

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	Level	2-1
Type	Semestral	Semester	1	ECTS credits	6.0
Workload (hours)		162	Contact hours	T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other	
				T - 45 PL - TC - S - E - OT 6 O -	
Code 5048-586-1104-00-23					

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