

Course Unit	-- null	Field of study	-
	Postgraduate Course in Circular and Sustainable Water Design: Health and Wellness	School	School of Hospitality and Wellbeing
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	1
Workload (hours)	81	Contact hours	T - - TP 24 PL - TC - S - E - OT - O -
		Level	ECTS credits 3.0
		Code	5067-778-1102-03-23

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) Alcina Maria Almeida Rodrigues Nunes

#### Learning outcomes and competences

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

1. Understand the concept of tourism product, its components, production process and main types of tourism products
2. Recognise the main trends in terms of tourism product development
3. Relate endogenous resources, experiences and tourism products
4. Apply methodologies of creative tourism applied to the design of tourist experiences
5. Identify the action strategies to develop to create innovative and creative experiences

#### Prerequisites

Before the course unit the learner is expected to be able to:  
Not applicable

#### Course contents

Concept, nature, and characteristics of a tourism product. Principles and procedures in tourism product development. Trends and innovation in tourism products development: the tourism experience. Tourism and creativity. Design and creation of tourism experiences.

#### Course contents (extended version)

1. Concept, nature and characteristics of a tourism product
2. Principles and procedures in tourism product development
  - The particular case of health and well-being tourism
3. Trends and innovation in tourism products development:
  - The tourism experience
4. Tourism and creativity
  - Concepts' identification and presentation
5. Design and creation of tourism experiences
  - Methodologies, concepts, and examples

#### Recommended reading

1. Joseph Pine II, B., & Gilmore, J. H. (2011). *The Experience Economy* (updated ed.). Harvard Business Review Press.
2. Long, P., & Morpeth, N. D. (2018). *Tourism and the Creative Industries: Theories and Practice* (1st ed.). Routledge.
3. OECD (2014). *OECD Studies on Tourism and the Creative Economy*. OECD Publishing.
4. Prieto, M. (2020). *Design Thinking for Tourism Product Development: Application of Design Thinking Techniques to Achieve Sustainable and Memorable Tourism Experiences*. Sciencia Scripts.
5. Ratten, V., Braga, V., Alvarez-Garcia, J., & del Rio-Rama, M. C. (eds.). (2019). *Tourism Innovation: Technology, Sustainability and Creativity* (1st ed.). Routledge.

#### Teaching and learning methods

Application of theoretical exposure methods to the different contents, using audiovisual media complemented with interactive methods that stimulate students' participation through individual and group application of the techniques presented. In practice, it is intended to consolidate the acquisition of theoretical knowledge and the competencies provided by the unit.

#### Assessment methods

1. Alternative 1 - (Regular, Student Worker) (Final)
  - Practical Work - 100%
2. Alternative 2 - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 100%

#### Language of instruction

Portuguese

#### Electronic validation

Alcina Maria Almeida Rodrigues Nunes	Maria José Gonçalves Alves
16-01-2024	22-01-2024