

Course Unit	General Principles of Tourism	Field of study	Tourism
Bachelor in	Hospitality Management	School	School of Hospitality and Wellbeing
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	1
Level	1-1	ECTS credits	3.0
Code	9076-806-1107-00-23		
Workload (hours)	81	Contact hours	T - TP 30 PL - TC - S - E - OT - 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) 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. Identify and understand the concepts and measures of analysis of the tourism phenomenon and its historical evolution
2. Characterise tourism supply and demand
3. To recognise the main public and private sector agents operating in the national tourism industry
4. Foresee the tourism evolution and trends and the need for an update/adaptation of the principles that govern this activity

### Prerequisites

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

### Course contents

Tourism analysis. Historical evolution of tourism activities in the world and Portugal. Institutional, structural and organisational aspects of Tourism in Portugal. Tourism demand: characteristics, needs and motivations. Tourism supply: characteristics, structure and composition. Future perspectives on tourism.

### Course contents (extended version)

1. Tourism analysis
  - Definition and concepts
  - Tourism classifications
  - Types of tourism
  - Tourism measures and indexes
2. Historical evolution of tourism activities in the world and Portugal
3. Institutional, structural and organisational aspects of Tourism in Portugal
4. Tourism demand: characteristics, needs and motivations
  - Concept and formation of tourism demand
  - Tourism needs and tourism consumption
  - Motivations for demand
5. Tourism supply: characteristics, structure and composition
  - Concept and classification
  - Tourism products
  - Accommodation, transport and entertainment
  - Private and institutional components in the supply of tourism services
6. Future perspectives on tourism
  - Tourism development trends
  - Agents of change

### Recommended reading

1. Cunha, L. (2019). *Introdução ao Turismo* (6ª ed.). LIDEL.
2. Cunha, L. (2013). *Economia e Política do Turismo* (3ª ed.). LIDEL.
3. Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2018). *Tourism: Principles and Practice* (6th ed.). Pearson.
4. Page, S. (2019). *Tourism Management* (6th ed.). Routledge.
5. Sanchez, A. V., Moutinho, L., Abranja, N., & Rodrigues, T. (2023). *Turismo e Hotelaria Futureland. Sustentabilidade e Tecnologias para o Futuro*. Lidel.

### Teaching and learning methods

Articulation of the theoretical-practical component through moments of knowledge acquisition, reflection, and critical analysis supported by the practical application of the contents. Use of technological teaching resources in more expository classes and practical activities, geared towards analysis and debate which lead students to review, reflect, and apply knowledge.

### Assessment methods

1. Option 1 - (Regular, Student Worker) (Final, Supplementary)
  - Practical Work - 50%
  - Intermediate Written Test - 50%
2. Option2 - (Student Worker) (Final, Supplementary)
  - Final Written Exam - 100%
3. Option 3 - (Regular, Student Worker) (Special)
  - Final Written Exam - 100%

### Language of instruction

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

## Electronic validation

Alcina Maria Almeida Rodrigues Nunes	Maria José Gonçalves Alves
06-11-2023	08-12-2023