotics; To deal with different mass media and different communicational languages; Problematize the Internet as a new language.

Spa and Thermal Springs Management 5 ECTS

It is essential for the future hotel manager to know health and wellness tourism and all its modalities. Today tourist profile clearly points to the perception and appreciation assigned to SPA hotels, thalassic centres and renewed thermal spring resorts. Therefore, acknowledgment of SPA, thalassic and thermal management is crucial in order to meet the new necessities and orientations of tourism demand.

Aims:

Characterize health and wellness tourism and understand its potential; Acknowledge how SPAs integrate in Hotels; Understand the structure and organization of a thermal spring resort; Plan and schedule activities related to health and wellness tourism; Comprehend the importance of thalassotherapy as a health and wellness tourism product; Understand how to increase occupation and consumption in a hotel through the SPA facilities; Acknowledge new trends for health tourism to develop the hotel industry.

Tour Operations and Transport 6 ECTS

This course aims to equip students with technical knowledge in transportation tourism area (air, sea, rail and road) as well as provide the necessary information for the recognition of their impact on the tourism industry. In this context it is essential to develop expertise and specifics about the program "Galileo", continuing the course of TAVOT.

Aims:

Provide technical expertise in the tourist area of transport (air, sea, rail and road); Recognizing their impacts in the tourism industry; Develop expertise and specific knowledge about the "Galileo", as a result of the Tourism Operations Management curricular unit; Develop and deepen understanding of the tourist transport, providing technical tools of scientific and technological framework for future integration into working life; Acquire vocabulary and terminology as appropriate and relevant in the context of tourist transport; Provide technical expertise in the area of tourist transport, with particular emphasis on aviation; Know the specific information systems of travel agents and airline companies; Acquire basic knowledge on the operation of tourist transport.

Tourism Destinations Marketing 6 ECTS

The application of marketing in defining strategic orientations of a territory.

Aims:

To know the process of diagnosis and strategic territorial planning; To dominate the methodologies for increase the value of the territory as a product; To know operating instruments for the promotion of the territory; To know the present inter-relations in the economic systems of territorial base and the processes of dynamic interaction in a context of growing territorial competitiveness.

Tourism Marketing 4 ECTS

This course introduces the student to the main issues raised by Marketing as a tool that fits within an economy dominated by the Demand. We propose beginning by the fundamental notions of Marketing. The strong strategic dimension that assumes. Marketing in tourism activities, justifies the knowledge of concepts and methods that allow a professional performance consistent with requirements raised by the current Tourist Systems.

Aims:

Understand the importance of marketing and its environment in the organizations management; To analyse how the market can influence management decisions in organizations; To know the process of segmentation and the importance of those tools in the organizations strategic planning; Understand the differences between marketing products and marketing services; To know the Marketing-Mix variables: Product, Price, Distribution, and Communication; Understand the concept of marketing relationship and its importance in understanding and meeting the needs of the customers/guests; To develop the capacity of analysis and constructive criticism; To develop Marketing Plans; To develop the ability to integrate the company/institution in the dynamics of the Tourism System.

Tourism Planning and Development 6 ECTS

The planning activity has been playing an increasingly important role in defining strategies for improvement and enhancement of urban and rural economic development and coordination of common interests in terms of policies, on many different levels.

Aims:

Understand the dependence between the Tourism and Environment, to ensure the growth of a sustainable economy and the natural balance; Recognize the kind of planning instruments and land allocations in the development of tourism;

Understand the policy guidelines and strategic directions in the world and Europe in relation to tourism; development; Recognize the importance of tourism planning in various fields of activity; Understand the process of tourism planning and recognize the role of public participation; Understand the systemic approach that surrounds the tourism sector and the relationship to maintain with the various fields of political action, social and economic.

Tourism Sociology 6 ECTS

Sociology of Tourism has provided a strong contribution to the understanding of tourism from the human dimension, social and behavioural. It is a science that finds regularities associated behavioural needs, preferences, motivations and desires to travel inherent in contemporary social condition. It is also a science that discusses, critically, the implications of the tourism sector in space in relation to time, with the self and with others.

Aims:

Identify dominant social practices of tourism in Portuguese society; Distinguish trends in urban public consumption in tourism (cultural factor and factor emotional); Understand dominant typologies of tourist behaviour; Analyse new dominant in the tourism sector related to different variables Sociological: age, gender, profession, lifestyle (from case studies); Conduct surveys in order to define the behaviour in tourism; Interpret the results of investigations into the practices of tourism; Join tourist preferences of their social groups; Understanding the evolution of tourism through the sociological theories.

Tourist Guides and Information Techniques 6 ECTS

At a time when tourism is vital to the world economy and in many cases in an organized way, master the technical guide is an asset for working in travel agencies or simply to allow effective monitoring of tourists. Tourist information is now deciding factor in choosing a destination or business, given the high competition. So learn to be present in the right places, the most appealing is crucial to the success of tourism enterprises.

Aims:

To give the students the knowledge to analyse and understand tourist guide's day work, how to act with different people and their importance to the tourism sector.

Tourist Markets 6 ECTS

To provide a large understanding of three factors that determine the tourism markets, from both sides – the demand and the supply.

Aims:

Provide the students with a holistic understanding of the functioning of tourism markets, according to a systemic perspective; To provide students with knowledge about the structure of supply and demand and how to act on the source markets; To facilitate the understanding of tourism policy and, in particular, the structuring of the supply and its adequacy to demand; To know the official systems of promotion and their interaction with private agents; To develop a correct perception of the strategic importance of new trends in demand; To promote the necessary skills to implement promotional departments in companies; To promote the necessary skills to a continuous analysis of market trends; To promote the necessary skills to re-structuring the promotion to the new motivations, the company and the territory.

Note: All subjects are thought in Portuguese. It depend on each teacher to give the class in English or other language. Students will be given material in English and evaluation will also be in English. Tutorial appointments can be schedule with each teacher.