

Course Unit	Seminar	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	2
Level	2-1	ECTS credits	18.0
Code	5048-586-1204-00-23		
Workload (hours)	486	Contact hours	T - TP 90 PL - TC - S - E - OT 12 O -

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) Aida Maria Oliveira Carvalho, Ana Sofia Montenegro Goncalves Coelho, Catarina Antónia Martins, Luisa Margarida Barata Lopes, Márcio Domingos Alves Ribeiro Martins

Learning outcomes and competences

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

1. Articulate the curriculum content addressed through the master with new topics relevant to professional activity.
2. Have a critical attitude, able to contribute to a debate within the tourism marketing field.
3. Understand new concepts and synthesize them.

Prerequisites

Before the course unit the learner is expected to be able to:
None

Course contents

Thematic seminars applied to Tourism Marketing.

Course contents (extended version)

1. Seminars about the following topics:
2. Winetourism
3. Tourism and Regional Development
4. Event Management
5. Health & Wellness Tourism
6. Industrial Tourism
7. Creative Tourism
8. Sustainability
9. Technologies and Tourism

Recommended reading

1. Hall, M. (2010). Fieldwork in tourism methods, issues and reflections. Routledge. ISBN: 978-0-415-58919-2 2.
2. Quivy, R. e Campenhoudt, L. (2008). Manual de investigação em ciências sociais. Gradiva Publicações. ISBN: 9789726622758 3.
3. Robinson, P. (2012). Tourism: the key concepts. Routledge. ISBN: 978-0-415-67793-6
4. Veal, A. (2006). Research methods for leisure and tourism: a practical guide. Prentice Hall. ISBN: 978-0-273-68200-4

Teaching and learning methods

This course consists of a set of sessions which may include lectures, discussions, short courses and study visits conducted by professors and/or other specialists in the subjects addressed. Will be promoted discussion, reflection and application of knowledge through the implementation of reports, practical assignment and research.

Assessment methods

- Continuous Assessment - (Regular, Student Worker) (Final, Supplementary, Special)
- Projects - 70%
- Practical Work - 30%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Aida Maria Oliveira Carvalho, Ana Sofia Montenegro Goncalves Coelho, Catarina Antónia Martins, Luisa Margarida Barata Lopes, Márcio Domingos Alves Ribeiro Martins	Ricardo Alexandre Fontes Correia	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
04-03-2024	08-03-2024	08-03-2024	09-03-2024