

Course Unit	Internationalization in Tourism	Field of study	Tourism
Master in	Tourism Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - , TP 45, PL - , TC - , S - , E - , OT 6, O -
Level	2-1	ECTS credits	6.0
Code	5048-586-1104-00-23		

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) Catarina Antónia Martins

#### Learning outcomes and competences

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

1. Understanding the importance of international tourism for use in most micro scales.
2. Understand the players in the international tourism system for collecting / consolidating tourism markets nationwide.
3. Analyze the new tourism trends to anticipate innovative strategies for action.

#### Prerequisites

Not applicable

#### Course contents

1. International Tourism
2. International business
3. Portugal vs International Tourism

#### Course contents (extended version)

1. International Tourism
  - Introduction
  - Determinants of international flows and International Tourism Market Structure
  - Regional Dynamics and Local vs. Global
2. International business
  - Introduction
  - The globalization of markets and the internationalization of companies
  - International Business - social, cultural and partners
  - Contractual Strategies
3. Portugal vs International Tourism
  - Systemic view of players of the national and international tourism market

#### Recommended reading

1. Hill, Charles W. L. (2013), International business: Competing in the global marketplace, 9th edition. Boston: McGraw-Hill. ISBN: 0-07-115116-8
2. World Tourism Organization. (2023). International Tourism Highlights, 2023 Edition – The Impact of COVID-19 on Tourism (2020–2022). Madrid: World Tourism Organization.
3. Witt, S. & Brooke, M. (2012). The Management of international tourism (RLE Tourism). New York: Routledge. ISBN-10: 9780415812689
4. Organisation for Economic Co-operation and Development. (2022). OECD Tourism trends and policies 2022. Paris: OECD Publishing
5. Carrasqueira, H. (2022). Hotelaria Internacional Actual Editora.

#### Teaching and learning methods

An expositive methodology will be used in the first part of the class and in a second part scientific articles are proposed for debate. These will allow, at a later stage, the realization of development themes to consolidate knowledge of the international tourist reality.

#### Assessment methods

1. Continued Evaluation (also mobility students) - (Regular) (Final, Supplementary)
  - Intermediate Written Test - 50% (Minimum mark- 7 (1 to 20))
  - Practical Work - 50% (Practical work in classes.)
2. Final evaluation - (Regular, Student Worker) (Final, Supplementary, Special)
  - Final Written Exam - 100%

#### Language of instruction

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

#### Electronic validation

Catarina Antónia Martins	Ricardo Alexandre Fontes Correia	Catarina Alexandra Alves Fernandes	Luisa Margarida Barata Lopes
16-10-2023	21-10-2023	21-10-2023	21-10-2023